



Course Syllabus
MKTA 5305 Seminar in Marketing
Fall 2026

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Class: MKTA 5305

Class Time: Asynchronous

Instructor: James Cho, D. B. A.

Office: R 102, 3420 Amy St., Eagle Pass

Phone: 830.703.4821

Credits: 3

Location: Online Asynchronous

E-mail: James.Cho@sulross.edu

Office Hours: 10:00AM-- 4:30PM, Mon.to Fri.

Required online meetings: 7:00 PM on October 21 & November 18

Required Materials:

Textbook:

1. Kotler, P., Keller, K. L., & Chernev, A. (2024). *Marketing Management*, 17th Edition, Published by Pearson, ISBN-13:9780138184889
2. Reading and Supporting Materials: Provided through SRSU Blackboard

Course Description: This course serves as the capstone to the MBA program teaching students how to integrate the different functional areas of marketing strategy. Students will learn the importance of leadership in combining the interests of different stakeholders in the development and implementation of a strategic marketing plan that creates a sustainable competitive advantage for a market. The challenges of integrating the different marketing strategies of a business when planning, implementing, and evaluating marketing strategy will be discussed in detail along with the important role of innovation in the sustained success of an organization.

Course Learning Outcomes: Upon successful completion of the course students will:

1. Develop an understanding of marketing managerial topics. Assessment: Written assignments, exams, and class discussion.
2. Describe how the forces which shaped business competition. Assessment: Written assignments, exams, and class discussion.
3. Demonstrate the ability to evaluate marketing strategies. Assessment: Written assignments, exams, and class discussion.
4. Generate a marketing managerial model which will provide an organization with sustained competitive advantage. Assessment: Written assignments, exams, and class discussion

MBA Learning Outcomes: Upon successful completion of the MBA students will:

1. The ability to collect, evaluate and analyze data to make informed marketing decisions.
2. Demonstrate marketing manager's skills through the development of innovative solutions to complex problems that satisfy the needs of the multiple stakeholders of the organization.
3. The ability to design sustainable marketing strategies that ensure long term competitive advantage in the ever changing global economy.

4. The ability to recognize major digital trends impacting marketing management and adapt their organization to leverage these trends into a marketing competitive advantage.

MBA Marketable Skills: Upon successful completion of the MBA students will have the following markable skills:

1. The ability to use software to analyze and report marketing data.
2. The ability to work with others to solve problems.
3. The ability to communicate internally and externally effectively.
4. The ability to use the latest digital technology.

Academic Integrity: Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. Students should also avoid using open AI sources ***unless permission is expressly given*** for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

AI Usage Policy: "The University does not recommend or endorse any specific AI tools or resources. Students should be aware that many generative AI tools (e.g., ChatGPT, Google Gemini, Microsoft Copilot) store user input and may use this data to train future models. For this reason, students should never upload or share personal, confidential, or identifiable information—such as names, ID numbers, health data, or assignment submissions containing such details—into any generative AI platform. When using AI tools, students should verify whether the tool complies with student privacy standards as indicated by the University. Faculty may recommend specific tools that better align with institutional data privacy policies, but ultimate responsibility for data protection rests with users. Students are encouraged to use faculty-recommended platforms when engaging in coursework involving generative AI. The University is not liable for any adverse experience or impact when students interact with these tools." Students are aware of using AI tools with a full of academic integrity and are reminded to obey following rules:

1. No use of generative AI tools permitted: This course assumes that work submitted by students will be generated by the students themselves, working individually or in groups as directed by class assignment instructions.
2. Generative AI is permitted in specific contexts and with acknowledgement: The emergence of generative AI tools (such as ChatGPT and DALL-E) has sparked interest among many students in our discipline. The use of these tools for brainstorming ideas, exploring possible responses to questions or problems, and creative engagement with the materials may be useful for you as you craft responses to class assignments.
3. Students are encouraged to use generative AI tools in coursework: The use of generative AI is encouraged with certain tasks and with attribution. You can choose to use AI tools to help brainstorm assignments or projects or to revise existing work you have written. When you submit your assignment, I expect you to clearly attribute what text was generated by the AI tool (e.g., AI generative text appears in a different colored font, quoted directly in the text, or use an in-text parenthetical citation).

Classroom Climate of Respect: This class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against other students.

Counseling: Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/356 support by visiting [Timelycare/SRSU](https://www.timelycare.com/sulross). The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and SRSU International students.

Libraries: The Bryan Wildenthal Memorial Library in Alpine offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu/. Off-campus access requires logging in with your LobolD and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or by phone (432-837-8123). No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting library.sulross.edu/find-and-borrow/texshare/ or ask a librarian by emailing srsulibrary@sulross.edu. Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL) and ScanIt to get materials delivered to you at home or via email.

Americans with Disabilities Act (ADA): Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mary Schwartze, LPC-S, SRSU's Accessibility Services Coordinator at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email mary.schwartze@sulross.edu. Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.

Official Communication: All official communication by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it from time to time for personal communication. I encourage you to email me if you have questions or comments, BUT PLEASE include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

Technical Support: The Support Desk is where you can direct your more technical questions. For example, the Support Desk can help you if you are having issues submitting a document, getting videos to play, or using BlackBoard. The support desk is open 24 hours a day/7 days a week for your convenience. You can reach the support desk by calling 888.837.8888 or by email blackboardsupport@sulross.edu. You may also reach the Support desk from the Technology Support tab within Blackboard by clicking the Support Desk graphic on the course homepage or calling 936.294.2780.

SRSU Distance Education Statement: Students enrolled in distance education courses have

equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook.

Assignments

Late Work: There will be a 10% penalty for assignments submitted late.

Course Requirements and Grading

Requirement	Points Possible	Grading Scale
Weekly Discussion Posts – Due Weekly	350 points	A = 900 to 1000 points
Assignment 1 – Due on October 25, 2026.	150 points	B = 800 to 899 points
Assignment 2 – Due on November 8, 2026.	150 points	C = 700 to 799 points
Assignment 3 – Due on November 23, 2026.	150 points	D = 600 to 699 points
Final Essay Exam – Due on December 6, 2026.	200 points	F = less than 599 points
Possible Points	1000 points	

Course Assignments

Weekly Discussion Board Expectations: (Details see weekly material from Blackboard)

1. Faculty will post a weekly discussion board that will be available at 12:01 AM Monday and have a due date of the following Sunday at 11:59 PM.
2. Students will be required to respond to the question itself and reply to two other students by due date.
3. The question will be designed to facilitate discussion by requiring students to offer their analysis, evaluation or design based on the courses weekly topic. (Blooms Levels 5 & 6)
4. The Instructor will be active in the Discussion Board by responding to at least half of the student posts each week.

Discussion Board Rubric: (50 points each)

Rubric 1: The student's main post responded completely and substantially to all of parts of discussion question (30 points).

Rubric 2: The Student's discussion post is a critical thinking (5 points).

Rubric 3: The response was well-organized, clear and free of grammatical and mechanical errors (5 points).

Rubric 4: The student posts substantially to two other students. (5 points each ;10 points total).

Assignment 1 (150 points): Self introduction related to this course. Student may provide sufficient information as following questions in 2-4 pages:

1. Introduce yourself included your full name, preferred name, educational and industrial backgrounds related to this learning (if you have any both a full-time or part-time, position, and working content as well).
2. What have you known about this course so far?

3. What are your expectation and motivation to learning this course?
4. Any further information is welcome and free to share with your colleagues and instructor!

Upload your essay as a 2–4-page paper, exclusive of title page and appendices, in MS Word format, 12-point Times New Roman Font, double-space following APA Style Format.

Assignment 2 (150 points): Segmenting consumer markets locally (ex. Alpine, Eagle Pass, Del Rio, ...). Student applies either demographic or psychographic variables to discuss diverse consuming segmentations and analyzes its features of consumer behaviors locally.

Upload your essay as a 4–6-page paper, exclusive of title page and appendices, in MS Word format, 12-point Times New Roman Font, double-space following APA Style Format including citation and reference.

Assignment 3: Application the PEST analysis at retailing market analysis locally (Alpine, Eagle Pass, Del Rio, Uvalde, ...) and assume as a manager of the HEB at your location implementing the SWOT analysis comparing with the Wal Mart.

Upload your essay as a 2–4-page paper, exclusive of title page and appendices, in MS Word format, 12-point Times New Roman Font, double-space following APA Style Format.

Course Assignment Rubric: (150 points each)

Rubric 1: 15 points will be reserved for timely submission and 15 points for organization, grammar or mechanical errors.

Rubric 2: 30 points for assignment completely and substantially to all of parts of assigned question.

Rubric 3: 50 points for assessing creative and innovative insights in an assignment.

Rubric 4: 40 points for evaluating student's analytical skills and critical thinking.

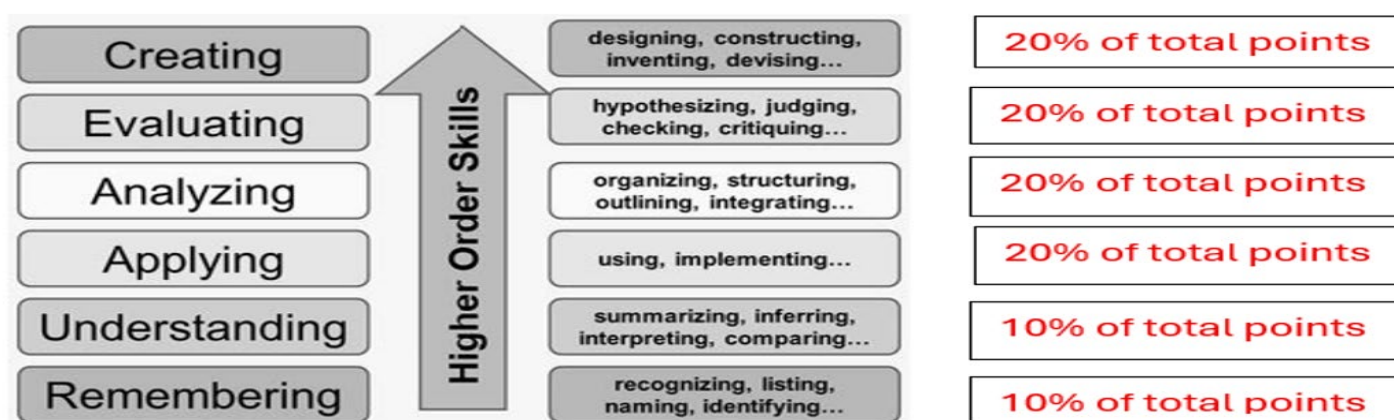
Final Research Proposal (200 points): The Final Exam—Marketing Research Proposal

Students are required to write a cause-effect marketing research proposal. It includes the first three chapters and research expected contribution in research including Introduction (the first chapter in 2 pages), Literature Review (the second chapter in 5 pages), Methodology (the third chapter in 2 pages), and Research Expected Contribution (1 page). Upload your final research proposal as a MS word file and a 10-slide audio MS Power Point presentation by December 6. Any issue related to marketing is accepted. You are strongly recommended to schedule a discussing meeting with the instructor earlier.

Final Essay Exam Rubric:

15 points will be reserved for timely submission and another 15 points for organization, grammar or mechanical errors. 50 points are assessed at issue importance, novelty, and rationality from the chapter 1, 50 points are evaluated at the relevant theoretical review properly, theoretical induction and deduction, and research theoretical framework and hypotheses from the chapter 2. 50 points are measure at innovation of research method, research population and sampling, questionnaire design, and method and tool of analysis. 20 points are weighed at the section of research expected contribution.

Figure 1. Assessing Criteria of student's Assignment performance



Schedule for MKTA– 5305, Fall 2026

Week/Date	Chapter	Topic	Discussion/Assignment
Week1/ Oct. 19~25	Chapter 1. &2.	Defining Marketing for the New Realities/ Marketing Planning and Management	Assignment 1—Self introduction Due on Oct. 25; Discussion 1: Market Forces due on Oct. 25
Week 2/ Oct. 26~ Nov. 1	Chapter 3., 4. &5.	Analyzing Consumer Markets/ Analyzing Business Markets/ Conducting Marketing Research	Discussion 2: Marketing Myopia Due on Nov. 1
Week 3/ Nov. 2~8	Chapter 6. &7.	Identifying Market Segments and Target Customers/ Crafting a Customer Value Proposition and Positioning	Assignment 2: Segmenting Consumer Markets (Demographic or psychographic segmentations) Due on Nov. 8, 2026; Discussion 3: Development of Value Proposition, Due on Nov. 8, 2026
Week 4/ Nov. 9~15	Chapter 8. &9.	Designing and Managing Products/ Designing and Managing Services	Discussion 4: PZB service quality model; Due on Nov. 15
Week 5/ November 16~22	Chapter 10. &11.	Building Strong Brands/ Managing Pricing and Sales Promotion	Assignment 3: Psychological pricing strategy Due on Nov. 22; Discussion 5: Cobranding Due on Nov. 22
Week 6/ Nov. 23~29	Chapter 12., 13., 14. & 21.	Managing Marketing Communications/ Designing an Integrated Marketing Campaign in the Digital Age/ Personal Selling and Direct Marketing/Environmental, Social, and Governance Issues in Marketing	Discussion 6: Discussing Pros and Cons from the varied advertisements, Due on Nov. 29
Week 7/ Nov. 30~Dec. 6	Chapter 15., 16.	Designing and Managing Distribution Channels/ Managing Retailing	Discussion 7: Marketing Ethics, Due on Dec. 6; Final Essay Examination Due on Dec. 6 (A cause-effect marketing Research proposal including the first three chapters and expected research contributions)
Week 8/ Dec. 7~9	Chapter 17., 18., 19., &20.	Driving Growth in Competitive Markets/ Developing New Market Offerings/ Building Customer Loyalty/ Tapping into Global Markets	Wrap up & Harvest

Note: Course information is subject to modify based on discussing in advance.

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