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.
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Office Hours:
10:00 a.m. – 11:30 a.m., Mondays and Wednesdays or By Appointment
Please note, I am typically in my office Monday – Thursday from around 9:00 a.m. until at least 4:00 p.m. However, as Interim Department Chair of the Management & Marketing Department here at ASU, I am also involved in lots of meetings. With this in mind, if you would like to meet inside or outside of the office hours above, please contact me to set up a time, to make sure that time will work with my schedule. I will be happy to meet with you in person, or virtually through Zoom or WebEx.
Course Communications
Many course communications will be handled through announcements on the course Blackboard page. We can also discuss course matters within the course discussion forums on Blackboard.

However, the best way to contact me, especially for personal matters, 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—though this may vary occasionally on weekends and during holidays. Emails received on weekends or during holidays will be replied to no later than 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 you 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). Emails that do not meet these standards will be returned with a note asking for corrections.

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, you will have an opportunity to purchase or enter your access code the first time you click on an assignment in Blackboard. You may also access the materials directly through the following URL:

https://connect.mheducation.com/class/r-moody-2021-fall

At a minimum you will need to purchase Connect access 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 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

Management by the Numbers Modules
A second resource you will need to purchase for class is access to a set of modules from a service called Management by the Numbers. You will receive an email from the company during the first few days of class which will allow you to sign up for this course content.

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).
✓ Completion of modules on marketing metrics (Management by the Numbers).
✓ Written answers to short article assignments (Text/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 SmartBook capabilities.
**Chapter Homework Assignments**
Homework assignments are built into 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 Discussion Posts / Comments**
You will be assigned five short article reaction post assignments during the term. These assignments will start with an article from the popular press or a podcast from different sources chosen by Dr. Moody. He will also provide one or two question prompts for you to write about. Then you post your reactions on the class discussion board. Initial posts will be due no later than Thursday night each week and comments on your peers’ posts will be due by Sunday night. Dr. Moody will wrap up the discussion the following week. There will be no assigned discussions on the weeks when you take exams.

**Management by the Numbers (MBTN) Modules**
These modules will help you learn about some of the common metrics (financial and other measures) companies and marketers use on a regular basis to help with decision making. Each module includes a tutorial in the form of a series of slides, practice problems, and then some problems to solve for credit.

The modules chosen for class also correspond to three certifications that you can earn from MBTN. This certification does not cost any additional money. To qualify for the certifications, you need to complete each module in the set and then pass an end of module exam with a score of at least 80%. As an incentive for those of you would like to gain the certifications, for each certification you earn by the end of the term, you can earn an extra 10 percentage points on your MBTN class score. For instance, if you score 90% on all the required MBTN modules in class and successfully complete two certification exams, you will earn a total of 110% on the MBTN portion of the course.

**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):

Note that chapter homework assignments and quizzes will open on the Saturday prior to the week dates noted below. This will help those of you who need to work on weekends to get your work done before deadlines.

Module 1
Weeks of August 23 and 30
Chapter 1: Marketing in Today's Business Milieu
Chapter 2: Marketing Foundations: Global, Ethical, Sustainable
Chapter 3: Elements of Marketing Strategy, Planning, and Competition
Management by the Numbers: Margins 1 & 2

Module 2
Weeks of September 6 and 13
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
Management by the Numbers: Breakeven, Profit Dynamics, & Cannibalization

Exam 1 (Chapters 1-7) Window: September 18-21

Module 3
Weeks of September 20 and 27
Chapter 8: Product Strategy and New Product Development
Chapter 9: Build the Brand
Chapter 10: Service as the Core Offering
Management by the Numbers: Customer Lifetime Value 1 & 2

Module 4
Week of October 4
Chapter 11: Manage Pricing Decisions
Chapter 12: Manage Marketing Channels, Logistics, and Supply Chains
Management by the Numbers: Ad Metrics & Web Metrics

Module 5
Week of October 11
Chapter 13: Promotion Essentials: Digital and Social Media Marketing
Chapter 14: Promotion Essentials: Legacy Approaches

Exam 2 (Chapters 8-14) Window: October 14-16
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): 10%
- Chapter Quizzes (14, with lowest quiz score is dropped): 15%
- Management by the Numbers Modules: 15%
- Short Article Reaction Discussion Posts & Comments (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.

Copyright Policy
Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

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: Dallas Swafford, Director of Disability Services, Office of Student Affairs, at 325-942-2047 or through email at dallas.swafford@angelo.edu Houston Harte University Center, Room 112.

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: http://www.angelo.edu/services/registars_office/course_drop_provisions.php. The last day to drop a course in the Fall 2021, first 8-week term without a W on your transcript is August 31. The last day to drop a course for this term with a W on your transcript is September 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, you 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.**  
*Director of Title IX Compliance / 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 the Title IX website.

**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