

MKTG 5150.501 – MARKETING MANAGEMENT

Face to Face Meetings – as per Official Course Schedule

Spring
2023



University of North Texas
NEW COLLEGE
MKTG 5159.501 MARKETING MANAGEMENT
Spring 2023

Welcome to Graduate Course in Marketing Management

COURSE CATALOG DESCRIPTION

Course Description: Application of concepts, tools and procedures employed by practicing marketing managers. Specific attention is given to product development and management, promotion development and management, channel selection and management, physical distribution management, and price setting and management. Students acquire skills in the essentials of case analysis and written as well as oral presentation of their analysis. Oral presentations may be made using electronic media. Groups may be required.

Prerequisite(s): MKTG 3650 or MKTG 5000; ACCT 5020; or consent of department.

Instructor Contact Information

- Dr. Tina Mims
- Office is Virtual or by appointment at UNT Frisco Landing
- 469-951-3200, text or phone calls, text is preferred method of communication. See Communication.
- Office hours – on campus Mon., Tues., Wed., 5 to 6pm

Course Pre-requisites and Skills Students Need for this Course

Prerequisite(s): MKTG 3650 or MKTG 5000; ACCT 5020; or consent of department.

Students need the following skills before beginning this course:

- ✓ The ability to read, write, communicate at 10th grade level or higher.
- ✓ The ability to use all videos, audio recordings, all required reading, investigate URL's provided in this course.
- ✓ The ability to use the UNT Library resources.
- ✓ The ability to conduct secondary research without relying on search engines alone.
- ✓ Self-discipline to complete work before or by the due date and time in Canvas (or Groups).
- ✓ Time management skills to balance personal needs and course requirements during this short course.
- ✓ Professional interaction skills with classmates, their teammates and instructor.
- ✓ The ability to recognize that plagiarism is a most likely a copyright infringement.
- ✓ The ability to avoid copying and pasting material by using credible sources; read, interpret, critically think and report the material relevant to any course request in your own personalized understanding.

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Learning Objectives/Outcomes/Goals:

Upon successful completion of this course, our goal is for you to:

1. Identifying how marketing is useful to a company and to society.
2. Obtain a working knowledge of basic marketing terminology and concepts. Exams emphasize a basic understanding of the major terms and concepts to ensure that students know the “language of marketing.”
3. Explain the elements in the marketing mix and how each of these impact planning.
4. Determine where marketing plans fit within the business planning process and strategic planning process in larger firms.
5. Describe the scope of the job faced by marketing managers in today's complex and highly competitive global business environment.
6. Practice building an actionable Marketing Plan or Marketing Recommendations.

Each of the above student learning outcomes must be performed at an appropriate level as stated in each course assignment requirements, grading scale or rubric.

How this course and Learning Objectives will benefit you:

1. You will be prepared for discussing marketing management issues in a variety of industries.
2. You will practice important measures of effectiveness.
3. You will earn Google Analytics Certificate – important basic skill for individuals in digital marketing.



4. You will earn certifications you can place on your resume and link to your LinkedIn account. A few of these certifications may be accredited by the Project Management Institute (PMI®).

Professional Certifications and Continuing Education Units (CEUs)



Project Management Institute (PMI)®

PDUs/ContactHours: 0.5

LinkedIn Learning has been reviewed and approved by the PMI® Authorized Training Partner Program. This course qualifies for professional development units (PDUs).



The PMI Authorized Training Partner logo is a registered mark of the Project Management Institute, Inc.

5. If confirmed with a local business for the semester – you may have real experience with a client to solve a marketing problem that can be included in your resume of skills.

Materials: TEXTBOOK, SOFTWARE, APPS REQUIREMENTS

Title: Framework of Marketing Management 6th edition (I cannot guarantee any other edition will work)

Authors: Kotler and Keller

Published by: Pearson

STUDENTS MUST HAVE:

PDF READER (available via UNT's VMWare for free)

MS OFFICE WORD, PPT, EXCEL (available via UNT's VMWare for free)

Strongly recommend having a professional LinkedIn account!

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Where to get HELP:

Technical Expectations, Software Requirements-Tech Support

This course does not teach how to use: CANVAS, Respondus, ZOOM, UNT Library Sources, ***APA citation style***, how to write at a professional level, PDF, MSWord, MSPPT, or MExcel. These skills are expected before beginning this course. Students have (and pay for) specialized support on technology and writing at the university:

UIT Help Desk: <http://www.unt.edu/helpdesk/index.htm> UNT Writing Center <https://writingcenter.unt.edu/>

The University of North Texas provides student technical support in the use of CANVAS and supported resources. The student help desk may be reached at:

Email: helpdesk@unt.edu
Phone: 940.565-2324

- Other related hardware or software necessary for the course: such as headset/microphone for synchronous chats, word processor, etc.
- Canvas technical requirements that students are expected to check and insure their hardware works: <https://clear.unt.edu/supported-technologies/canvas/requirements>

Minimum Technical Skills Needed

Technology Skills you must have (by the way, I borrowed many of these from employer job posting expectations): Today's 'minimum employer expectations' Hardware Link and this Link, then for software employers expect Link). Minimum technology skills for successful completion of this course include:

- ✓ Basic familiarity with MS Office in a PC environment
- ✓ Opening, creating, sending, and receiving Microsoft documents and PDF documents
- ✓ Using a web-camera - MAY be required for Exams.
- ✓ Recognizing and opening 'hot links'
- ✓ Navigating Canvas, using Canvas
- ✓ Identifying the strength/availability of your Internet
- ✓ Know what "browser" you are using
- ✓ Know what "operating" system you are using
- ✓ Ability to access YouTube and or Canvas Videos (ODA accommodations included where videos appear)
- ✓ Have a UNT ZOOM account with the ability to use Zoom if asked.

Success in this Online Course

- ✓ Do not miss **due dates**.
- ✓ Login to Canvas **one or two times each day**.
- ✓ Always **read announcements**.
- ✓ **Read, watch, research everything provided to you and take notes as if in a face to face class.**
- ✓ **Only use the LINKS to graded requirements under "COMPLETE" section each week.**

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Technology Agreement with Students

Here is the technology expectation from the instructor with every student:

You, the student, are responsible for obtaining and maintaining any equipment and ancillary services needed to connect to or access the CANVAS. You, the student, are responsible for obtaining and maintaining any equipment and ancillary services needed to connect to or access any materials provided in the course by the instructor.

You, the student, are responsible for your access, including without limitation, working hardware, software, internet service, cable, modems, or telecommunication capacity necessary to attend the course online or face-to-face. You shall be solely responsible for ensuring that the equipment you choose to use, and ancillary services, are compatible with the CANVAS, the UNT website, UNT library site, any course materials provided, and software required.

This instructor has a zero-tolerance policy for technology excuses. Reasons that support this zero-tolerance policy is: 1) sufficient resources are available to check the system the student chooses to use, 2) it is the student's decision when, where, and how they desire to access course materials, 3) the student agrees before beginning any test or exam in CANVAS they understand there are no resets, and 4) the student has an obligation to fix any technical issues before making additional test attempts at any time – this requires time management skills on the part of the student.

Student Academic Support Services

- [Code of Student Conduct](#): provides Code of Student Conduct along with other useful links
- [Office of Disability Access](#): exists to prevent discrimination based on disability and to help students reach a higher level of independence
- [Counseling and Testing Services](#): provides counseling services to the UNT community, as well as testing services; such as admissions testing, computer-based testing, career testing, and other tests
- [UNT Libraries](#)
- [UNT Learning Center](#): provides a variety of services, including tutoring, to enhance the student academic experience
- [UNT Writing Center](#): offers free writing tutoring to all UNT students, undergraduate and graduate, including online tutoring
- [Succeed at UNT](#): information regarding how to be a successful student at UNT

COMMUNICATING WITH YOUR INSTRUCTOR

Primary method to communicate with your Instructor is via TEXT at 469-951-3200: Dr. Mims asks everyone to communicate with her via text message. Students that text before 10pm can likely expect a reply same day. After 10pm, students can expect reply next day.

Students that do not want the instructor to have their personal cell number are asked to use this protocol: send an email to 4699513200@tmomail.net REASON: this converts to an SMS text message!

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Secondary method is GroupMe. The instructor has created a GroupMe for this course and encourages students to join, communicate with the instructor and or each other. GroupMe messages to the instructor may take one to two days for reply. See Canvas for GroupMe link or QR code.

Please, do not email the instructor in CANVAS. Please do not expect quick replies using this method.
Please, do not email the instructor in OUTLOOK/via email. Please do not expect timely replies..
Official emails may be sent by the instructor to the student on UNT Policy related matters.

ASSESSMENT & GRADING

Read everything in our START HERE CANVAS MODULE, especially pay close attention under these titles :

- “How you are Evaluated-When grades are Posted”
- “Policies Critical to Student Success in this Course”
- “HOW TO EARN GRADES”
- “Academic Integrity Policy – UNT – Tests – Groups”

Total Points Possible for Semester/Grading Scale = 700 maximum graded points

| 2023 Graded Activities | | POINTS EARNED | COURSE GRADE |
|-----------------------------|------|---------------|--------------|
| 14 Quizzes/Exams | 220 | 630 - 700 | A |
| 14 Individual Assignments | 395 | 560 - 629 | B |
| 7 Client Project Activities | 585 | 490 - 559 | C |
| | 1200 | 420 - 489 | D |
| | | <420 | F |

OFFICIAL COURSE SCHEDULE- AVAILABLE IN CANVAS

COURSE POLICIES-STUDENT MUST READ ALL OF THE FOLLOWING IN CANVAS:

 [ABSENCE POLICY - UNT POLICY and SPECIFIC NOTICE](#)

 [ACADEMIC INTEGRITY - UNT POLICY - TESTS - GROUPS](#)

 [LATE POLICY](#)
Aug 29

 [COPYRIGHT NOTICE - FEDERAL LAW & UNT POLICY \(PLAGARISM!\)](#)
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PAY PARTICULAR ATTENTION TO ACADEMIC INTEGRITY- WHEN TEAMMATES DO NOT PERFORM TO THEIR GROUP'S EXPECTATION --THE UNT ACADEMIC INTEGRITY POLICY APPLIES.

Groups receive a group grade - therefore, it is critical all students understand that under the Academic Integrity policy at UNT it is:

- not acceptable to be late turning in your portion of work to your team,
- not acceptable to fail to fully participate in earning the best group grade possible,
- not acceptable to not respond in a timely manner to group communication on a project,
- and, after one notice to improve performance, if a group asks, the group can remove a team-member under the Academic Integrity policy.

Any person removed by their team is responsible for 100% of all project requirements on their own - after removal.

THE FOLLOWING ARE REQUIRED ON ALL SYLLABI BY THE UNIVERSITY

UNT POLICIES

Academic Integrity Policy

As per UNT policy, a syllabus for a course MUST include the following statement:

Academic Integrity Standards and Consequences. 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 ranging from admonition to expulsion from the University. This professor will email the Dean of Students especially when students make a low grade on any quiz/test/exam on their 1st attempts, and, if students plagiarize, and finally, if their group complains about a lack of participation in group projects or group competitions.

ADA Policy

As per UNT policy, a syllabus for a course MUST include the following statement:

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.



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Emergency Notification & Procedures

As per UNT policy, a syllabus for a course MUST include the following statement:

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 Blackboard 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 such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard 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 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.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a 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 leave the classroom and the instructor may refer the student to the Dean of Students 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 deanofstudents.unt.edu/conduct.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail: eagleconnect.unt.edu/

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore

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prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Important Notice for F-1 Students taking Distance Education Courses

The following is not a required syllabus component, but an important element for online course syllabi.

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website at <http://www.ecfr.gov/>. The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

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FINAL COMMENTS: Changes to Syllabus, Course Policies, Schedule or Objectives

UNT Requires that Faculty must give reasonable notice to students when changes are made to a course syllabus and any changes must be reflected in the corresponding online syllabus.

I'm human **an** often make mistakes or typos. All mistakes or typos are UN-intentional and please know this: that I'm grateful if you text to me regarding anything that does not look right, or does not add-up correctly, etc. These kind, courteous heads-up to me benefit everyone.

Expect if any changes are made, I will post an Announcement in Canvas, and - if you have texted me, I will also reach out via text to check the announcement. I will also post short announcements to GroupMe if the syllabus, a policy or the official course schedule changes.

Until an announcement is made saying our schedule has changed, we use the latest version of the 'official course schedule' as our scheduling guide. The latest version date is indicated in CANVAS.

-----end requirements from UNT-----

100% Accuracy Required on Syllabus/Policy test before students can enter the course material.

STUDENTS MUST USE THE LINKS INSIDE EACH WEEK UNDER THE 'COMPLETE' SECTION or RISK EARNING A ZERO.

Posting of Final Course Grades, only the Registrar can provide students with their 'official course grade'.

**Students encouraged to calculate their own status each time a grade is posted!
#point earned/#points possible**