

Applied Marketing Problems (MKTG 4890.001)

Summer II (5W2) / 2017

Syllabus Version: 1.0, released July 11, 2017

MEETING TIMES/PLACE: Tues, Thur 6:00 pm – 9:50 pm / BLB 065

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Office Room: BLB 358-L

Office Hours: Tues, Thurs 6:00 PM – 9:50 PM, and by appointment

COURSE DESCRIPTION

As a capstone, this course has two parallel objectives. The first involves reviewing some key topic areas in marketing. The second is comprehensive — it requires that each student be able to critically integrate, logically develop, and clearly articulate how marketing tactics can be deployed effectively:

- To use marketing mix variables and market intelligence gleaned from your academic courses to date,
- To identify marketing challenges and opportunities,
- To develop marketing solutions to address marketing problems and opportunities (in team settings), and
- To assess performance outcomes (metrics) that may support your marketing planning.

In addition, this course will give you the opportunity to review some of the most critical topic areas in marketing.

COURSE REQUIREMENTS

Attendance – Attendance is mandatory. Lectures, videos, and class discussions will contain vital information needed to do well on the exams.

RESOURCES NEEDED:

No paper-based textbook is required for this class. However, there will be readings/viewings of *several* web-based resources that you will be responsible for.

Optional supplementary book:

Framework for Marketing Management (6th Edition, January 26, 2015) by Philip T. Kotler and Kevin Lane Keller. Published by Pearson. ISBN: 978-0133871319.

EXAMS/ASSIGNMENTS

After the first week, there will likely be an exam every week. Exams will be based on text readings, handouts, class exercises, videos, and class lectures and discussions. Students are responsible for all text material, regardless of whether we review the text material in class or not.

Missed Exams: You will be allowed to make up a missed exam only if you have a documented University excused absence. Other reasons for absence on the date of the test will result in a score of zero on the test. If you know in advance that you will miss an exam, you **MUST** contact me before the scheduled exam. Make-up exams may not contain the same questions and may contain only essay and short answer questions.

Assignments/Quizzes: In addition to the readings from the text, there will be multiple assignments and/or quizzes, which must be submitted through the Assignment Tool on Blackboard. Announcements via Blackboard will contain additional information. No late submissions of assignments and quizzes will be accepted. No emailed assignments will be accepted.

GRADES & SCORING

Grading Scale: Your overall semester grade will include evaluations of your performance in the examinations. The exams will be weighted equally. The final course grade will be determined using the following formula:

OVERALL =

(AVG of EXAMS)	x	0.30 +
(Assignments / Cases)	x	0.30 +
(Marketing Plan Project)	x	0.35 +
(Participation/Attendance)	x	0.05

The grade distribution will be as follows:

Scaled Points Letter Grade

90% and more	A
80% - 89.99%	B
70% - 79.99%	C

60% - 69.99%	D
Less than 60%	F

There will be no rounding up of scaled points; the grades will be determined by the ranges shown above.

If you withdraw from this course, it is your responsibility to remove your name from the class rolls. If you happen to withdraw and your name is NOT removed from the class rolls, you may receive a failing grade (F) for this course at the end of the semester.

Extra Credit: There is none.

DISTANCE LEARNING RESOURCES

For the purpose of this class, there are some web-based resources that you should know about:

- Blackboard Learn (administered by the University of North Texas) — <http://learn.unt.edu>
- LyndaCampus — through *Blackboard* (instructions on Blackboard)
- TED Talks — <http://ted.com>
- YouTube — <http://youtube.com>

Blackboard:

Some class sessions may be administered via Blackboard, in part or full. Accordingly, you must become adept at Blackboard use for this course. Should you encounter any problems at any time on Blackboard, it is your responsibility to contact the Help Desk at Blackboard. Instructions for Help Desk assistance are provided online at the Blackboard course site. There are several important issues regarding Blackboard:

- The instructor does not have the authority or access to manage the Blackboard hardware, software and/or network systems. Therefore, students must contact the Blackboard Help Desk directly for assistance. It would not be wise to email the instructor if you encounter any systemic problem with Blackboard.
- Most of the initial problems confronted by students attempting to use Blackboard are related to the Internet browser and related settings on a non-UNT computer system. The Blackboard site recommends that you conduct an on-line check of any non-UNT system to enable or improve Blackboard performance.
- If you encounter any problem during the administration of a scheduled exam, you should contact the Blackboard support staff immediately. Please do NOT try to reconcile a problem after the scheduled exam. The Blackboard support staff record the time and date of all queries or “help requests.”

- You are responsible for reading all content on Blackboard. This content may be in the form of bulletins, emails, course content and/or supplemental materials. Blackboard documents each student's activity on the platform.
- Blackboard is not a perfect software application. However, it is the chosen platform of the University of North Texas for distributed learning. For questions and/or concerns regarding the Blackboard platform, please contact the UNT Center for Distributed Learning. The contact information for the UNT Computing Center Helpdesk is:

- o Phone: (940) 565-2324
- o Email: helpdesk@unt.edu
- o Walk-in: Sage Hall 130

ADDITIONAL POLICIES

Tardiness: If you arrive late, please enter quietly and sit down. Do not walk in front of the speaker(s) or disrupt the class in any other way. If you are more than 15 minutes late, you will not be given credit for attendance in that class.

If you need to leave early for any reason, it will be courteous of you to inform your instructor ahead of time. In addition, you risk losing attendance credit if you leave without notice.

Cellular Telephones, Laptop Computers, MP3 Players and other electronic devices: In class, you may not use a device that makes any kind of sound/noise, audible to others in the classroom.

If you have a special need, you must obtain express written consent from the instructor to use such a device in class. If it is construed to be a nuisance, the instructor reserves the right to confiscate any device at any time. If you choose to use a laptop/portable computer to take notes, please be aware that you must NOT use it to surf websites, read email, or use it for instant messaging, IRC or any other kind of chat applications. You must keep your laptops shut and packed away during days when there are films/videos being shown, if and when there are any guest speakers, and when semester project presentations are being made. If there is any reason why you cannot abide by this course requirement, you must contact me within the first two weeks of class, to explain your situation.

Classroom Behavior: Each course participant is responsible for classroom behavior that is conducive to the teaching-learning process. Each course participant should be fully aware of the policies and guidelines for academic honesty and classroom behavior elaborated in the University of North Texas Student Guidebook and on UNT's website. The Student Code of Conduct and an abbreviated list of other rules, regulations, and policies are available from the Dean of Students. Anyone compromising the integrity of the learning process will receive a

failing grade in this course and be referred to the Dean of Student Affairs for disciplinary action.

You are expected to pay close attention to the class proceedings. During class sessions, do not engage in activities such as surfing websites, reading email, using the phone to send/receive text messages, sleeping, reading newspapers or other material not relevant to the class. Such practices are disruptive to the instructor's and other students' concentration and generally detract from a proper learning environment. Please be considerate of others by refraining from excessive talking with others when the instructor is speaking. Even a small amount of unnecessary conversation can inhibit the hearing/participation of other students and are detrimental to the learning environment.

Extra Help: If you need any kind of additional help, *please do not wait until the last moment*. If you are having trouble with this class, please set up an appointment to visit with your instructor.

DISABILITIES ACCOMMODATION

The University of North Texas complies with Section 504 of the 1973 Rehabilitation Act and with the Americans with Disabilities Act of 1990. The University of North Texas provides academic adjustments and auxiliary aids to individuals with disabilities, as defined under the law. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring accommodation, please see the instructor and/or contact the Office of Disability Accommodation at 940-565-4323 during the first week of class.

IMPORTANT NOTE

The instructor reserves the right to change any aspect of the course, syllabus, and/or schedule, as and when needed, at his sole discretion.

SEMESTER SCHEDULE (Version 1.0, released July 11, 2017.)

The following schedule is tentative. Updated schedules will be announced in class or via Blackboard. Dates of coverage of content are tentative; dates of exams are less likely to change. When/if changes occur, they will be announced in class or via Blackboard. Please pay attention to the dates and version numbers at the top of all memorandums and notices. The most recent schedule will supersede all prior schedules.

We will not necessarily meet in the physical classroom for all topic areas. Some topic areas will be covered via distance learning tools, details of which will be announced later.

<u>Date</u>	<u>Topic</u>
July 11 (Tues)	Introduction to MKTG 4890, Course Requirements
July 13 (Thur)	The Marketing Mission Consumer Markets
July 18 (Tues)	Developing a Marketing Plan
July 20 (Thur)	Developing a Marketing Plan (contd.)
July 25 (Tues)	Video Mini-case Presentation : Jones Soda - Product Differentiation
July 27 (Thur)	Mid-semester Exam - Lessons 1 and 2
Aug 01 (Tues)	Mini-case - Tata Nano
Aug 03 (Thur)	Mini case - Air France
Aug 08 (Tues)	Final Exam (Comprehensive - Lessons 1 through 4)
Aug 10 (Thurs)	<i>Semester Project Presentations</i>