Course number: MKTG 4350.W01  
Instructor: Oliver Cruz-Milan, Ph.D.  
Semester: Summer II 2020  
Office Telephone: (361) 825-3256  
Office: OCNR 386  
Office Hours: WebEx/Tue. 1-4pm or by appointment

Course Description:
The study and application of the strategic marketing planning process to realistic business situations. Topics include: strategies for growth and competitive advantage; market segmentation, targeting and positioning; marketing mix strategies and tactics; customer satisfaction and relationship building; and evaluation and control of marketing strategies. Attention to ethical considerations in marketing and a triple bottom line (TBL) evaluation of marketing outcomes.

Course Prerequisites:
MKTG 3310, nine additional hours of upper-division marketing, and Senior standing.

Learning Objectives:
The general learning objectives of this course include:

1. To develop skills for planning effective strategic marketing programs, based on ethical and triple bottom line (TBL) considerations (BBA Goal 2, Objective 1; BBA Goal 4, Objective 1).
2. To integrate the content of various other marketing and business courses for the analysis of strategic decision options from the perspective of marketing decision makers (BBA Goal 2, Objective 2).
3. To become familiar with major concepts, theories, models, analytical procedures, techniques, and tools to determine and support decisions in marketing management (BBA Goal 3, Objectives 1, 2 and 3).
4. To develop skills in using a variety of analytical frameworks for making decisions based on relevant data (BBA Goal 2, Objective 3).

Required Materials:

Connect provides an e-textbook with a package of online learning tools. The publisher offers various formats, but the most cost effective option is to purchase (or rent) the Connect access with e-text (see available options at https://www.bksstr.com/texasamcorpuschrististore or other sellers). Connect can be accessed from Blackboard’s left-hand side menu, or directly at https://connect.mheducation.com/class/o-cruz-milan-summer-2020

Websites Used:
Blackboard https://bb9.tamucc.edu/  IT Helpdesk e-mail ithelp@tamucc.edu, (361)825-2692 and (866)353-2491.

Office Hours and Contact Information
In addition to the normal office hours, we can set up a different date/time or a virtual/online or phone appointment. E-mail me to Oliver.CruzMilan@tamucc.edu (not through the Blackboard’s messenger), and I will respond to you normally within 24 hours. During holidays or weekends, responses may take longer. Make sure to regularly check your e-mail (including the spam mailbox) for any update or new notice. It is your responsibility not to miss any crucial information. Feel free to discuss with me any concern or way that you think I can support your learning, including extraordinary work- or family-related situations requiring special attention.
Teaching Orientation:
Teaching is not the combination of passive observation by students and organized presentation by professors. Student effort is the most critical factor. Professors play an important, but secondary role, by creating the right atmosphere, providing an expert view of the subject matter, and managing student conduct and progress. You must view this class as an opportunity for practicing the principles of professional conduct. Your appearance, attitude, words, and actions must live up to those principles, even if the course is hybrid or fully online.

Course Structure:
This course is fully online and will consist of studying/readings from the textbook, participating in forum discussions, mini-simulations, online mini exams, a full-simulation and a marketing plan assignment. Instructions will be available since the first week of class in Blackboard (do not hesitate to contact the professor to ask questions and/or clarify information about the instructions). All course content will be delivered through Blackboard according to the class schedule. Check your e-mail (including the ‘spam’ folder) for class announcements and other information.

Class Participation:
Since this course is fully online, your participation will be through discussions boards, with ONE original post and at least TWO response or follow up comments to other classmates per week. Your initial, original comment needs to be posted on the discussion board by the Thursday of each week. Your responses and follow-up posts to your classmates’ posts need to be submitted no later than Sunday of each week.

The minimum expectation is that you have three posts per discussion, of which one is your initial/original post to the discussion and the other two being your thoughtful, meaningful follow-up comments and responses on other students’ posts. However, you are strongly encouraged to participate and contribute more than the minimum expectation. Consult the ‘Rules and rubric for discussion board’ and ‘Netiquette Guidelines’ PDF files available on the left-hand side menu of the course’s main page in Blackboard.

Failure to comply with the forum instructions and/or the expected/designated days for posting your comments will result in a deduction of grade points or no points/credit at all. Also, please keep the following rules in mind when contributing to the discussions:

a. Regular and meaningful discussion postings constitute a portion of your grade. Participation alone is not enough; a thoughtful approach and substantial responses in your posts are required.

b. Be respectful to others and maintain a positive tone in the discussion forum. Please remember that the culture of mutual respect that is part of higher education environments extends into the virtual classroom.

c. Explore disagreements and support assertions with data, evidence, and/or other course-related material (e.g., textbook, business news media, etc.).

Online Mini-Exams:
There will be 4 online mini-exams in this course. Students will be responsible for and tested on all of the assigned readings. The 60-minutes online mini-exams will be administered through Blackboard on the designated dates, and will be available from Mondays thru Sundays except on the last week if the course (see schedule at the end of the syllabus). Mini-exam scores will be displayed after submission. The correct/incorrect answers to each question will be available in Blackboard for consultation only after the exams’ respective due dates.

Missed Exam/Late Assignment Policy:
There are NO make-up exams, and late assignments WILL NOT be accepted, unless timely communication and appropriate, documented justification for extenuating circumstances are provided to the professor (in such cases, late exams or work may be worth 50% of the original grade). Consult deadlines of the specific assignments’ in the schedules (PDF files), since due dates may not be displayed or synchronized in the Blackboard’s calendar. Any questions regarding an activity or exam score must be discussed with the professor within one week after the activity or exam grade is posted/reported to the student. Please let me know what I can do to assist you to foster your learning and understanding of the course’s material and concepts.
Grading Policies:

Grading criteria is subject to adjustments (in such case they will be announced to the class). All calculations will be based on a maximum of 1000 points. The total points will be made up as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini-Simulations (8@25pts each)</td>
<td>200 pts</td>
</tr>
<tr>
<td>Online mini-exams (4@50pts each)</td>
<td>200 pts</td>
</tr>
<tr>
<td>Forum discussions (4@50pts each)</td>
<td>200 pts</td>
</tr>
<tr>
<td>Full-Simulations</td>
<td>200 pts</td>
</tr>
<tr>
<td>Marketing Plan Assignment</td>
<td>200 pts</td>
</tr>
<tr>
<td>TOTAL POINTS*</td>
<td>1,000 pts</td>
</tr>
</tbody>
</table>

Grades will not be average-based nor curved. Your final letter grade will depend on the total number of points you accumulate at the end of the semester (from all the performance measures above), with no rounding up, according to the following ranges:

- 900-1000 pts = A
- 800-899 pts = B
- 700-799 pts = C
- 600-699 pts = D
- 0-599 pts = F

Students Responsibilities:

The College of Business expects students to behave in a professional and respectful manner in the classroom (face-to-face or online) and during any interaction with professors, colleagues, and other stakeholders. In addition, here are some specific policies for students to observe while in the course:

- Read and understand this syllabus. Successful completion of the course will partly depend on knowing what to expect and do during the semester.

- Make sure your computer, laptop, or electronics device meets the necessary technical requirements for Blackboard Learn to function properly. Contact the IT Helpdesk (ithelp@tamucc.edu) if needed.

- Read assigned book chapters and watch video lectures before taking online exams and completing assignments. Students who don’t have/read the textbook are usually the ones with lowest semester grades.

- You must submit all assignments no later than the due date through the corresponding module in Blackboard:
  - Make sure you follow all the specific instructions and proofread your assignments.
  - Use Times New Roman, Arial, or Calibri font, font size 12, single-spaced, with all margins set to 1”.
  - Points will be deducted if submitted works do not comply with the directions.

- When e-mailing the professor, make sure to comply with the following:
  - In the subject line, include the course name/section (e.g., MKTG 4350.W01 – assignment question).
  - When writing your message, start your body text with the Professor’s name (e.g., Hi Professor Cruz, Hello Dr. Cruz). Write complete sentences. Please do not use “u” to replace “you” or “ur” to replace “your” in your e-mail. Be professional! This is a good habit for business and work-related settings.
  - Use a proper closing. Make sure to put your name at the end of the message.
Modification of the Syllabus

Modifications to the syllabus may occur during the semester, including adjustment to the grading policies and/or schedule, if such alterations further the learning of students, or according to unforeseen situations affecting the course progress. Any changes made will be publicly announced through e-mail and/or Blackboard Learn. It is your responsibility to regularly check your e-mail or Blackboard Learn to learn about crucial course information.

Academic Integrity/Plagiarism

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero the first time and failing the course for any additional offence. If an assignment has not been clearly given as a “group” or “collaborative” assignment, you will be expected to turn in work that is uniquely and unmistakably your own.

Dropping a Class

Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by contacting the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. July 27th is the last day to drop a class, and August 5th is the last day to withdraw.

Methods of scholarly citations

For class assignments and projects, American Psychological Association (APA) style must be used consistently throughout your works’ citations and references.

Classroom/professional behavior

Students must conduct themselves in a professional, respectful, and courteous manner towards faculty and other students. Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Grade Appeals

As stated in University Rule 13.02.99.C0.03, Student Grade Appeals, a student who believes that her or his grade reflects academic evaluation which is arbitrary, prejudiced, or inappropriate in view of the standards and practices outlined in the class syllabus, may appeal the final grade given for the course. The appeal must focus on specific departures from grading guidelines listed on the syllabus. Dissatisfaction with a grade is not grounds for a successful appeal. 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 University Rule 13.02.99.C0.03, Student Grade Appeals, and COB-Student Policy 04-STU-03 (http://cob.tamucc.edu//Students/Student%20Policies%20and%20Forms.html). For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.
Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Exam-Proctoring Fees

This course may require the use of exam-proctoring involving third party charges. Exam-proctoring charges may range from $1 - $50.00 per exam. Students may be required to schedule exams at least 24 hours in advance or incur late scheduling charges. All costs for exams are the responsibility of the student.

Statement of Academic Continuity

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

Civil Rights Statement

Texas A&M University-Corpus Christi is committed to fostering a culture of caring and respect that is free from discrimination, relationship violence and sexual misconduct, and ensuring that all affected students have access to services. For information on reporting Civil Rights complaints and support resources, (including pregnancy support accommodations) or university policies and procedures, please contact the University Title IX Coordinator, Sam Ramirez (Samuel.Ramirez@tamucc.edu) or Deputy Title IX Coordinator, Rosie Ruiz (Rosie.Ruiz@tamucc.edu) at (361) 825-5826 or visit the TAMUCC website at http://edcs.tamucc.edu/titleIX/.

Limits to Confidentiality. Essays, journals and other materials submitted for this class are generally considered confidential pursuant to the University’s student record policies. However, students should be aware that University employees, including instructors, are not able to maintain confidentiality when it conflicts with their responsibility to report alleged or suspected civil rights discrimination that is observed by or made known to an employee in the course and scope of their employment. As the course instructor, I must report allegations of civil rights discrimination, including sexual assault, relationship violence, stalking, or sexual harassment to the Title IX Coordinator if you share it with me.

These reports will trigger contact with you from the Civil Rights/Title IX Compliance office who will inform you of your options and resources regarding the incident that you have shared. If you would like to talk about these incidents in a confidential setting, you are encouraged to make an appointment with counselors at the University Counseling Center (https://counseling.tamucc.edu/).
**Tentative Course Schedule**

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATES</th>
<th>BOOK CHAPTERS, DISCUSSIONS, &amp; ASSIGNMENTS</th>
<th>EXAMS &amp; SIMULATIONS</th>
</tr>
</thead>
</table>
| 1st  | July 6 to July 12 | Ch. 2 Marketing Foundations: Global, Ethical, Sustainable  
Ch. 3 Elements of Marketing Strategy, Planning and Competition  
Ch. 4 Market Research Essentials  
**DISCUSSION FORUM # 1** | Practice Mini-Simulation  
Mini-Simulation I (Market Research)  
Mini-Simulation II (Marketing Metrics)  
ONLINE MINI-EXAM I (chapters 2, 3 & 4) |
| 2nd  | July 13 to July 19 | Ch. 5 CRM, Big Data, and Marketing Analytics  
Ch. 6 Understand Consumer and Business Markets  
Ch. 7 Segmentation, Target Marketing, and Positioning  
**DISCUSSION FORUM # 2** | Mini-Simulation III (Buyer Behavior)  
Mini-Simulation IV (Segmentation)  
Mini-Simulation V (Product Development)  
ONLINE MINI-EXAM II (chapters 5, 6 & 7) |
| 3rd  | July 20 to July 26 | Ch. 8 Product Strategy and New-Product Development  
Ch. 9 Build the Brand  
Ch. 11 Manage Pricing Decisions  
**DISCUSSION FORUM # 3** | Mini-Simulation VI opens (Pricing)  
Mini-Simulation VII opens (Retail Strategy)  
Mini-Simulation VIII opens (Integrated Marketing Communication)  
ONLINE MINI-EXAM III (chapters 8, 9 & 11) |
| 4th  | July 27 to Aug 2  | Ch. 12 Manage Marketing Channels and Points of Customer Interface  
Ch. 13 Promotion Essentials and Promote through Digital Media  
Ch. 14 Promote through Traditional Media  
**DISCUSSION FORUM # 4** | Full-Simulation tutorial  
4-turn Full-Simulation  
ONLINE MINI-EXAM IV (chapters 12, 13 & 14) |
| 5th  | Aug 3 to Aug 5   | Work on marketing plan assignment  
**Marketing Plan Assignment due** | Continue working on full-simulation |

*The last week of the course has been shortened to comply with the official dates of the TAMUCC’s Academic Calendar. All course work must be submitted no later than August 5th.*