Description

From the ASU Catalog
An analysis of the marketing management process for all types of organizations. Included are the topics of (1) planning marketing activities, (2) directing the implementation of the plans, and (3) controlling marketing plans.

More About This Course
The American Marketing Association defines marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” This course explores the function and processes of marketing within the larger organization and the context of management decision making. We will spend time learning (and for some of you reviewing) the basics of marketing and marketing strategy—the plans and decisions a marketing manager makes.

Course Prerequisite
Students are expected to have had some exposure to marketing prior to taking this course either through an undergraduate class or through ASU's approved leveling course for the MBA program (IVY MBA PrepWorks).

Contact Information

Instructor
Rex Moody, Ph.D.
Office: Rassman 212A
Phone: 325-486-6613 or 325-942-2283
E-mail: rex.moody@angelo.edu

Office Hours:
Mondays and Wednesdays 9:00 a.m. - 10:30 a.m. and 1:30 p.m. - 4:00 p.m.
or by appointment

Course Communications
Please feel free to stop in (in person or virtually) 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.

If you cannot make it to my office, but still would like to meet with me, we can do so with Zoom or WebEx. Just let me know when you would like to meet via email and I can set up a meeting with you.
Outside of class and office hours, the best way to contact me is via email. I will respond to emails during normal business hours (8:00 a.m. – 5:00 p.m. on weekdays) and will work hard to return all emails received within 24 hours. Emails received on weekends or during holidays will be replied to by the following Monday or the next working day in the case of holidays.

Please be professional in all email correspondence with me. This means that you have a subject line that is germane to what your are writing me about, a salutation (at least addressing me by name), a message that is well written in full sentences that are free of spelling and grammatical errors, and a proper closing (at least your name). Please also let me know which class you are in when you write, I’m teaching four different classes this term and that information is always helpful. Emails that don’t meet these standards will be returned with a note asking for corrections.

ASU Face Covering Policy—For when you are on campus
As a member of the Texas Tech University System, Angelo State University has adopted the mandatory Facial Covering Policy to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. You are also asked to maintain safe distancing practices to the best of your ability. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

Course Materials
Text

Along with the textbook, we will use McGraw-Hill's Connect learning system in this course. You may access the course text, exercises, and quizzes by clicking on the links in the modules in Blackboard. If you have not purchased the materials yet, or have an access code for the materials, you will have an opportunity to purchase or enter your access code the first time you click on an assignment in Blackboard.

At a minimum you will need to purchase a Connect access card or code in order to complete all your assignments for this course. Those assignments will include readings in the text, homework assignments associated with the text, and chapter quizzes. The Connect system from McGraw-Hill includes both an eBook version of the text along with electronic homework and quizzes.

When you access your first assignment for the Connect system you will be taken to a login page for Connect. If you have used Connect in another class, then you will already have an account that you can use to log in. If you have never used the system in another class, you will need to create an account on the Connect system. Once you have logged in you will be prompted to enter your access code (for instance from the ASU Bookstore) or purchase the text package using a credit card.
It is imperative that students purchase the electronic package of text materials as described above for this course.

There is a free “trial” version of Connect and the text available from the publisher. If you decide to sign-up for the trial version, please be aware that you will have to purchase the text package in two weeks time. There are no exceptions to this!

If you are not familiar with how the SmartBook 2.0 and Connect work, your first task for this class (after reading this syllabus and purchasing the text materials) should be to view this video on Getting Started with Connect and Smart Book 2.0:
https://www.youtube.com/watch?v=E85ZXgBw6yQ

**Course Technology Requirements**
You will need to use a computer connected to the internet to complete the readings, homework assignments, quizzes, and exams for this class. Access to an office productivity package will also be necessary for some assignments. Internet connectivity problems and home computer problems are not considered adequate excuses for missing assigned learning activities. Technical support concerns should be submitted to the IT Service Center via phone at 325-942-2911 or toll-free at 866-942-2911.

**Course Outcomes**

**ASU MBA Program Learning Goals Covered in This Course**

LG1: Apply advanced knowledge skills and values to develop integrative solutions to management problems

LG2a: Demonstrate effective written communication skills appropriate to business

LG2b: Demonstrate knowledge of the global nature of business

LG3a: Demonstrate ethical reasoning and awareness appropriate to business decision making, social responsibility and sustainability

LG3b: Demonstrate an appreciation for the value of diversity in the workplace

**Course Objectives**

After completing this course, students should have:

- An ability to apply advanced knowledge and skills to develop integrative solutions to marketing managerial problems.
- An understanding of a consumer-concentric view of marketing and the firm in general.
- An appreciation for the impact of marketing—both locally and globally—on management decisions, the organization, and society in general.
- The ability to think and decide as a marketing manager would, whether in the marketing field or not.
- An appreciation for marketing strategy; and a framework to use when considering marketing decisions.
**Student Learning Outcomes**
After completing this course, you should be able to:

- Define and explain the practice of marketing and the concept of a consumer-centric view for an organization.
- Discuss how marketing fits into the larger organization and be able to use tools from other areas of business (e.g., accounting, finance, and management) to help make better marketing decisions.
- Explain the processes of market segmentation, targeting, and positioning.
- Identify and describe the elements of the marketing mix and discuss how a marketing manager may use the mix to reach their business objectives.
- Identify marketing problems and design possible solutions for such problems.

**Methods of Assessing Learning Outcomes**
Your learning in this course will be assessed based on your performance in the following areas:

- ✔ Homework problems related to text readings (Text/Connect).
- ✔ Quizzes on material covered in the text (Text/Connect).
- ✔ Written answers to short article assignments (Blackboard).
- ✔ Two Exams (Blackboard).

**Deliverables**
The specific learning activities in the course include the following:

**Readings**
The textbook and readings are set up in the Connect system as SmartBook assignments. However, you may use the SmartBook system as you wish, readings and SmartBook scores do not count toward your final grade in the class. This should allow you maximum flexibility in how you like to learn best in terms of textbook readings. If you want to use the SmartBook capabilities, you may do so. However, if you prefer just to read the text and take notes, highlight, etc. in your own personalized manner, you can do that too. Whatever way works best for you to learn is what you should do.

Note that all readings are open for the entire course period, again this will allow you maximum flexibility to complete your readings. However, you should keep in mind that the related homework assignments and quizzes do have due dates or certain days that they can be completed. So, if you need to read ahead because of an upcoming assignment at work, that is fine. You will still need to complete the homework and quizzes by the deadlines each week.

A link will be provided in Blackboard so you can easily access the ebook for reading and studying without using the LearnSmart capabilities.

**Chapter Homework Assignments**
Homework assignments are built into to Connect and must be completed by the due dates as stated under each module schedule. Note that you have two attempts on each homework assignment. You will not receive complete feedback on the homework assignments until after
the due date passes. Once the due date does pass, you will get detailed feedback on the homework assignments and be able to practice with them as much as you would like. Due to these policies no late homework assignments will be accepted.

**Chapter Quizzes**
The chapter quizzes all consist of 10 true/false and multiple choice questions. They must be taken during the window of dates shown in the module schedule on Blackboard. You receive one attempt on the quizzes and your lowest quiz score will be dropped in the final grade calculation.

**Short Article Reaction Writing Assignments**
You will be assigned five short article reaction writing assignments (one for each module) during the term. These assignments will start with an article from the popular press chosen by Dr. Moody. He will also provide one or two question prompts for you to write about. Then you will write no more than one double-spaced page in reaction to the prompts. After the papers are turned in and read, Dr. Moody will post a video reviewing the article further. Basic ideas from these assignments may appear on exams. The grading of these assignments will be quick, looking at factors such as: Does your reaction make logical sense? Is your response well written? In-depth comments from Dr. Moody and extensive marking of these short papers will not occur. Each of the five papers is worth 20 points.

**Exams**
Two exams will be given during the course of the term. Each exam will consist of 50 multiple choice questions. The exams will be open book, but must be completed within 75 minutes.

**Course Outline**

List of Activities (Specific Activities and Deadlines/Due Dates can be found under each Module in Blackboard and on the Detailed Course Schedule in Blackboard):

**Module 1**
Weeks of March 22 and 29
- Chapter 1: Marketing in Today's Business Milieu
- Chapter 2: Marketing Foundations: Global, Ethical, Sustainable
- Chapter 3: Elements of Marketing Strategy, Planning, and Competition

**Module 2**
Weeks of March 29, April 5 and 12
- Chapter 4: Marketing Research Essentials
- Chapter 5: CRM, Big Data, and Marketing Analytics
- Chapter 6: Understand Consumer and Business Markets
- Chapter 7: Segmentation, Target Marketing, and Positioning

**Exam 1, Two-Day Window, April 15 & 16**
Module 3
Weeks of April 19 and 26
Chapter 8: Product Strategy and New Product Development
Chapter 9: Build the Brand
Chapter 10: Service as the Core Offering

Module 4
Weeks of April 26 and May 3
Chapter 11: Manage Pricing Decisions
Chapter 12: Manage Marketing Channels, Logistics, and Supply Chains

Module 5
Weeks of May 3 and 10
Chapter 13: Promotion Essentials: Digital and Social Media Marketing
Chapter 14: Promotion Essentials: Legacy Approaches

Exam 2, Two-Day Window, May 12 & 13

Evaluation

Grading System
Each assignment will be worth a varying number of points. Grades will be determined by the percentage of the total possible points earned.

Overall grades will be determined using the following percentage breakdowns:

Homework Assignments (14): 20%
Chapter Quizzes (14, with lowest quiz score is dropped): 20%
Short Article Reaction Writing Assignments (5): 10%
Exams (2 @ 25% each): 50%

Final course grades will be determined on:
90% (A), 80% (B), 70% (C), 60% (D), Less than 60% (F) basis.

Note: In order to pass this class, you must have a passing average score on your exams (more than 60% on two exams on average).
Other Course Policies

Methods of Instruction
Since this course is delivered online, students are responsible for understanding the assignments and learning the material. If questions arise, it is important to ask the instructor immediately for help since many of the tasks build on one another. Course design includes a combination of learning activities to strengthen the academic and professional competence of student's knowledge and skills related to marketing management.

Late Work or Missed Assignments
Late work is not generally accepted in this course. Documented medical or personal emergencies resulting in late work will be reviewed on a case-by-case basis.

Extra Credit Work
No extra credit work will be available for students in this class. Students should prepare for exams and assignments to the best of their ability. Attendance, participation, and solid work is expected from all students. However, while I do offer extra credit work, there will be some chances for bonus points during the term.

Professionalism
As noted above, 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 conduct themselves in a professional manner in class and online (in class-related emails). Inappropriate verbal comments directed toward others in class and/or inappropriate written comments in assignments will not be tolerated.

We are all expected to abide by the ASU Norris-Vincent 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

Academic Honesty
Students are expected to maintain complete honesty and integrity in all work. Any student found guilty of any form of dishonesty in academic work is subject of disciplinary action and possible expulsion from ASU.

Students caught cheating on homework or exams will be given a grade of zero on the assignment or exam and reported to the university’s office of student conduct.
**Plagiarism**
Plagiarism is a serious topic covered in ASU’s Academic Integrity policy in the Student Handbook. Plagiarism is the action or practice of taking someone else’s work, idea, etc., and passing it off as one’s own. Plagiarism is literary theft.

In your work, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Material you create for class are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center. Students caught plagiarizing their own or another’s work in this class will at a minimum receive a grade of zero on the assignment in question, depending on the extent of the issue, they may also be reported to the university’s office of student conduct.

**Policy on Disabilities**
Angelo State University 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 Act of 2008 (ADAAA), and subsequent legislation.

Student Disability Services is located in the Office of Student Affairs and is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student’s responsibility to initiate such a request by contacting an employee of the Office of Student Affairs, in the Houston Harte University Center, Room 112, or contacting the department via email at ADA@angelo.edu. For more information about the application process and requirements, visit the Student Disability Services website at www.angelo.edu/ADA. The employee charged with the responsibility of reviewing and authorizing accommodation requests is: Ms. Dallas Swafford, Director of Disability Services, at 325-942-2047 or through email at dallas.swafford@angelo.edu.

**Policy on Religious Observances**
A student who intends 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. See ASU Operating Policy 10.19 Student Absence for Observance of Religious Holy Day for more information.

**Course Drop**
To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit:
The last day to drop a course in the Spring 2021, 2nd 8-week semester without a W on your transcript is March 29. The last day to drop a course for this term with a W on your transcript is April 30.

**Incomplete as a Course Grade**
The incomplete grade, a grade of I is only given when the student is unable to complete the course because of illness or personal misfortune. 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. Please contact faculty if you have serious illness or a personal misfortune that would keep you from completing course work. Documentation may be required. See ASU Operating Policy 10.11 Grading Procedures for more information.

**Grade Appeal Process**
A student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, 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 process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.

**Title IX at Angelo State University**
Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance. This is done in order to connect students with resources and options in addressing the allegations reported. As a student, are encouraged to report any incidents of sexual misconduct directly to ASU’s Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

Michelle Miller, J.D.  
*Title IX Coordinator*  
Mayer Administration Building, Room 210  
325-942-2022  
michelle.miller@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the *University Health Clinic at 325-942-2171, Counseling Services at 325-942-2371 or the ASU Crisis Helpline at 325-486-6345.*
The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above. For more information about Title IX in general you may visit www.angelo.edu/title-ix.

For more information about resources related to sexual misconduct, Title IX, or Angelo State’s policy please visit: www.angelo.edu/title-ix.

**General Policies**
All students are required to follow the policies and procedures presented in these documents:
Angelo State University Student Handbook
Angelo State University Catalog