FOUNDATIONS of MARKETING PRACTICE
MKTG 3650.002
Fall Semester, 2023

Ryan College of Business - BLB Room: 285.
Office: 134 BLB
3:30pm – 6:20pm Mondays
3:00pm – 6:30pm T/W;
5:00pm – 6:00pm F & by
appointment.
Phone: 1 (940) 565-3136

Dr. Charles Blankson; Charles.Blankson@unt.edu

Optional Textbooks.

Students must carefully read and understand any of these books or any Principles of Marketing or Introductory to Marketing textbook to succeed in the course. This course is not the sort of course that students can treat lightly and succeed. Nor is an Introductory to Marketing book the sort that students can read causally and expect to understand.

Unfortunately, the following statements also need to be written: Students will rarely succeed if they elect to read the book only the day or night of the day before the test. There are no shortcuts to success in this marketing course. Almost all students also must attend class (face-to-face), pay attention, and take notes, and diligently study those notes, to succeed. Additional insights related to how to study in ways that will facilitate your success in this course are provided below. Follow this advice, please. My motivation in providing it is to help you succeed.

COURSE DESCRIPTION & OBJECTIVES -

Description:
Classes involve a combination of didactic lecture, discussion, and in-class activities involving individual and group presentations. Please, do take an active role in class discussion by being ready and able to discuss current examples based on class assignments. Much of the material on which you will be tested will emanate from lectures and discussion that occurs in class. Students should consequently make every effort to attend class if they intend to earn a superior grade. Students MUST also take notes in class. Exam questions will not all come directly from text-books but will include lecture material (i.e., power-point slides that are designed to facilitate your understanding of the topics), class discussion, class exercises, guest speakers’ presentations/talks, videos, students’ presentations, etc.
Please, read the syllabus very closely. Procedures, policies for course work, assignments and work submission as well as reading and written requirements are included. The excuse that “I did not know that it (whatever it may be) was in the syllabus” will not be accepted for any reason. To that end, reading and understanding the syllabus now is your responsibility. Note: Even though the global COVID-19 pandemic is said to be over, should the situation change, procedures and policies may be adjusted. Any changes to the procedures and policies in this course will be duly communicated to students.

Objectives:

Marketing Foundations (i.e., this course) introduces students to all-important functional and decision-oriented areas associated with marketing and marketing management. Marketing is dynamic and it is a discipline that embraces changes and facilitates the development of new products/services/ideas (i.e., offerings) (Kerin et al., 2011). The 21st century is characterized by significant shifts in the manufacturing, pricing, segmentation, targeting, positioning, distribution and consumer/customer consumption of offerings and organizational responsibility. Significant sources of environmental threats and opportunities, along with internal and external resources of a firm are necessary for coping with opportunities and threats and positioning the firm in the marketplace. These issues form the core material and objectives of the course.

Students will gain practical insights into why firms produce products/services and choose to develop new products/services, and how these products/services are ultimately targeted, positioned, branded, priced, distributed and promoted/communicated to consumers/customers – existing and potential. The knowledge and decision-making skills acquired in this course will provide students with the sort of general marketing understanding that will enable them to interact effectively in the broader business environment – profit and not-for-profit. To that end, after completing this course successfully, students should be able to:

1) Identify and define key concepts, phenomena and issues that are important in understanding the role of marketing in for-profit and not-for-profit firms, the economy, and society.

2) Understand the interrelationships between changes in the economy and the types of marketing strategies that companies continue to use, change in the face of economic exchange, and/or establish to seize new opportunities created through economic change.

3) Apply concepts discussed in class to business/marketing situations presented to the student in various assignments and examinations.

4) Identify and discuss the major objectives and strategies, which comprise the marketing planning process for those firms, which are trying to provide products, and services that satisfy the needs of its consumers/customers.

5) Compare and contrast the factors under the control of the firm in making marketing decisions as well as those factors that impact success but that are not under the control of any firm.

Acceptable Student Behavior

Student behavior that interferes with an instructor’s ability to conduct the 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. 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.

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.

**Please Note**

Students are urged to read the corresponding chapter/topics from the textbook (or any good Foundations to Marketing or Principles of Marketing text-book) listed prior to class. Students should also read the power-point slides, hand-outs and notes in previous lessons prior to the class. Further, students are strongly encouraged to read widely on the topics in class from other related academic Journals, Magazines/Newspapers and from the Internet (see below).

In addition, students are to keep abreast with the changing business environment in the local and the global marketplace as well. This may be achieved from reading current publications in Journals, Magazines, and Newspapers, watching related TV programs (e.g., C-Span, BBC, Bloomberg, etc.), and observing firms' marketing strategies/tactics.

**Journals to be familiar with (a selection)**

It is important that students familiarize themselves with articles from several of the following marketing related journals.


**Magazines and Newspapers**


**Other useful internet addresses**

For world advertising resources [www.warc.com/jmh](http://www.warc.com/jmh)
For marketing, management, and business case studies [www.knowledge.wharton.upenn.edu](http://www.knowledge.wharton.upenn.edu)
For corporate information [www.corporateinformation.com](http://www.corporateinformation.com)
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 including the restrooms 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.

**Course Policies and Procedures**

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 is also important indicator of attitude. Sporadic attendance often signals to the instructor that the student places low priority on the course.

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 I-phone, lap-top 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.

Late work: No work will be accepted after the due or cut-off date. Occasionally, if the benefit of the doubt is provided and thus an assignment is handed in late, it will be graded, but, up to 10 points or 10% will be deducted from the received grade.
Time requirements:

To complete the course successfully, students are expected to devote approximately 1 hour of preparation for every hour spent in class. In this case, 3 hours of preparation must be devoted to this course.

Academic Integrity:

Student dishonesty, including cheating or plagiarism, will result in an automatic F in the course and immediate reporting of the student's actions to the Office of the Dean of Students and to the Office of the Dean of the G. Brint Ryan College of Business. See the University of North Texas Student Guidebook and on UNT's web page (www.unt.edu).

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.

The term plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the use of papers and materials prepared by students in previous semesters or unacknowledged use of materials prepared by another person or agency engaged in the selling of papers or other academic materials.

Source: UNT Code of Student Conduct and Discipline and RCOB Guidelines.

**Grading scale for this course**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Numeric Range (%)</th>
<th>Grade Points</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>89 to 100</td>
<td>4.0</td>
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<tr>
<td>B</td>
<td>79 to 88</td>
<td>3.0</td>
</tr>
<tr>
<td>C</td>
<td>69 to 78</td>
<td>2.0</td>
</tr>
<tr>
<td>D</td>
<td>59 to 68</td>
<td>1.0</td>
</tr>
<tr>
<td>F</td>
<td>Below 59</td>
<td>0.0</td>
</tr>
</tbody>
</table>

**Grading:** Homework (20%); Examination (40%); Final Group Project (25%); SONA Research Participation (10%), Attendance and full class participation (5%).

**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.

Student Responsibilities:

Examination will consist of short and long essay questions while home work are typically short summaries
of marketing related articles or research papers from marketing academic journals. Examination will be
comprehensive and will cover all topics treated prior to the exams.

Students with special needs must communicate with the instructor prior to the scheduled exams. Make up
tests/exams are never given except under the most extreme and compelling circumstances. In the latter case,
you should ALWAYS PRODUCE VERIFIABLE (i.e., CHECKABLE) DOCUMENTS. Students should
be on time for the exams, as no extra time will be given.

You are expected to stay for the entire class. You are responsible for all announcements made in class. Due
to unforeseen events (e.g., weather related etc.), changes may be made in the syllabus and
assignments during the semester.

Please do TURN OFF all wireless phones during class and do not read e-mail messages on your laptops,
I-phones, I-pads, other wireless phones, or engage in texting on your cell phones etc. etc. However, you
may use your lap top computers to take down notes in class. Emergency calls can be made/received. You
can step outside the class to make emergency calls or receive emergency calls.

Examination: There will be two main examinations. One will be the short essay type questions while the
other will be the long essay type. Students will be given practice (i.e., discussion of previous exams – called
“mock exams”/test) before the exam. It will require you to integrate course lectures, class discussion,
textbook readings and other supplemental materials in the form of hand-outs to address multiple discussion
platforms. The exams are intended to evaluate your understanding of basic marketing principles, concepts,
strategies, theory and practical approaches used by marketing managers as well as your ability to apply your
knowledge to real-firm decision scenarios. In this class, there is no “true/false” and “multiple choice”
questions in this class. All examinations will be the essay-type questions (either short question type or
long question type).

Homework: There will be four homework. Homework will vary in terms of individual and group
assignments. As noted above, you will be required to answer, in short essay form or long essay form,
questions from previous tests. As well, you will be asked to (a) read an article or a case paper, (b) summarize
and then critique the paper, and (c) discuss the implications of the key issues for marketing practice. A 3-4
page summary and critique of the article will be required.

Final Group Project (Marketing practices of small businesses/firms in the DFW area of Texas). This
project is a comprehensive, semester-long assignment. It requires continuous commitment and focus
throughout the semester; the final project should demonstrate your ability to assess the fit between a firm’s
actual marketing practices (see your notes and discussion on marketing concept and market orientation) and
discussion in the textbook. The choice of each small business/firm should be based on convenience. Further
guidelines and outline will be discussed in class on an on-going basis. To that end, attendance in class is
very, very important.

**SONA Research Participation (10 points or 10%).** As part of your learning experience in this course, you will be required to participate in research studies to gain first-hand experience with the research process and learn about methods and scaling techniques. Your participation in these research studies will make up **10%** of your final class grade.

To fulfill the requirement, you **must** create an account on the [College of Business REP webpage](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 length of time the study takes to complete and whether you participate online or in-person in the COB behavioral Lab (BLB 279):

<table>
<thead>
<tr>
<th>Online Studies</th>
<th>In-Person Lab Studies (Behavioral Lab - BLB 279)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;15 minute studies = 1 credit</td>
<td>&lt;15 minute studies = 3 credit</td>
</tr>
<tr>
<td>15-30 minute studies = 2 credits</td>
<td>15-30 minute studies = 4 credits</td>
</tr>
<tr>
<td>&gt;30 minute studies = 3 credits</td>
<td>&gt;30 minute studies = 5 credits</td>
</tr>
</tbody>
</table>

To fulfill the 10% course requirement, you must earn a total of **10 REP credits** throughout the semester (i.e., 1 credit = 1 percent of your final grade). All credits earned will be added to your final course grade at the end of the semester. Additional extra credit points may be available at my discretion.

- To sign up, please visit [unt-cob.sona-systems.com](unt-cob.sona-systems.com). If you have questions, **DO NOT** contact me. Instead, contact the SONA managers via email at RCoBRep@unt.edu. Your questions will be addressed promptly, usually within 24 hours.

**Please Note:**
1) Don’t wait! Create your account ASAP! Get first access to available studies.
2) Assign your credits to the proper course. This course is: MKTG 3650-002 [Foundations of Marketing Practice] (Blankson).
3) If you have another course that also requires SONA credits, you must complete those credits separately. On the main SONA account page, you can assign your completed credits to specific courses (of your choice). You have up to December 8th to adjust these credits!
4) If you do **not** want to participate in the posted studies, you can complete a 2-page research article critique for 2 points of REP credit each. To do so, please email RCoBRep@unt.edu and they will assign you an article to critique. Critiques are due on or before Dec 1st.

**Important Deadlines!**

**December 1st, 5:00 PM** – Last day to participate in SONA for Fall semester. You will have one week from this date to adjust your final credits assigned to particular classes in SONA. On December 8th, final scores will be distributed to instructors and cannot be changed after that point. Thanks in advance for your participation! Have a great semester!
Abbreviated Course Outline

PART I -- INTRODUCTION TO MARKETING
1. Basic Marketing Concepts and Principles, Marketing Environment
2. Introduction to Marketing MIX, Marketing Management and Strategy, Corporate Social Responsibility (CSR)
3. Marketing Information Management & Marketing Research

PART II -- UNDERSTANDING MARKETS & CUSTOMER BEHAVIOR
4. Consumer Behavior & Decision Making
5. Organizational Markets & Buying Behavior, B2B Marketing
6. Market Segmentation, Target Marketing, & Positioning – STP marketing

PART III -- PRODUCT & SERVICE PLANNING
7. Basic Product Concepts & Product Life Cycles (PLC)
8. Branding Concepts & Strategies
9. New Product Development (NPD) & The Diffusion of Innovations

PART IV -- PRICE PLANNING & MANAGEMENT
10. Pricing Concepts & Strategies
11. Setting & Adjusting Prices

PART V -- DISTRIBUTION PLANNING & MANAGEMENT
12. Introduction to Channels of Distribution
13. Wholesaling & Retailing
14. Physical Distribution & Logistics

PART VI -- INTEGRATED MARKETING COMMUNICATIONS – IMC and INTERNATIONAL MARKETING
15. Introduction to Integrated Marketing Communications; Digital Marketing
16. Advertising & Sales Promotion; Introduction to International Marketing – doing business in other countries
# TABLE 1. DISCUSSION TOPICS & EXAMINATION TIME LINE

<table>
<thead>
<tr>
<th>Week</th>
<th>Class Days</th>
<th>Lecture Topics &amp; Associated Discussion ¹</th>
<th>Examination &amp; Assignment Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>August 21</td>
<td>Introduction to the Course, Definitions of Marketing; Role of Marketing; Marketing Concepts &amp; Principles; Chapter 1</td>
<td><strong>Discussion of Syllabus. Give out first home work. Due on September 11. Students to prepare a minimum of 3 pages and a maximum of 4 pages summarizing an article to discuss in class on September 11.</strong></td>
</tr>
<tr>
<td>2</td>
<td>August 28</td>
<td>Marketing Environment (Micro &amp; Macro – PESTLE). SWOT Analysis, Porter, Ansoff Growth Share Matrix; Chapters 1 &amp; 2</td>
<td><strong>Introduction of Final Group Project</strong>&lt;br&gt;<strong>Read very closely the power-point slides placed in Canvas and hand-outs given out in class. Also, read related chapters in the text-book.</strong></td>
</tr>
<tr>
<td>3</td>
<td>September 11</td>
<td>Marketing Environmental Analysis contd.&lt;br&gt;Marketing Mix (4 Ps and 7 Ps); Marketing Strategy; Corporate Social Responsibility (CSR); Chapter 2</td>
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</tbody>
</table>

¹ All dates for topics are tentative. I will try to start each topic in the week indicated, but periodically, we may deviate from this schedule to accommodate the need for amplification of topics, national holidays and guest speakers. Thank you for your patience and understanding.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Introduction to Marketing Research; Marketing Information Management Questionnaire design, sampling, data collection methods</th>
<th>Give out second home work. Due on October 2.</th>
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<tbody>
<tr>
<td>4</td>
<td>September 18</td>
<td>Chapter 4</td>
<td>In-Class exercise on questionnaire design.</td>
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<td></td>
<td></td>
<td>Consumer Behavior – understanding consumer decision making and behavior</td>
<td>Give out Mock Test to prepare for First Examination.</td>
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<td>5</td>
<td>September 25</td>
<td>Chapter 5</td>
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<td></td>
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<td>STP marketing Market Segmentation, Target Marketing, &amp; Positioning.</td>
<td>Second Home Work Due</td>
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<td>6</td>
<td>October 2</td>
<td>Basic Product Concepts. New Product Development</td>
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<tr>
<td></td>
<td></td>
<td>Understanding Marketing Practices of Firms</td>
<td>In class First Examination.</td>
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<td>7</td>
<td>October 9</td>
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<tr>
<td></td>
<td></td>
<td>Chapters 8 &amp; 9 New Product Development &amp; The Diffusion of Innovations Chapters 10 &amp; 11</td>
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<td>9</td>
<td>October 23</td>
<td>Branding Concepts contd.; Pricing Concepts &amp; Strategies. Chapter 9</td>
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<td></td>
<td></td>
<td>Setting and Adjusting Prices; Promotion and Advertising. Chapter 14</td>
<td>Give out Mock Test to prepare for Second Examination. Group presentations of third home work.</td>
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<td>10</td>
<td>October 30</td>
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<tr>
<td>Date</td>
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<td>Topic</td>
<td>Event</td>
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<tr>
<td>11</td>
<td>November 6</td>
<td>Promotion and Advertising contd.; Introduction to International Marketing Chapter 15</td>
<td>Third home-work due.</td>
</tr>
<tr>
<td>12</td>
<td>November 13</td>
<td>Introduction to International Marketing contd. Chapter 16</td>
<td>In Class Second Examination. Give out fourth home-work. Due on November 27.</td>
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<td></td>
<td></td>
<td>Introduction to Channels of Distribution; B2B Marketing</td>
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<tr>
<td>Date</td>
<td>Activity</td>
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<td>November 27</td>
<td>Distribution; B2B Marketing contd. (Guest Presentation)</td>
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<td></td>
<td>Re-cap on Marketing Research.</td>
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<td></td>
<td>Introduction to Integrated Marketing Communications (IMC); Advertising (Promotion)</td>
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<td>December 4</td>
<td>Pre-finals week - Guest speaker presentation.</td>
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<td></td>
<td>Preparation for final group presentations.</td>
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<tr>
<td>December 11</td>
<td>Final Group Presentations</td>
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</table>
Grading criteria for examination, written reports and summary of articles, and group/individual projects

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 in 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 lacks coherence.
Very basic to poor written presentation.
Overall, work can be described as weak.
Oral presentation
Fall 2023 MKTG 3650-002 Final Group Project (25%)

Marketing Practices of Small Businesses (Firms) in the DFW Area of North Texas: The Case of …the name of your firm here………………

This project will be examined by a written report (15%) and oral presentation (10%).

The oral presentation will be 10-15 minutes maximum (including Q & A) so plan carefully. The oral presentation is a summary of the written work. This should involve all students in the group. All must speak on a part of their work. The grading criteria for the oral include:

(a) preparedness/amount of work put in,
(b) quality of the work,
(c) actual delivery in front of the class,
(d) responses to questions at the end of the presentation, and
(e) recommendations for marketing managers; critiques put forward etc.

Tasks:
1. In groups of 3, embark upon an empirical research project via face-to-face interviews and observation techniques of a local firm in the DFW area of the North Texas Region. First, use secondary data sources from the firm’s website, then, interview the owner of the business or a senior manager in the firm. Next, use observation techniques to study the firm’s approaches to marketing practices.
2. Find out from the manager or owner of the business the tactics/strategies of marketing that the firm pursues in the marketplace.
3. Explore thoroughly the firm’s target audience(s). In addition, probe the firm’s marketing mix (4 P’s or 7 P’s) and in your view, why they use those mixes.
4. Explore the manager’s comments on the firm’s overall marketing activities. Are there any statements from the mission or vision supporting marketing? Discuss your findings by answering the question whether the firm is pursuing marketing or not. And what type of marketing tactics and strategies are they using? Is the firm market-oriented? Remember to refer to your power-point slides, notes taken in class, textbook and other hand-outs given in class as you write your report.

Note: Two assessments are required. 1. Oral presentation of the findings, 2. The written report should be a minimum of 8 pages and a maximum of 10 pages double-spacing, times roman, 12 font.

The report should be written for the attention of Mrs. Rosemond Wilson, BBA, MBA, Director of Marketing, The All-American Marketing Consultants, Denton, Texas.

- Grading will be based on good understanding/appreciation of marketing, marketing concept, market orientation, good discussion of the methodology (i.e., data collection process), and overall discussion and critique of the work. See course outline for grading criteria.
  - Ensure that your work is diligently presented, i.e., excellent, well-structured, and neat presentation throughout.
  - Attach a copy of the original power-point presentation to the report.
  - All members of the group must speak in the presentation. Attach a copy of meeting times.
- Hand in the written report on the day of the presentation or send me the written report via email attachment to Charles.Blankson@unt.edu as soon as you finish your presentation on the day of your presentation. Thank you so much.