Course number: MKTG 5320  Instructor: Dr. Tracy Tuten
Semester: Fall 2019  Office: OCNR 317/ WebEx
Office Telephone: (361) 825-5560  Office Hours: M & Th 5-7:30 pm
Email: tracy.tuten@tamucc.edu  Mobile/Text: (252) 495-0328

Course Description:
An advanced study of contemporary marketing management concepts, tools of analysis, and implementation of marketing programs.

Course Prerequisites:
• MKTG 5311 or equivalent.

Learning Objectives:
Specific learning objectives/goals to be accomplished are as follows.
• Be effective communicators: Students will demonstrate the ability to integrate data and analysis effectively in written form using proper grammar, spelling, syntax, and construction. Students will read assigned material and be able to interpret and integrate concepts into coherent communications (MBA Goal 1: Objectives 1 and 2).
• Be competent in marketing management practices: Students will demonstrate basic managerial knowledge of marketing theories and understanding of how to apply appropriate concepts in order to develop practical answers. Students will learn the terms, concepts, theories, and frameworks used by successful marketing managers (MBA Goal 2: Objectives 1 and 2) to develop and choose strategies for meeting marketing objectives, targeting markets, and designing a competitive marketing mix.
• Be good decision makers: Students will demonstrate the ability to identify valid and reliable information applicable to issues-at-hand in an effective and efficient manner and will be able to determine an appropriate response and rationale for the selected decision. Students will have a solid understanding of the major processes and functions associated with the study of marketing management and the basic interrelationships of marketing actions, decisions, and outcomes (MBA Goal 3: Objectives 1, 2, and 3).
• Be good citizens: Students will demonstrate the ability to apply ethical concepts as part of their marketing management decision-making, identifying areas of ethical concern, determining possible consequences, and integrating sound ethical judgment into selected marketing decisions. (MBA Goal 4: Objective 1).

Course Requirements:
• Assignments and Discussions  60%
• Comprehensive Exam  15%
• Case Analysis  25%
• Total  100%
Required Materials:
In lieu of a textbook, the course will rely upon readings and journal articles. Readings will be
provided on Blackboard. Journal articles will be referenced on Blackboard. When a link to the
full-text is not publicly available, the articles can be downloaded from our library databases.
Other materials such as videos may also be provided.

Websites Used:
Blackboard https://bb9.tamucc.edu/

Course Policies:

Graded Components

Assignments & Discussions – Students will develop essays and/or other deliverables
which will be shared with the class for discussion via Blackboard. Both the quality of the
initial assignment deliverable and the quality and quantity of discussion posts and
discussion engagement will be graded. Participation in class discussions is required of
each student. Students are expected to be consistently engaged in quantity and quality of
participation throughout the semester. High quality comments illustrate knowledge
gained from assigned readings, lectures and lecture notes, video lessons, class
discussions, and assignments). Selected topics, format, deadlines and more details are
posted to Blackboard. Discussion requirements are due at the end of each learning unit
(Sundays).

Exams – One comprehensive exam (written, short-answer essay) will be given at the end
of the semester. Students are responsible for all reading assignments, regardless of
whether a particular reading is fully covered during the discussions and/or assignments.
Questions on exams may be taken from the reading assignments, handouts posted to
Blackboard, assignments, projects, videos, and/or discussions. Students will complete the
exam online during an appointment with Examity.

Case Analysis – Students will complete one major project analyzing a case company and
recommending marketing management strategies. The project will entail the application
of the course concepts. Students will also present their analysis and recommendations in a
video presentation to the class. Format, deadlines, and more details will be posted to
Blackboard.

Electronic Device Usage - Computers or tablets are required to complete the course.

Grading
A 90% - 100%
B 80% - 89%
C 70% - 79%
D 60% - 69%
F below 60%
**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.

**Dropping a Class**
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. 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 going to 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.

**Preferred methods of scholarly citations** – APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than quoted directly. Material used from sources other than the text should use APA style citations and references.

**Classroom/professional behavior**
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 Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in
the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

**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.

**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.

**Summary of topical coverage** (any changes will be announced in Blackboard)

<table>
<thead>
<tr>
<th>Topic</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Introduction to marketing management; Role of marketing in organizations;</td>
<td>3</td>
</tr>
<tr>
<td>Business models; Marketing mix; Conducting case analyses</td>
<td>3</td>
</tr>
<tr>
<td>Strategic planning process;</td>
<td>3</td>
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<tr>
<td>Situation analyses;</td>
<td>3</td>
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<tr>
<td>Core competencies and strategic fit</td>
<td>3</td>
</tr>
<tr>
<td>Strategy frameworks;</td>
<td>6</td>
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<tr>
<td>Marketing opportunities; Assessing market opportunity attractiveness</td>
<td>3</td>
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<tr>
<td>Segmentation; Targeting</td>
<td>6</td>
</tr>
<tr>
<td>Buyer behavior</td>
<td>3</td>
</tr>
<tr>
<td>Positioning, Branding</td>
<td>9</td>
</tr>
<tr>
<td>Design to value and the marketing mix</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total hours</strong></td>
<td><strong>45</strong></td>
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