

Applied Marketing Problems

MKTG 4890.001 Syllabus

Spring 2023

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 face-to-face course 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.

Office Hours & Communication

Office Hours: Zoom sessions by appointment. Zoom meetings will gladly be scheduled at our mutual convenience. In-person appointments can be scheduled immediately before or following class.

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; please email me directly. 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 tactics 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.
- 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.

Recommended Materials:

- Advertising Campaign Planning, 5th Edition By Jim Avery & Debbie Yount
- Primal Branding By Patrick Hanlon

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. 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 Financial Times (FT), and The Economist.

Submission Guidelines

Required document types for all assignment submissions will be specified on Canvas. **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 file for a written assignment (unless otherwise noted on Canvas). **Presentations** will usually require a PowerPoint document or PDF from Canva. If you prepare your assignment on an Apple computer using Apple software, it is your responsibility to ensure the file will open in the correct format by a computer using MS Office software for Windows operating systems.

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 provide an appropriate list titled References on the last page of your submissions. MLA citation is preferred. [Citation Basics Guide](#) WARNING: Any academic dishonesty, including using undocumented material from ANY other source, can result in a failing grade for the course.

Navigating Canvas

Course materials will all be posted on Canvas. If you encounter issues with Canvas, please contact the student help desk. All content areas are displayed on the left "Navigation Pane," including:

- Announcements -I will post announcements on Canvas as appropriate throughout the semester. You are responsible for any information and/or instructions in these Announcements.
- Syllabus - This is a PDF version of the Course Syllabus and an overview of the Course Calendar.
- Assignments - You will find information on all assignments in this area. Assignments are due 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 ONLY.

Graded Assignments & Class Participation

Attendance & Participation	In the News	Strengths Assessment & Eval	Business Selection	Branding Presentation	Marketing Plan Phase 1	Marketing Plan Phase 2	Present Phase Content	Final Marketing Plan	Marketing Presentation	TOTAL
80	20	25	5	50	50	50	10	135	75	500
16%	4%	5%	1%	10%	10%	10%	2%	27%	15%	100%

Individual Points

- **Attendance & Participation**

Your willingness to share relevant experiences during scheduled class sessions will enrich the lecture and text materials. Attendance is recorded and required, and participation is expected. There are 16 face-to-face class sessions available for credit this semester. You will receive 5 points for each complete class attended.

- **In the News Submissions**

Reading the news is essential to be aware of current events in the industry. Four exercises will guide you through the process you should practice when you evaluate news. (5 Pts./Exercise)

- **Strengths Assessment**

You will have more success working in a team if you are aware of your strengths and the strengths of those around you. So, you will complete the Strengths Finder Assessment to support a group exercise. (10 Pts.) Then, at the end of the semester, you will complete an evaluation to report which strengths enhanced your group work. (15 Pts.)

- **Marketing Plan Phase Assignments**

While the marketing group is collectively responsible for developing a comprehensive plan and presentation, each team member will have a respective section to complete in Phase I and Phase II. Each team member's respective section will be worth 50 individual points per assignment.

- **Present Phase Content**

Following Phase I and II, team members will give informal presentations to get class feedback on plans and generate idea sharing. Each team member must present once for Phase I or II. (10 Pts.) Note, you may present both times, but you will not receive additional points.

Group Points

Marketing Plan & Presentation

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 company of your choice. Your team will be responsible for securing a real-world client to analyze. You will receive five points if you secure your client by the deadline. There will be two phases that require collaboration. At the end of the semester, you will compile the 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 135 points. You will also present for 20 minutes to share your marketing plan highlights with the class. The presentation is worth an additional 75 points.

Branding Presentation

You will introduce the class to your business with a branding exercise. Each team will develop a PowerPoint to cover specified branding pillars (per the outline) and present it to the class. (50 Pts.)

Extra Credit:

- **Extra Credit:** Offered three times: Feb 23 Group Photo, April 6 In the News, & Final Presentation Element. Details included in Assignments. Each opportunity is worth 5 Pts.
- **Additionally,** I reserve the right to assign or offer extra credit at my discretion throughout the semester.

Grading Scale

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

Week	Presentation Topic	Coordinating Actions	Assignments Due at Noon
Jan 19	Introductions & Syllabus Review	Announce Assigned Student Groups for Marketing Plans;	
Jan 26	Branding	In the News Roundtable; Branding Exercise;	In the News - Your Brand; Each Group Submits a Business Name for the Marketing Plan
Feb 2	Strengths & Teamwork	Strengths Finder Exercises; Group Work	Strengths Finder Assessment
Feb 9	Student Groups: Branding Presentations		Branding Presentations
Feb 16	Overview of Marketing Plan Phase Materials; Phase I; Agenda for Marketing Plan Business Meeting	In the News Roundtable; Q & A on Branding & Phases Assignments; Group Work on Marketing Plan	In the News - General
Feb 23	Managing Changes: Rebranding & COVID-19	Q & A on Phase I; Group Work	<i>Extra Credit:</i> Photo with Business Rep from Group Meeting
March 2	Phase II	Phase I Roundtable	Marketing Plan: Phase I
March 9	Guest Speaker	In the News Roundtable; Phase II Q & A; Group Work	In the News - Rebrand
March 16	Spring Break		
March 23	Marketing Plan Final & Presentation	Phase II Roundtable	Marketing Plan: Phase II
March 30	Creative Deliverables	In the News Roundtable	In the News - Creative

Week	Presentation Topic	Coordinating Actions	Assignments Due at Noon
April 6	Career Services & Strengths Assessment Presentation	Strengths Exercise	<i>Extra Credit:</i> In the News - COVID-19
April 13	Assigned Q&A Times Between Professor and Small Groups		
April 20	Guest Speaker		Comprehensive Strategic Marketing Plan (Due from ALL Groups)
April 27	Presentation Expectations & Tips	Peer Group Practice of Presentations	Presentation (Due from ALL Groups)
May 4	Student Groups: Marketing Plans- 20 Minutes Per Group		Strengths Evaluation Due
May 6 (1:30-3:30)	Student Groups: 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).
- Give your full attention to the presenters.

Absences

Attendance is mandatory in face-to-face classes. Still, I understand that life happens, and I 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 manufactured 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 that 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 that any assignments due during the missed classes are made up satisfactorily.

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 (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 severe traffic delays in which you are involved.

If you miss a class without advance permission or fail to supply appropriate documentation for an unplanned absence, 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. Coursework 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) 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) 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.

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 exit the building safely 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.

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.

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.