

Welcome to MKTG 4890 -Applied Marketing Problems

Instructor: [Professor Alexis Cook](#)

(Feel free to follow me on [LinkedIn](#))

Class Time & Location: BLB 050 (UNT Denton)

Thursday Nights 6:30PM – 9:20PM

8/21/2023 – 12/15/2023

Office Location and Office Hours: Before & After Class (in person) and Microsoft Teams (Email alexis.cook@unt.edu for the link).

Meetings will be scheduled at our mutual convenience. I can also be contacted at 404-719-1778

Contact Email : Alexis.Cook@unt.edu

Attendance is mandatory.



Course Description

This is the undergraduate capstone marketing course.

In this course, you are challenged to apply your communications, critical thinking, and business skills to generate actions and solutions to contemporary marketing problems, requiring the integration of a wide range of marketing principles and practices. Students work in a team setting to develop a comprehensive marketing plan. The assignments will require students to identify market opportunities and challenges, formulate actionable plans to address organizational strengths and weaknesses, and execute a marketing mix strategy. Requires both oral and written presentation of cases, as well as the marketing plan.

Course Objectives

- Demonstrate applied knowledge of marketing practices and principles learned in all undergraduate marketing courses.
- Create a comprehensive marketing plan and presentation.
- Adopt a team-oriented approach to marketing.
- Engage in branding exercises to build a loyal community.
- Recognize the role of integrated marketing communications (IMC) as part of a company's marketing and branding efforts.

Course Materials

Required Materials: Each student will need to complete a Strengths Finder Assessment. The assessment should be complimentary through UNT (strengths.unt.edu). If UNT can accommodate the complimentary assessment, students will receive an email from the UNT Strengths Quest program with the code prior to the due date. If you do not receive the code, please contact Stephanie.Brown@unt.edu.

If you are unable to access the complimentary assessment, you will need to purchase the assessment by ordering the book Strengths Finder 2.0 By Tom Rath. You get a one-time code to take the assessment with the book purchase.

Optional Materials:

- Advertising Campaign Planning, 5th Edition By Jim Avery & Debbie Yount
- Primal Branding By Patrick Hanlon
- Kotler Philip Kevin Lane Keller and Alexander Chernev. 2022. Marketing Management Sixteenth edition; global ed. Harlow England: Pearson Education. ISBN-13: 9780135887158

Required Use of Journals & Periodicals:

You should be knowledgeable about current news and events to contribute to class discussions. I recommend reading the New York Times and Wall Street Journal frequently. Wall Street Journal is a free annual subscription for students in the G. Brint Ryan College of Business.

Course Schedule

Week	Discussion Topic
8/24	Introductions, Syllabus Review
8/31	Strengths & Teamwork
9/7	Branding pt1
9/14	Branding pt 2
9/21	Branding Presentations
9/28	Fundamentals of Marketing Management pt 1 B2B
10/5	Fundamentals of Marketing Management pt 2 B2C
10/12	Understanding the Market
10/19	Developing a Winning Marketing Strategy
10/26	Integrated Marketing plan & Strategic Partnerships
11/2	Designing Value" and "Communicating Value" Executive Communication
11/9	Managing Changes. Problem Solving, Re-branding, Crisis Management & failing fast
11/16	Career Paths – Marketing, PR, Sales, Advertising
11/23	Thanksgiving Break
11/30	Presentation Expectations & Tips
12/7	Student Groups: Marketing Plans 20 mins per group
12/14	Student Groups: Marketing Plans 20 mins per group

In "**Strengths and Teamwork**" We will review the findings from your strengths finder evaluation and participate in activities to help you learn the key strengths of everyone in your group.

"Branding" Discusses personal branding and corporate branding best practices. Students will have to turn a personal branding project for themselves and a group branding exercise for the group during week 5.

In **"Fundamentals of Marketing Management,"** We will dissect the evolving landscape of marketing and the processes involved in formulating, implementing, and assessing marketing strategies.

In **"Understanding the Market"** the discussions will illuminate the significant factors affecting consumer and business purchasing behaviors and the role of marketing research in generating actionable insights.

"Developing a Winning Marketing Strategy." will delve into "Identifying Market Segments and Target Customers" and "Crafting a Customer Value Proposition and Positioning." We will learn about customer segmentation, targeting, and how to design compelling value propositions that differentiate the product or service from the competition.

In **"Integrated Marketing plan & Strategic Partnerships"** will discuss integrated marketing strategies and strategic partnerships

"Designing Value" and "Communicating Value." promises a deep dive into the areas of product and service design, brand building, price and promotion management, as well as effective marketing communication and campaign design in today's digital world.

" Managing Changes. Problem Solving, Re-branding, Crisis Management & failing fast "
You craft the perfect brand. The perfect marketing plan. The perfect strategy and the factors outside of your control make your plan obsolete and in dire need of a rebrand. This session encourages you to think outside of the box quickly when a strategy to mitigate loss is needed.

"Finalizing the Group Project and Presentation." This is the time for you to polish your projects and prepare for presentations. Remember, you shouldn't be starting or completing the majority of your project work during this week. Instead, the teachings from each week should be progressively applied to your group projects. This final week marks the culmination of your learning, providing an opportunity to demonstrate your new skills in a practical, collaborative setting.

Grading:

The structure of your final grade will be as follows:

- Attendance (10%): Your presence and active participation in classes are essential, and account for 10% of your final grade.
- Homework (20%): Scheduled Homework throughout the term will form 20% of your total grade.
- Weekly Quizzes (20%): Quizzes will be conducted weekly, covering topics from the week's lectures. These quizzes will be administered in class via a lockdown browser and webcam and will collectively account for 20% of your final grade.

- **Group Project (50%):** A significant portion of your grade, 50%, will come from a group project. Students will be assigned to teams randomly through Canvas. This project involves developing a marketing plan for a chosen product or service.

The Group Project comprises two sections:

- **Final Report (40%):** A detailed written document explaining your marketing plan contributes 40% to your final grade.
- **Project Presentation (10%):** This includes a PowerPoint presentation and an oral presentation given by all the team members. This section adds another 10% to your final grade.

Each class lecture will include a review of theoretical concepts necessary for completing your group project. These concepts build upon materials studied in your prerequisite courses, reinforcing, and practically applying previously acquired knowledge to your group project. Since the Canvas system has pre-defined sections such as "Quizzes" and "Assignments," and since Canvas is used in this course, when I refer to "Exams," I mean assessments done in the "Quizzes" section on Canvas. When I refer to "Homework," I mean assigned tasks that students are expected to complete outside of the classroom and should be submitted in the "Assignments" section on Canvas.

Expectations

Like all other university courses, this course is not easy. It is challenging and will stretch you to your limits. However, with the right attitude, and hard work coupled with diligence, you can make the experience intrinsically rewarding and fulfilling. You can even make the experience fun for yourself. Remember, only you can do it.

Grading Scale for Course

Grade Numeric Range (%) Grade Points

A 89 to 100 4.0

B 79 to 88 3.0

C 69 to 78 2.0

D 59 to 68 1.0

F Below 59 0.0

Grading Criteria

Grade A

- Excellent level of understanding of the chosen area/work/concepts.
- Excellent analysis of the problem/case/concepts.
- Excellent and well-thought-out discussion commensurate with the level of class.
- Excellent explanation of rationale and conclusion and/or proposed solution.
- No major errors of principle or interpretation.
- Overall, well-argued and well-thought-out response to the assignment.
- Good quality written presentation and neat work.
- Clearly written style, with a consistently high degree of

effective communication. Evidence of diligence

- tackling the assignment.

Grade B

- Sound understanding of the problem/assignment.
- Sound use of critical analysis.
- Some minor errors of interpretation and/or fact.
- Some "fog" or "wooly" analysis, but only to a minor extent.
- Sound written presentation but some poorer parts evident.
- Variable standard in written style, with some inconsistency in effective communication.

Grade C

- Adequate understanding of the problem/assignment.
- Analysis is rather basic with a tendency to be uncritical and too descriptive.
- Thinking and argument show "a good deal of fog" with rather muddled approach. Overall, adequate conclusions but work requires major revisions before being accepted by say, a manager or for outside circulation. Work needs further revision and correction.

Grade D

- Work demonstrates a very basic understanding of the problem/assignment. Very basic written communication and at times lack coherence.
- Very basic to poor written presentation.
- Overall, work can be described as weak.

Course Technology & Skills

Minimum Technology Requirements:

- Canvas Learning Management System
- UNT Email
- Microsoft Office 365: <https://outlook.office.com/>
- Google Docs: <https://docs.google.com/>
- Zoom App: <https://zoom.us/>
- Adobe Reader: <https://get.adobe.com/reader/>
- Computer with an Internet connection
- Web-camera and/or ability to videoconference and record videos
- Web Browser such as:
 - Google Chrome: <https://www.google.com/chrome/>
 - Mozilla Firefox: <https://www.mozilla.org/en-US/firefox/new/>

Computer Skills & Digital Literacy

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics program

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- Refrain from harsh language based on personal attributes. Rude or unprofessional messages won't be replied to.
- Show respect to instructors and classmates in all communications, even during disagreements.
- Use correct names and pronouns for everyone.
- Share from your own experiences using "I" statements. Challenge ideas, not individuals.
- Avoid using all caps, humor, or sarcasm in digital communication.
- Don't use "text-talk" unless allowed by the instructor.
- Proofread your posts and fact-check sources.
- Consider the long-term visibility of online posts before you type.

Attendance Policy

Attendance and class participation: Class attendance is mandatory and so all students are expected to attend classes and participate actively in classroom discussion. Attendance and participation are also important indicator of attitude. Sporadic attendance often signals to the instructor that the student places low priority on the course.

Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

Thus, by enrolling in this course, you are, in effect, agreeing to do your best to attend class and contribute to the group learning experience. Excused absences are those due to incapacitating illness, a death in the family, official participation in university-sponsored events, or absences that in the opinion of the instructor are beyond the control of the student. Satisfactory and checkable documentation must be provided for any excused absence. Work-related absences will not be excused.

This is a business course, and the expectation is that you will conform to appropriate business behavior. Behavior detrimental to class discussion and progress (e.g., making noise, sleeping, reading newspaper, checking e-mails or reading information on your mobile devices, laptop computer, using the Cell/mobile-phone, texting, etc.) will be heavily considered in this component of your grade. Failure to be prepared for class/exams/presentations, regularly attend class, and actively participate in class discussion will always affect your final grade in the course. If you expect to be absent for extended period, please let me know AS SOON AS POSSIBLE. It is the responsibility of the student to inform me about their absences. Visit the University of North Texas'

Attendance Policy (<http://policy.unt.edu/policy/15-2->) to learn more.

If you are experiencing any symptoms of COVID-19 (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

Assignment Policy

Most, but not all assignments for the module/week will be due by Sunday at 11:59PM. All written assignments should be submitted as a pdf file. Please refer to the course schedule for the actual start and end dates for each module/week.

Late work: Assignments over one week late will not be accepted (score zero). The maximum grade of any work submitted past its due date is 80%. Students who anticipate any difficulties in this class due to personal circumstances should discuss these matters in advance with the instructor.

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Examination Policy

For those students who have a legitimate, documented excuse for missing an exam or quiz, a make-up attempt will be offered. If you lose your Internet connection during an exam, please be sure to contact me immediately. If you have issues accessing Canvas, please contact the Student Helpdesk and document the remedy ticket number before contacting me.

Syllabus Change Policy

The instructor reserves the right to make changes to this course schedule. It is the student's responsibility to make note of these changes as announced in class or to be aware of these changes as they are posted in Canvas.

UNT Policies

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct the online class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to meet with the Chair of the Department and myself. We may refer the student to

the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.unt.edu/csrr

The UNT COB complies with the Americans with Disabilities Act. Reasonable accommodations are made for qualified students with disability. If you have an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, please see me as soon as possible.

Academic Integrity

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree and is unacceptable.

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment.

Cheating includes, but is not limited to: (1) use of any unauthorized assistance in taking exams; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, or carrying out other assignments; or (3) the use of unauthorized notes for use in exams, looking at another student's exam answers, allowing another student to look at your own exam answers, or requesting or passing of information during the exam. Please be certain to cite any reference. Materials copied verbatim must be in quotation marks with a correct citation documented within the text. This applies to all materials taken from Internet sites.

Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale "cutting and pasting" from other sources, even if properly footnoted, is not appropriate. You should synthesize this material

in your own words and provide a footnote.

Your instructor will specify what materials, if any, may be used on the tests and exams. Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual's exam is academic dishonesty and will result in a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to a request to discuss suspected academic dishonesty when issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student's participation.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

ADA Policy

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time; however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website (<https://disability.unt.edu/>).