Dr. Kent Byus
Office: OCNR 388
Office Hours:
Monday thru Friday: 8:30 – 9:30AM and by appointment; OR
Online via email or Bb Messenger daily (Monday through Friday) between 9:00AM and 9:00PM CST/CDST
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COURSE TITLE AND NUMBER: CLASS DAYS & TIME:
MKTG 5320.W01 – Marketing Management Online as indicated

PREREQUISITES:
Admission to the Graduate College and MKTG 5311 or equivalent.

CATALOG DESCRIPTION OF COURSE:
An advanced study of contemporary marketing management concepts, tools of analysis, and implementation of marketing programs.

COURSE PURPOSE:
The objectives of this course are to provide the student with an executive level understanding of marketing management concepts to include the role of marketing within society, the firm, and the various factors that influence marketing decision-making and analysis. Such understanding will be emphasized within a framework that focuses on ethical business behavior and the implications of individual and organizational ethics in creating successful efficient marketplace exchanges.

EXPECTED LEARNING OBJECTIVES:

1. Learn to apply the tools and concepts used in contemporary business by upper level successful marketing managers and executives.

2. To have a solid understanding of the major areas under marketing management’s responsibility and to apply specific knowledge and analysis to decisions.

3. The student will develop insight about the analytical selection of marketing tools and how to analyze the specific issues that surround decisions related to product, price, promotion, and place to meet the needs of a target market.

4. Students will read the assigned material and be able to interpret and integrate concepts and strategies into business curriculum and practices.

INSTRUCTIONAL MATERIALS: (Required Textbook) Iacobucci, MM2: What’s Inside; South-Western Cengage Publishers, Mason, OH 45040 Other readings, case studies, and articles as assigned.
INSTRUCTIONAL PROCEDURES:

The course material will be presented using a set of interrelated activities:

* Independent reading and preparation for class and tests.
* Online PowerPoint assisted lectures and chapter video assessments.
* Online discussions, homework assignments, and mini-case study analyses.
* Strategic case study analysis.

STUDENT PERFORMANCE ACTIVITIES: (Attendance/Punctuality)

Students will be expected to actively participate in online discussion opportunities and to provide relevant, well researched input into the discussion topics as may be assigned. An excused absence from any online assignment is defined as an absence that receives specific approval (in advance) by the professor.

All written assignments must be written in the following format:

☐ Type/word documents with Microsoft Word using Courier, Roman, Arial or Helvetica type face (font) no smaller than 10 point; preference is for 12 point.

☐ Standard business style and grammar should be used. All spelling should be checked before submission.

☐ NO LATE ASSIGNMENT SUBMISSIONS WILL BE ACCEPTED.

☐ All submissions must include the student’s name and the assignment date and title.

Assignments submitted without the student’s name or being typed/word processed in a format other than Microsoft Word will NOT be accepted for grading. Accordingly, they will be considered as missing and will receive a zero (0) points. There are NO exceptions to the word-processing obligation, including mathematical computations and associated mathematical analyses.

In order to adhere to copyright laws and intellectual property protection, NO recording or electronic storage of copyright material is permitted without the explicit written permission of the instructor, publisher, or the author for any material used in the conduct of this course. All required material provided by the instructor will be provided for the express academic purpose intended.

ASSIGNMENT DUE DATES:

Assignments are due at the time designated on each assignment. NO LATE ASSIGNMENTS WILL BE ACCEPTED. QUIZZES WHICH ARE MISSED OR NOT TAKEN CANNOT BE MADE-UP WITHOUT SPECIFIC ARRANGEMENT BEING MADE WITH THE PROFESSOR AT LEAST 48 HOURS IN PRIOR TO THE SCHEDULED EXAM ADMINISTRATION DATES. The student is responsible for all material assigned.
STUDENT EVALUATION:

Grades will be based upon regularly scheduled homework, readings, case and mini-case study analyses and meaningful online discussion/participation. The cumulative semester grade will be tabulated according to the point allocation indicated below.

1. Homework Assignments (10) 30 points each 300 points
2. Video and Mini-Case Analyses (6) 50 points each 300 points
3. Comprehensive Case Analysis 100 points 100 points

Total Points Available 700 points

1. The grading criteria is

625 – 700.0 points = A
525 – 624.9 points = B
425 – 524.9 points = C
325 – 424.9 points = D
Below 325 points = Failure

2. Any final examination that might be required will be administered according to the university published schedule. The University may adjust this schedule as administratively required.

3. Students are advised that the last date during the semester when they may drop a course with an automatic “W” will be determined by the university. If you decide to drop after this date, you will receive the grade you have earned up to the drop date minus any grade components not administered.

4. Any students wishing to visit or communicate with the professor about their standing in the class may visit him in his office during his office hours or may contact him by any method indicated.

ADA COMPLIANCE:

If any member of the class feels that he/she has a disability and needs special accommodations of any nature whatsoever, the instructor will work with you and the University’s Office of Student Affairs to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this class. Please inform the instructor of such disability and the desired accommodations at the first class attended.

Academic Honesty:

Students are expected to conduct themselves in accordance with the highest standards of academic honesty. Ethical breach and more specifically academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.)