

Applied Marketing Problems

Course
MKTG 4890.501
Syllabus
Spring 2023

Instructor
Matthew Storm
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201-679-5101
Office Hours:
Before/After Class

Class Time & Location
TH 6:30 – 9:20 pm
FRLD 266

Summary

This is the undergraduate capstone marketing course. In this course, you are challenged to apply our 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.

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This is a face-to-face course that meets on the UNT campus in Frisco. Attendance is a portion of your grade (see below). Exceptions are based on the university guidelines listed.

Office Hours & Communication

I will hold office hours before and after class each Thursday. Virtual sessions are available upon request. I enjoy communicating with my students outside the classroom and an email to my UNT email address is the quickest way to communicate with me. Please double-check your written communications for proper grammar, spelling, and punctuation before being submitted. You should send emails to me that meet the same standards you would use with a future employer.

Course Materials

There will be a StrengthFinder code assigned to you by the Career Center. No other books are required.

Graded Assignments & Class Participation

	Topics	Assignments Due	Points
January 18	Developing a Marketing Plan & Team Assignments	Secure your StrengthFinders Assessment Code – check your email from the career center.	Attendance – 10
January 25	Your Team: Agency v. Internal		Attendance - 10
February 1	Your Strengths	Complete the Strength Finders Assessment in advance . Read your 5 strengths in the book and bring them to class.	Attendance – 10 Strength Finders Assessment – 40
	Your Message & Brand	Marketing Plan Overview – written summary of your project (at least 300 words) due at noon this day.	Attendance – 10 Marketing Plan Overview – 50
February 8	Your Metrics and review Assignments with Each Team		Attendance – 10
February 15	Your Content and conduct Short Form Assignment in Class	Short Content Created in Class in Groups	Attendance – 10 Short Content Exercise – 30
February 22	Your Campaigns	Long blog content for your project due	Attendance – 10 Long Content Exercise – 30
February 29	Your Social	Marketing Plan Outline – Phase 1	Attendance – 10 Plan – 50
March 7	Your Events & Advertising, Review Assignments with Each Team		Attendance – 10
March 14	No Class – Spring Break		
March 21	Your Public Relations		Attendance – 10
March 28	Your Creativity	Marketing Plan Phase 2	Attendance – 10
April 4	Your Brand Your Use of Video		Attendance – 10 Plan - 50
April 11	Your Goals and review Assignments with Each Team		Attendance - 10
April 18	Your Pricing		Attendance - 10
	Your Reports to Management	Marketing Plan Phase 3	Attendance – 10 Plan - 50
April 25	Your Campaign Success		Attendance - 10
	Review Assignments with Each Team		Attendance - 10
May 2	Final Presentations – Attendance Required	Final Marketing Plan Document and Presentation file due BEFORE class	Attendance – 30 Plan and Presentation – 200 Peer Review - 100
May 9	No Class during Finals Week.		

Course Items with Points		Points	% of Grade
Strength Finders Assessment	P	40	5%
Marketing Plan Overview	T	50	6%
Short Content Exercise	T	30	4%
Long Content Exercise	P	30	4%
Marketing Plan Outline 1	T	50	6%
Marketing Plan Outline 2	T	50	6%
Marketing Plan Outline 3	T	50	6%
Final Marketing Plan & Presentation	T	200	25%
Attendance	P	200	25%
Peer Review	P	100	13%
Total		800	

P – Personal Achievement
T – Team Achievement

Assignment Descriptions

Strength Finders Assessment –take the assessment, list your strengths in the assignment in Canvas and submit, and then bring the results to class on the day listed.

Marketing Plan Overview – select an existing company in the world for which to create a NEW for-profit product or service. This product or service MUST NOT exist today. For the prospective organization use more than 300 total words or more to provide:

- What is the organization? (list the company, describe its past and present, a quick summary of the market it belongs to)
- What is the specific product and/or service? (give it a name, describe its purpose, why you chose it, and/or why you made this choice)
- What are the goals for the Marketing Plan? (list how your impact will be felt in revenue targets, subscription rates, increased wallet share, etc.)
- List your team members, list their respective strengths, and have each team member write at least 2 sentences about how you will use your strength to make the team successful

Short Content Exercise – to receive credit for this assignment, you must be in class. During the time allowed during class create a post, tweet, or piece of short content for your Marketing Plan. The content will be evaluated in-class based creativity and click-through rate. The example created should:

- Be in a mock frame for the social channel they are being posted (i.e. look like an Instagram post with name, text, like button, etc.)
- Include video - video you took from stock imagery or create on your own with your group.

Long Content Exercise – as an individual (everyone in your group submits their own), write and submit a piece of content for your product or service. The content should be more than 500 words, must contain a creative title, and should highlight in **BOLD** any keywords that you're ranking for in social media. Examples include:

- Newspaper/Magazine/Online Story
- Blog Entry
- Press Release

Marketing Plan Outline 1 – start with the Marketing Plan Overview and make any changes requested by me:

- Organization
- Product
- Goals
- Strength

Then add then add these new categories:

- Product/Service Summary - describe the size of market segment, key characteristics, target market, and customer profile, and provide a more in-depth description of the item you are selling
- Marketing Plan Goals - describe the goals of the plan (items could include things like increase revenue, increase awareness, increase subscription/following, etc.) and then what key metrics will you use to measure success?
- Core Messages Plan - describe the themes and messages that will be used to meet the goals of the plan. In this section, decide on a single tagline, slogan, or strapline for your product that will be used throughout the plan.

Marketing Plan Outline 2 –start by making any changes/edits to your Marketing Plan Outline 1 that were made by me to the following sections:

- Organization
- Product
- Goals
- Strengths
- Product/Service Summary
- Marketing Plan Goals
- Core Messages Plan

Then add the following new sections:

- Communication / Social Plan - list and describe the plan, timing, what "channels" and strategy of how you will ll communicate/promote your product or service; in this section choose 4-5 of your best social media posts from your group.
- Digital Marketing Plan – list, describe, and mockup ways you will use digital marketing components to promote your product or service (other advertisements, paid social media (boosting), paid search (Google Adwords).
- Content Plan – choose your best 4-5 examples of the long content your team created and include them in the plan in long form (headline and all text). Make sure that you bold phrases that can be used to improve search engine optimization.

Marketing Plan Outline 3 – take the previous assignment and make any changes that I requested to:

- Product
- Goals
- Strengths
- Product/Service Summary
- Marketing Plan Goals
- Core Messages Plan
- Communications Plan
- Digital Marketing Plan
- Content Plan

Then add the following:

- Pricing Plan – describe in detail how your product will be priced.
- SWOT Analysis of Your Competitors - include competitive analysis or research you plan to conduct to effectively offer the product or service.
- Assets – Get creative! List and provide 4 examples of collateral/assets you will use to promote your solution; Assets include video, brochures, training, imagery and more. NOTE: 2 of the 4 assets must be a video.
- Your Request to Management: now is your time to ask for what you need. In this section, summarize what you will need from your budget owner to succeed.

Final Marketing Plan (DOC) & Presentation (PPT) – (see rubric in Canvas) and submit your marketing plan in complete form and:

- Document and Presentation must be branded in the company's look-and-feel
- Presentation with everyone speaking
- Dress for success

Team members not present for the presentation will not receive full credit as a group.

Grading Scale

Grade	Percent	Lowest Value
A	90%	760
B	80%	640
C	70%	560
D	60%	480
F	50%	400

Extra Credit for Speakers

A student that volunteers to host the guest speaker will be given 20 points extra credit. These are awarded on a first-come-first-served basis via Canvas Messaging.

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.

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.

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.

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 \(unt.edu\)](https://www.unt.edu/citation-basics)
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). If you encounter any issues with Canvas, 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 ONLY.

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 if 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.

- 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.
- Illness, injury, or medical care of a dependent family member (this includes unborn children for pregnant students).
- Participation in legal proceedings or administrative procedures that require a student's presence.
- Religious holy days.
- 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.
- Required participation in military duties or civilian emergency (paramedic, volunteer fire dept., etc.) duties.
- 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) 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 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.