Angelo State University
Special Topics–Online Independent Study in Marketing Management
MKTG 4381  Fall 2017
Syllabus

Class Meetings: On-line

Instructor: Rex Moody, Ph.D.  Office: Rassman 206
Phone: 325-486-6613  E-mail: rex.moody@angelo.edu

Office Hours:  Monday, Tuesday, Wednesday 1:30 p.m. - 4:00 p.m.
and by appointment

A note on contacting Dr. Moody
Please feel free to stop by during office hours, if you need to see me and can’t make office hours, let me
know and we can set something else up. Probably the best way to contact me is via email. I will work
hard to return all emails within 24 hours of receiving them.

Required Materials
You should acquire this text as soon as possible. You will need to start reading the assigned chapters
right away.

We will use this book in the second half of the course (after spring break). It has a list price of $25.00,
but as of the first day of class, was available on Amazon.com for about $20 for a new hardcover copy and
for about $14 for a used copy. A Kindle (electronic version), which can be read on many devices with the
correct app, cost about $13.

Other Readings Assigned by Dr. Moody
You may have other readings assigned throughout the term by Dr. Moody. These readings will either be
available through the electronic resources provided by the ASU Library or will be given to you by Dr.
Moody. Prior to your exams, Dr. Moody will outline what you need to know from these assigned
readings.

Course Prerequisites
MKT 3321 (Marketing)

Course Description
From the ASU Catalog
Case analysis involving strategy and tactics for the solution of marketing problems; decision-theory
stressing the interdisciplinary nature of marketing management.
A more detailed description
The purpose of this course is to provide students with the insights and skills necessary to become a
marketing manager. Students will apply course concepts and practice making marketing decisions by
participating in class discussions and completing several assignments.
Course Objectives
By the end of this course, students should achieve the following essential learning objectives:

✔ Describe the concept of “market-based management” and apply basic market-based management tools in order to make sound marketing management decisions.

✔ Describe the premise of “behavioral marketing” and demonstrate an understanding of the underlying the concepts related to this particular style of marketing.

✔ Formulate and implement specific marketing program decisions (e.g. product, pricing, channel, and promotion decisions) in support of selected market-based initiatives.

✔ Employ specific quantitative and financial analyses essential to marketing management development and evaluation.

✔ Develop approaches for analyzing complex marketing problems and formulating specific, compelling recommendations in decision environments characterized by incomplete information.

Student Learning Outcomes
After completing this course, you should be able to:

♦ Define and explain the concept of market-based management and apply key concepts related to this style of management to marketing problems.

♦ Define and explain the concept of behavioral marketing and concepts related to this type of management.

♦ Identify and use a number of tactics to make managerial decisions related to the marketing mix.

♦ Formulate solutions to marketing-based problems when faced with an issue and incomplete information.

Methods of Assessing Learning Outcomes
Learning outcomes will be assessed through several exams and written assignments.

Course Format
We will cover the material in the class through readings in the assigned books and occasional other articles provided by Dr. Moody. PowerPoint slides related to the material in the Market-Based Management text will also be provided to help you focus your reading.

Later in the term, our focus will shift to the concept of Behavioral Marketing. In this case, you will read the book and write a paper related to the content of the book.

Exams will cover the content of both books.

From time-to-time you will also have problem assignments to solve. Recorded videos will be used along with discussions with Dr. Moody to help you complete these assignments.

Exams
Three exams will be given during the term. They will cover material from class and the assigned readings. The exams will be multiple choice in nature.
Course Grades
Your semester grades will consist of the following components.

- Exams, three @ 15% each: 45%
- Performance on Assigned Problems: 10%
- Short Written Assignments related to Behavioral Marketing: 20%
- Paper related to Behavioral Marketing: 25%

The following cutoffs will be used to determine final grades in MKT 4325:

- A 90% - 100%
- B 80% - 89%
- C 70% - 79%
- D 60% - 69%
- F Below 60%

Course Policies

Attendance
This is an online course, therefore, there is no attendance policy. Though keeping up with the work and assignments is a substitute for assignments in this case. Occasional interactions with Dr. Moody via WebEx or Skype may also required for parts of the course.

Courtesy, Respect and Professionalism
Students are expected to conduct themselves professionally in all matters related to this class. This means students should prepare all assignments in a professional manner and act professionally when participating in class discussions. Inappropriate comments directed toward others in class and/or inappropriate comments in assignments will not be tolerated. Unless otherwise noted, written assignments should be word processed and be free of spelling and grammatical errors.

Late Assignments
I will not accept late assignments in this class, this includes discussion assignments. This is a hard and fast rule in this class.

Make Up Exams
Make up exams will be given only under legitimate circumstances. Unless you are incapacitated in some way, I expect you to call me before class and let me know you are going to miss an exam. Should you miss an exam for a reason not deemed legitimate, you will receive a zero on that exam.

Extra Credit Work
No extra credit work will be available for students in this class. Students should prepare for exams and complete assignments to the best of their ability. Attendance, participation, and solid work is expected from all students.

Academic Honesty and Integrity
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both print and web versions of the Student Handbook and at:
Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do no violate this trust. Violation of academic integrity will result in a failing grade for the course. If a student is caught cheating in this course, they will receive a score of zero on the assignment or exam in question and for their Participation and Professionalism grade in the course.

It is the professor's intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

**College of Business Code of Ethics**

Students, faculty, administrators and professional staff of the College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one's actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated

**Accommodations for Disability**

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by emailing studentservices@angelo.edu, or by contacting:

Mrs. Dallas Swafford  
Director of Student Development  
Office of Student Affairs  
University Center, Suite 112  
325-942-2047 Office  
325-942-2211 FAX  
Dallas.Swafford@angelo.edu

**Student Absence for Religious Holidays**

As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**Course Drop**

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit www.angelo.edu/services/registrars_office/course_drop_provisions.php. The last day to drop this course in the full (16-week) fall 2017 semester is Nov. 3.
Incomplete as a Course Grade
As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade "I" is given when the student is unable to complete the course because of illness or personal misfortune. For undergraduates, an "I" that is not removed before the end of the next long semester automatically becomes an "F". To graduate from ASU, a student must complete all "I's".

Grade Appeal Process
As stated in the Angelo State University Operating Policy and Procedures (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, has experienced inequitable evaluation procedures, or inappropriate grading practices, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the grade appeal process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at:
www.angelo.edu/content/files/14196-op-1003-grade-grievance
### Class Schedule

<table>
<thead>
<tr>
<th>Week of / Date</th>
<th>Chapter(s)</th>
<th>Topic</th>
<th>Due</th>
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<tbody>
<tr>
<td>Aug. 28</td>
<td><strong>Market-Based Management Chapters</strong>&lt;br&gt;1&lt;br&gt;Course Introduction</td>
<td>Market Orientation</td>
<td>For each chapter, review related PowerPoints provided by Dr. Moody</td>
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<tr>
<td>Sept. 4</td>
<td>1</td>
<td>Market Orientation</td>
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<td>Sept. 11</td>
<td>2</td>
<td>Market-Based Performance</td>
<td>Related Problems</td>
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<td>Sept. 18</td>
<td>4</td>
<td>The Customer Experience</td>
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<td>Sept. 25</td>
<td>5</td>
<td>Market Segmentation</td>
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<td><strong>Mon., Oct. 2</strong></td>
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<td>Exam 1</td>
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<td>Oct. 2</td>
<td>7</td>
<td>Product Strategies</td>
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<td>Oct. 9</td>
<td>8</td>
<td>Pricing</td>
<td>Related Problems</td>
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<td>Oct. 16</td>
<td>9</td>
<td>Marketing Channels</td>
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<td>Oct. 23</td>
<td>10</td>
<td>Marketing Communications</td>
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<td>Oct. 30</td>
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<td>Review</td>
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<td><strong>Wed., Nov. 1</strong></td>
<td><strong>Behavioral Marketing Book</strong>&lt;br&gt;Intro. &amp; 1-3&lt;br&gt;Behavioral Marketing as covered in the Walters book</td>
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<td>Exam 2</td>
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<td>Nov. 6</td>
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<td>Nov. 13</td>
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<td>Nov. 20</td>
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<td>Nov. 27</td>
<td>13-17</td>
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<td><strong>Fri., Dec. 8</strong></td>
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<td>Paper Due on Behavioral Marketing Book</td>
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<td>Mon., Dec. 11</td>
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<td>Exam 3</td>
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