Texas A&M University-Corpus Christi
College of Business
Department of Management and Marketing
Standard Course Syllabus for: MKTG 5320 Marketing Management

Course number: MKTG 5320.W01 Marketing Management        Instructor: Dr. Kent Byus
Semester: Spring I 2020                                      Office: OCNR 388
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Course Description:
An advanced study of contemporary marketing management concepts, tools of analysis, and
implementation of marketing programs.

Course Prerequisites:
• Approval of Graduate Advisor or Permission of Instructor

Learning Objectives:
By the end of this course, the students will be able to:
• 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
multiple terms, concepts, theories, and frameworks used by successful marketing
managers (MBA Goal 2: Objectives 1 and 2).
• 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
response. 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 concepts of ethics in
business practices and to assess the impacts of their decisions (MBA Goal 4:
Objective 1).

Course Requirements:
• Weekly Integration Assignments: (6 @ 100 pts.) 600 points
• Comprehensive Case Study Analysis (100 pts.) 200 points
• Mid-Term Exam (100 pts.) 100 points
• Comprehensive Final Exam (100 pts.) 100 points
• Total 100% 1,000 points
Required Materials:

Case Study (Mandatory): “City Lodge Hotel Group: Redefining Segments and Brands,” Please register and purchase the case at the following online site. You must register as a student of Texas A&M University-Corpus Christi in order to purchase and access the case study. The approximate cost of the case study is: $5.95 USD

Students can access and purchase the case study with the URL below:
https://www.thecasecentre.org/students/course/registerForCourse?ucc=C%2D3004%2D99816%2DSTU

Alternatively, students can visit:
https://www.thecasecentre.org/students/course/registerForCourse
and enter the CoursePack code C-3004-99816-STU

Other articles, videos, and library research materials as assigned are provided by the instructor and posted within the appropriate weekly learning module within Blackboard as needed.

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

Course Policies: The course material will be presented as a set of interrelated viewings, readings, and activities. This will require the student to independently read, view, and prepare for all lesson modules and exams in a disciplined and methodical manner.

**Mid-term Exam** – At the mid-way point of the mini-semester, students will be required to take a Mid-term exam. If it is determined to utilize a proctoring service for the exam it will be the Examity proctoring service. All students **may be** required to follow all instructions associated with Examity testing service in order to take this exam; an announcement will be forthcoming during the mini-semester regarding the use of Examity. **NO EXAM RESETS WILL BE PROVIDED UNLESS THE PROBLEM IS SPECIFICALLY IDENTIFIED AS A BLACKBOARD SYSTEM PROBLEM.** Students are **URGED** to use a hard-wired computer to access the exam within Blackboard so as to avoid connectivity issues or wifi instability issues which will close access or shut-down the exam.

**Weekly Integration Assignments** – Each week, students will be obligated to write and submit responses to specific issues associated with the required case study and which are aligned with the material covered during the week (text chapters, articles, and video presentations). This assignment will be submitted within the Blackboard learning management environment and **MUST** conform to a specific format and within an
appropriately brief word count using proper objective business communications techniques that include appropriate grammar, sentence and paragraph structure, punctuation, spelling, and effective marketing/business language; ALL SUBMISSIONS MUST AVOID THE USE OF PERSONAL PRONOUNS (I, ME, MY, WE, etc.). All assignments are due no later than 11:59PM on each Saturday of the week as assigned.

Comprehensive Case Study Analysis – At the conclusion of the mini-semester, students will be obligated to write and submit a comprehensive case study analysis of the required case study. This analysis MUST conform to the specific format and within an appropriately brief word count using proper objective business communications techniques that include appropriate grammar, sentence and paragraph structure, punctuation, spelling, and entrepreneurial/business language; ALL SUBMISSIONS MUST AVOID THE USE OF PERSONAL PRONOUNS (I, ME, MY, WE, etc.). The comprehensive case study analysis will be due no later than 11:59PM on Wednesday, October 09, 2019 unless specifically amended by the instructor.

Comprehensive Final Exam – At the conclusion of the mini-semester, students will be required to take a comprehensive final exam. If it is determined to utilize a proctoring service for the final exam it will be the Examity proctoring service. All students may be required to follow all instructions associated with Examity testing service in order to take this exam; an announcement will be forthcoming during the mini-semester regarding the use of Examity. NO EXAM RESETS WILL BE PROVIDED UNLESS THE PROBLEM IS SPECIFICALLY IDENTIFIED AS A BLACKBOARD SYSTEM PROBLEM. Students are URGED to use a hard-wired computer to access the exam within Blackboard so as to avoid connectivity issues or wifi instability issues which will close access or shut-down the exam.

Extra credit or assignment reschedule (if any) – No extra credit assignments will be made and no material will be accepted for evaluation after the assigned due date and time.

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

Grading:
A = 900 to 1000 points
B = 800 to 899.9999 points
C = 700 to 799.9999 points
D = 600 to 699.9999 points
F = below 600 points

PLEASE BE AWARE THAT GRADES WILL NOT BE ROUNDED EITHER UP OR DOWN AND THAT ALL CALCULATIONS ARE MADE TO THE THIRD DECIMAL. AS AN EXAMPLE: THE GRADE POINTS THAT TOTAL 1259.999 IS A “B” AND WILL NOT BE ROUNDED TO AN “A.”

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.

***All materials submitted for evaluation MUST be appropriately supported with APA style in-text citation and attribution referencing.***

**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 me before you decide to drop to be sure it is the best thing to do. 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.** TBD is the last day to drop a class with an automatic grade of “W” this term. Please refer to all associated schedules and calendars to insure both knowledge and compliance with these critical deadlines.

**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 copied directly. Material used from sources, INCLUDING the assigned texts, videos, articles, and other materials MUST use APA style citations and references. Please refer to the following site for help with the appropriate APA style rules and obligations:

https://owl.english.purdue.edu/owl/section/2/10/

**Online/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.C2.03, 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.C2.03, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site. 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.