

# Applied Marketing Problems

MKTG 4890.001 Syllabus

Spring 2022

Amanda Mayo

- CONTACT INFO:
- Amanda.Mayo@unt.edu
- 712-898-5627

## Class Time & Location

Thursday nights from 6:30 to 9:20

BLB 080

This is a face-to-face course that meets once weekly on the UNT campus in Denton. Attendance is required. The only exceptions are when you must be absent for excusable reasons or have received prior permission from the instructor. Most class meetings will consist of case discussions or topic lectures followed by time set aside for groups to work together. During case discussions and topic lectures, your participation is required and will be graded.

## Office Hours & Communication

Office Hours: Thursdays 5-6 pm in BLB 135; and Zoom sessions by appointment. Zoom meetings will gladly be scheduled at our mutual convenience. I can make times available on weekdays in the morning or evening or on Sundays.

I enjoy communicating with my students outside the classroom. Email to the above email address is usually the fastest and easiest means of communication. I do not use Canvas messages to communicate with students under any circumstances. Written communications to me from a student must be checked for proper grammar, spelling, and punctuation before being submitted. You should send emails to me that meet the same standards you would use with your employer.

## 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. Students work in a team setting to develop a comprehensive marketing plan. Students will demonstrate an understanding of a wide range of marketing plans and principles through oral presentations and written assignments, including a comprehensive marketing plan.

## Course Objectives

- Demonstrate applied knowledge of marketing practices and principles learned in all undergraduate marketing courses.
- Engage in experiential exercises that garner an appreciation for the dynamics of the market and present-day marketing
- Recognize the role of integrated marketing communications (IMC) as part of a company's marketing and branding efforts.
- Create a comprehensive marketing plan and presentation.

## Course Materials

No textbook is required for this course. 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 on a frequent basis. [Wall Street Journal](#) is a free annual subscription available for students in the G. Brint Ryan College of Business. You may activate your subscription at the hyperlink above.

### *A selection of other materials to reference:*

Harvard Business Review, Business Horizon, Journal of Business Research, Journal of Strategic Marketing, Journal of Marketing Management, Journal of Product and Brand Management, Journal of Business and Industrial Marketing, Industrial Marketing Management, Journal of Services Marketing, Marketing News (AMA), Marketing Research (AMA), The Marketer (CIM), Marketing Health Services (AMA), The Financial Times (FT), The Economist.

## Submission Guidelines

All written assignments must be submitted as a Word document attachment (DOC or DOCX file extensions) through the correct Assignment link in Canvas. I will not accept PDF, RTF, Google Docs, or any other form of written assignment. If you prepare your assignment on an Apple computer using Apple software, it is your responsibility to make sure the file will open in the correct format by a computer using MS Office software for Windows operating systems. Please do not assume that correct compatibility exists.

You have an ethical and legal responsibility to authenticate ALL information you submit for grading. Review the UNT ethical requirements. You must properly cite sources in the body of your submissions and must provide an appropriate list titled References as the last page of your submissions. Use MLA citation for academic content submissions. Follow Associated Press (AP) guidelines for any media content you write and submit. [Citation Basics - Citations & Style Guide - Guides at University of North Texas \(unt.edu\)](#) WARNING: Any academic dishonesty, including using undocumented material from ANY other source, can result in a failing grade for the course.

## Navigating Canvas

Most of you have already gained a familiarity with Canvas ([www.canvas.unt.edu](http://www.canvas.unt.edu)). If you encounter any issues with Canvas, please do not contact Mrs. Mayo; PLEASE CONTACT THE CANVAS STUDENT HELP DESK. As a reminder, all content areas are located on the left "Navigation Pane" of the Canvas course website. In this course, there are several major content areas on the Canvas platform:

- Announcements - I will post announcements on Canvas as appropriate throughout the semester. You are responsible for any information and/or instructions provided in these Announcements.
- Syllabus - This is a .pdf version of the Course Syllabus and Course Calendar.
- Assignments - You will find information on all assignments in this area. Assignments are due to be submitted on Canvas by noon on the day of class.
- Grades - You can check your grades 24/7 on Canvas. All graded assignments will be posted to Canvas. Please do not send emails requesting grades. Final letter grades are available on [my.unt.edu](http://my.unt.edu) ONLY.

## Graded Assignments & Class Participation

### Experiential Exercises (30%).

Each student will complete two experiential exercises. Each exercise is graded out of 150 points. These exercises will assess your ability to engage in critical thinking relative to a real-world marketing decision scenario.

### Attendance, Participation, and Classroom Behavior (10%).

Your willingness to share relevant experiences during scheduled class sessions will enrich the lecture and text materials. Attendance is recorded and required (10% of final grade or equivalent to one letter grade), and participation is encouraged and expected. Attendance includes both mental and physical attentiveness. Every student must read any assigned materials prior to the lecture. Your preparedness is a significant determination of your participation grade. There are 16 face-to-face class sessions in Spring 2022. You will receive 5 points for each complete class attended. Additionally, you are assigned to bring a sample item for six classes. You will receive 5 points for each sample (one per assigned class.) If you attend all face-to-face class sessions and submit samples, you may earn 110/100 points.

### Marketing Plan & Presentation (60%).

You are assigned to a team, and you are expected to cooperate and collaborate with your team members to produce a strategic marketing plan for the focal company of your choice. Your team will be responsible for securing a real-world client to analyze. There will be three phases involved in developing the marketing plan throughout the semester. Phase 1 is the most comprehensive phase and will be worth 100 points. Phase two and three are each worth 50 points. The three phases total 200 points (20%). It is in your best interest to complete each phase with thorough and thoughtful information in order to get meaningful feedback from class peers and your instructor. At the end of the semester, you will compile the three phases and add necessary supplemental information to develop a comprehensive marketing plan. The final document should be a polished and professional document that is visually engaging and informative. The final written marketing plan is worth 200 points (20%). You will also present for 20 minutes to share your marketing plan highlights with the class. The presentation is worth an additional 150 points (15%). Finally, each team member will complete a peer evaluation to signify how committed each person was to the team's marketing plan efforts. The scores from the peer review will be averaged and up to 50 points will be awarded to each team member based on this review (5%).

### Extra Credit Option: SONA Participation

Extra Credit Only: As part of your learning experience in this course, you have an option to participate in research studies conducted by faculty members and doctoral students in the Department of Marketing, Logistics and Operations Management. Your participation in this research is EXTRA CREDIT and not compulsory. To fulfill the requirement, you must create an account on the College of Business REP webpage—[unt-cob.sona-systems.com](http://unt-cob.sona-systems.com)—which allows you to browse and sign up for available studies. (DO NOT sign up for the SONA in the Psychology Department! Use the CoB SONA link provided above.) The amount of credit assigned is based on the study:

Online Studies	In-Person Lab Studies (BLB 279)
<15 minute studies = 1 credit	<15 minute studies = 3 credits
15-30 minute studies = 2 credits	15-30 minute studies = 4 credits
>30 minute studies = 3 credits	>30 minute studies = 5 credits

Participants will be awarded 5 points for each SONA credit - not to exceed 20 points. All credits earned will be recorded to your final cumulative points at the end of the semester, and the deadline for extra credit to be completed is April 1, 2022. If you have questions, DO NOT contact me. Instead, contact the SONA managers via email at [RCoBRep@unt.edu](mailto:RCoBRep@unt.edu).

## Grading Scale

Experiential Exercise 1	Experiential Exercise 2	Attendance & Participation	Marketing Plan Phase 1	Marketing Plan Phase 2	Marketing Plan Phase 3	Final Marketing Plan	Marketing Presentation	Peer Review	TOTAL
150	150	100	100	50	50	200	150	50	1000
15%	15%	10%	10%	5%	5%	20%	15%	5%	100%

A	B	C	D	F
89.5% or more of total possible points	79.5%-89.499% of total possible points	69.5%-79.499% of total possible points	59.5%-69.499% of total possible points	Less than 59.5% of total possible points

## Late Work

Late work will not be accepted. Assignments coordinate with class discourse. Not having work ready on time would be a detriment to your ability to participate in class. Assignments are due in Canvas on time (or early), even if you will have an excused absence. Make arrangements with your instructor in advance.

## Course Schedule

\*Denotes change in schedule due to weather cancellation on February 3.

Week	Topic	In-Class Actions	Assignments Due
Jan 20	Introductions & Syllabus Review		
Jan 27	Ad Agency & Marketing Department Roles; Outstanding Advertising	Assigned Student Groups Announced for Marketing Plans & Presentations; Class Discourse on Ads	Ad Sample
*Feb 3	Classes Cancelled By UNT Due to Weather		Due Date Changed to Feb 7: "In the News" Sample; Each Group Submits a Business Name for the Marketing Plan
*Feb 10	Primal Branding	In the News Roundtable; Small Group Work on Marketing Plan & Presentation	
*Feb 17	Primal Branding	Class Discourse on Primal Branding	Experiential Exercise #1: Primal Branding
*Feb 24	Classes Cancelled By UNT Due to Weather		Due Date Changed to Feb 28: "In the News" Sample
*March 3	COVID-19	In the News Roundtable; COVID-19 Lecture; Small Group Work on Marketing Plan & Presentation	

<b>Week</b>	<b>Topic</b>	<b>In-Class Actions</b>	<b>Assignments Due</b>
March 10	Marketing Plans	Class Discourse on Marketing Plans	Marketing Plan: Phase 1
March 17	Spring Break - No Class		
March 24	Marketing Plans	Class Discourse on Marketing Plans	Marketing Plan: Phase 2
March 31	MarComm	Class Discourse on MarComm	MarComm Sample
April 7	Marketing Plans	Class Discourse on Marketing Plans	Marketing Plan: Phase 3
*April 14	Rebranding	Class Discourse on Rebranding	Experiential Exercise #2: COVID-19; Rebranding Sample
*April 21	Marketing Plans & Presentations: Final Touches	In the News Roundtable; Class Discourse & Small Group Work on Marketing Plans & Presentations	"In the News" Sample
April 28	Present Marketing Plans- 20 Minutes Per Group		Comprehensive Strategic Marketing Plan (Plans Due from ALL Groups)
May 5	Present Marketing Plans- 20 Minutes Per Group		
May 12	Present Marketing Plans- 20 Minutes Per Group		

## Additional Information

### Course Contract

Agreement to the Terms of the Syllabus: This syllabus should be considered a "contract", whereby you agree to abide by the terms and requirements within this syllabus. If elements of the syllabus must change, you will be given advance notice by email and on Canvas.

### Classroom Behavior

This is a course in a business-related discipline, therefore forms of expression that are proper in business situations are encouraged. Always be professional, courteous, and open-minded, regardless of how controversial a topic may be. To ensure that we create a positive learning environment, please:

- Turn off your mobile phones during class.
- Refrain from engaging in personal conversations with those around you during class (unless it is part of assigned course activities).

## Absences

Attendance is mandatory in face-to-face classes. Still, I understand that life happens, and have experienced many disruptions in my life, too. Please adhere to these guidelines regarding absences.

**University Closures:** Any time the university, or a relevant part of it, is closed to students and faculty due to natural or man-made occurrences, no documentation is required from you as long as the university has notified staff, students, and faculty of said closures.

**Planned Absences:** If you know in advance you will need to miss a class for a monumental personal commitment, you will need to notify me in advance to confirm if it will be an excused absence. University-sanctioned activities will always be considered excused absences, but you still must notify me in advance of the anticipated absence. In all instances of absence, it is your responsibility to ensure any assignments due during the missed classes are made up in a satisfactory manner to the instructor.

**Unplanned Absences:** Sometimes unexpected events happen that are beyond our control. If you miss a class unexpectedly due to an event listed below, please provide proper documentation as soon as practical without neglecting any responsibilities you may first have to family or officials involved.

Absences due to the following reasons may be excused providing proper documentation is received from you.

1. Death or major illness/injury involving a family member. Some extremely close friends may also qualify, but please check with me first to ensure this applies.
2. Illness, injury, or medical care of a dependent family member (this includes unborn children for pregnant students).
3. Participation in legal proceedings or administrative procedures that require a student's presence.
4. Religious holy days.
5. Illness/ injury/ medical condition that is too severe, contagious, or debilitating for a student to attend class (to be determined by Health Center or off-campus physician). Please refer to current Covid policies for specific guidance if that is applicable.
6. Required participation in military duties or civilian emergency (paramedic, volunteer fire dept., etc.) duties.
7. Automobile accidents or serious traffic delays which you are involved in.

If you miss a class without advance permission or if you fail to supply appropriate documentation for an unplanned absence, then you will be docked participation points and any late assignments will be given a zero.

## UNT Commitment

Welcome to UNT! As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found online. As a student, you are also expected to be familiar with the Student Academic Integrity Policy.

## 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.

### Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records during the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about a student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

### Americans with Disabilities Act

The G. Brint Ryan College of Business and all institutions in the University of North Texas System comply with ADA ([https://www.ada.gov/ada\\_intro.htm](https://www.ada.gov/ada_intro.htm)) law. We make every effort to make reasonable accommodations for qualified students with disabilities. If you have a special need in accordance with ADA guidelines, please contact and register with the Office of Disability Accommodations (<https://disability.unt.edu/>). I will make every effort to accommodate your needs in counsel with the expert guidance of our ODA support team.

### Student Evaluation Administration Dates

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available later in the semester to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" ([noreply@iasystem.org](mailto:noreply@iasystem.org)) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (<http://spot.unt.edu/>) or email [spot@unt.edu](mailto:spot@unt.edu).

### Emergency Evacuation Procedures for Business Leadership Building:

**Severe Weather:** In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, 170, 155, and the restrooms in the basement or on the first floor.

**Bomb Threat/Fire:** In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.