



## MKTG 5150.080 – Marketing Management 8 weeks – 100% online- asynchronous

### Marketing Management/MKTG 5150/Section 080

Your instructor is Dr. Tina C. Mims, IES®, GAC, ASB (Dr. Mims)

Phone: 469-951-3200

Office Location: Virtual this semester due to ADA Accommodation

How to Communicate: #1) text me at 469-951-3200 or #2) email me at [4699513200@tmomail.net](mailto:4699513200@tmomail.net) or #3) direct message me in our GroupMe- see Canvas for QR Code to sign up.

Short Info about my experience: Past President/CEO – First Texas Electric, Inc., Past Vice-President-Marketing @Trinity Industries, Past General Manager – New Channels @ Verizon, Strategic Marketing Manager – At&t. Breast Cancer survivor – connect with me on LinkedIn.

### Course Description, Structure, and Objectives

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**COURSE CATALOG 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.

**COURSE IS 100% ONLINE – ASYNCHRONOUS.**

**COURSE IS STRUCTURED IN WEEKLY ACTIVITIES UNDER MODULES.** Every module, every page, must be opened in the order they appear. Example: Under Module 1, open Week 1, then Week 2; Under Module 2, Week 3, Week 4 and so on. Moving ahead is encouraged. Being late counts as an absence and earns late penalties.

#### LEARNING OBJECTIVES:

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.

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 to discuss marketing management issues in a variety of industries.
2. You will practice important measures of effectiveness.
3. You will earn Google Analytics Certificate – an important basic skill for individuals in digital marketing, social media marketing, or general marketing.



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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®) or other organizations that require credit units.

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### F-1 Visa Regulations for Fully online Courses:

Federal regulations state that students may apply only 3 fully-online semester credit hours (SCH) to the hours required for full-time status for [F-1 Visa \(PDF\)](#) holders. Full-time status for F-1 Visa students is 12 hours for undergraduates and 9 hours for graduate students.

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### How to Succeed in this Course

- ✓ Complete work assigned within the week it is assigned – this gives students the best chance at reducing stress and making progress in a timely manner.
- ✓ Join our GroupMe for the course – communicate with classmates and instructor.
- ✓ When assigned LinkedIn Learning assignments include the certificates in your resume and your online LinkedIn personal account.
- ✓ Take the opportunity to conduct healthy secondary research in the Packback assignments. These are wonderful ways to practice researching, conveying your reporting, demonstrating your initiative into your own curiosity.
- ✓ Communicate with the instructor via the methods preferred under ‘How to communicate with instructor’ in the Syllabus links inside Canvas.
- ✓ Office hours are virtually by appointment because of ADA accommodation this semester.
- ✓ Avoid plagiarism. Assignments that require writing are checked to see if Artificial Intelligence or any source is used. Plagiarism may be a form of Copyright violations. Check the links inside the Syllabus in Canvas.

*UNT strives to offer you a high-quality education and a supportive environment, so you learn and grow. As a faculty member, I am committed to helping you be successful. To learn more about campus resources and information on how you can be successful at UNT, go to [unt.edu/success](http://unt.edu/success) and explore [unt.edu/wellness](http://unt.edu/wellness). To get all your enrollment and student financial-related questions answered, go to [scrappysays.unt.edu](http://scrappysays.unt.edu).*

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### OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable 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 reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the [Office of Disability Access](https://studentaffairs.unt.edu/office-disability-access) website (<https://studentaffairs.unt.edu/office-disability-access>). You may also contact ODA by phone at (940) 565-4323.



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### Required Materials

- Textbook information (title, author, date and edition, publisher, cost, where available)
  - Title: A FRAMEWORK FOR MARKETING MANAGEMENT;
  - AUTHORS: Kotler and Keller
  - 6th edition by Pearson
- An image of the required text included in Canvas under ‘Syllabus’.
- Here is a link to Pearson <https://www.pearson.com/en-us/subject-catalog/p/framework-for-marketing-management/P200000005951/9780137554881>
- Additional Technology requirements for courses with digital materials:

This course has digital components. To fully participate in this class, students **will need internet access to content on the Canvas Learning Management System and other required equipment or software including a webcam, microphone, Adobe Photoshop, MSWord, PPT, Excel and the ability to use LinkedIn Learning through UNT Libraries as well as use PACKBACK- a software application included in your student fees.** If circumstances change, you will be informed of other technical needs to access course content. This course does not teach how to use these requirements – this course teaches the course learning objectives. Information on how to be successful in a digital learning environment can be found at [Learn Anywhere](https://online.unt.edu/learn) (<https://online.unt.edu/learn>).

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### Official Course Schedule

If there is a Campus Emergency - students will be notified by Eagle Alert if there is a campus closing that impacts Hybrid or In-Person classes see more at: [Emergency Notifications and Procedures Policy](https://policy.unt.edu/policy/06-049) (<https://policy.unt.edu/policy/06-049>). 100% online course schedules are updated and an announcement posted if any Eagle Alert , or other unforeseen issue, will impact our official course schedule.



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| OFFICIAL COURSE SCHEDULE as of MON., OCT. 26, 2023 *  |   |  |                                     |   |                              |                   |                 |
|---|---|--|-------------------------------------|---|------------------------------|-------------------|-----------------|
| Module/Week   | What to do:                             | What is graded   | When graded requirements are due:   | Missing due date causes one absence beginning here: | Points Possible              | % of total course | Category        |
| Objective for Module 1 - Prepare students for successful course experience                                    |   |  |                                     |   |                              |                   |                 |
| Module 1  | Read Syllabus                           | Syllabus Exam  | WednesdayOct25                      | ThursdayOct26                                       | 50                           | 8%                | quiz            |
| Course Objectives learning marketing language & where marketing fits in the business planning process         |   |  |                                     |   |                              |                   |                 |
| Module 2 Week 2   | Read Ch, 1, 2, 3 & 4                    | 3 unlimited chapter quizzes on Ch 2, 3 and 4 (no quiz on Ch 1) | SundayOct29                         | MondayOct30   | 30                           | 4.8%              | quiz            |
|   | Packback Topic                          | 1 Original Post & 1 Response                                   | SundayOct29                         | MondayOct30   | 30                           | 4.8%              | assignment      |
|   | LinkedIn Assignment                     | 1 Certificate  | SundayOct29                         | MondayOct30   | 25                           | 4.0%              | assignment      |
| Course Objectives learning marketing language (about customers)   |   |  |                                     |   |                              |                   |                 |
| Module 3 Week 3   | Read Ch 5, 6 & 7                        | 3 unlimited chapter quizzes                                    | SundayNov05                         | MondayNov06   | 30                           | 4.8%              | quiz            |
|   | Packback Topic                          | 1 Original Post & 1 Response                                   | SundayNov05                         | MondayNov06   | 30                           | 4.8%              | assignment      |
|   | LinkedIn Assignment                     | 1 Certificate  | SundayNov05                         | MondayNov06   | 25                           | 4.0%              | assignment      |
| Course objectives elements in the marketing mix   |   |  |                                     |   |                              |                   |                 |
| Module 4 Week 4   | Read Ch 8, 9 & 10                       | Mid-term Prep Exam   | SundayNov12                         | MondayNov13   | 50                           | 8.0%              | exam            |
|   | Mid-term Exam                           | Exam   | SundayNov12                         | MondayNov13   | 50                           | 8.0%              | exam            |
|   | Packback Topic                          | 1 Original Post & 1 Response                                   | SundayNov12                         | MondayNov13   | 30                           | 4.8%              | assignment      |
| Course objective elements in the marketing mix  |   |  |                                     |   |                              |                   |                 |
| Module 5 Week 5   | Read Ch 11, 12 & 13                     | Unlimited quiz   | SundayNov12                         | MondayNov13   | 30                           | 4.8%              | quiz            |
|   | Packback Topic                          | 1 Original Post & 1 Response                                   | SundayNov12                         | MondayNov13   | 30                           | 4.8%              | assignment      |
|   | Customer or Case or LinkedIn Assignment | Assignment   | SundayNov12                         | MondayNov13   | 50                           | 8.0%              | assignment      |
| Course objectives elements in the marketing mix & how each of these impact planning                           |   |  |                                     |   |                              |                   |                 |
| Module 6 Week 6   | Read Ch 14 & 15                         | Unlimited quiz   | SundayNov19                         | MondayNov20   | 20                           | 3.2%              | quiz            |
|   | Packback Topic                          | 1 Original Post & 1 Response                                   | SundayNov19                         | MondayNov20   | 30                           | 4.8%              | assignment      |
|   | LinkedIn Assignment                     | 1 Certificate  | SundayNov19                         | MondayNov20   | 25                           | 4.0%              | assignment      |
| Thanksgiving week -University Closed  |   |  |                                     |   |                              |                   |                 |
| Course objectives elements in the marketing mix & how each of these impact planning                           |   |  |                                     |   |                              |                   |                 |
| Module 7 Week 7   | Final Exam prep given                   |  |                                     |   |                              |                   |                 |
|   | Read Ch 16 & 17                         | Unlimited quiz   | SundayDec03                         | MondayDec04   | 20                           | 3.2%              | quiz            |
|   | Packback Topic                          | 1 Original Post & 1 Response                                   | SundayDec03                         | MondayDec04   | 30                           | 4.8%              | assignment      |
| Course objectives scope of the job faced by marketing managers today  |   |  |                                     |   |                              |                   |                 |
| Module 8 Week 8   | Read Ch 18                              | -----  | -----                               |   |                              |                   |                 |
|   | Final Exam                              | 3 attempts   | Opens Sun Dec 10th ends Thur Dec 14 | FridayDec15   | 90                           | 14.4%             | exam            |
| *Any changes are announced in Canvas announcements - and a new copy of the Official Course schedule published |   |  |                                     |   |                              |                   |                 |
|   |   |  |                                     |   | <b>Total Possible Points</b> | <b>625</b>        |                 |
|   |   |  |                                     |   | 2 Exams (Limited)            | 140               | 22.4% of course |
|   |   |  |                                     |   | Quizzes (unlimited)          | 180               | 28.8% of course |
|   |   |  |                                     |   | Assignments                  | 305               | 48.8% of course |

How your work is Evaluated- see more detailed explanation in Canvas - Syllabus

Grades are based on mastery of the content. As a rule, I do not grade on a “curve” because that is a comparison of your outcomes to others. I do, however, encourage you to find opportunities to learn with and through others. Explore [Navigate’s Study Buddy \(https://navigate.unt.edu\)](https://navigate.unt.edu) tool to join study groups.

Our numeric scale for final grades reported to the university is:

- A = 90% or more of points earned
- B = 80 to 89% of points earned
- C = 70 to 79% of points earned



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D = 60 to 69% of points earned

F = less than or equal to 59% of points earned

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### Academic Honesty - Copyright Violation- Plagiarism

Students who use other people's work without citations will be violating UNT's Academic Integrity Policy. Other people's work includes any source not originally crafted by the student. Students conducting secondary research for this course must use APA in-text and APA reference citation styles unless otherwise instructed. Please read and follow this important set of guidelines for your academic success (<https://policy.unt.edu/policy/06-003>).

Any material presented to the students in this course is bound by copyright. This includes, but is not limited to, test questions/exam questions, assignments, videos, audios, instructions, or MS PowerPoint slides. If you are unsure, reach out and ask me via the preferred methods of communication.

I love the clear explanation by the University of Illinois-Chicago (2023):

<https://researchguides.uic.edu/c.php?g=252209&p=1682805>

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### Attendance and Participation

*Research has shown that students who manage their schedules and arrange appropriate amount of time for each class are more likely to be successful. This course requires between 3 and 5 hours each week at a minimum to read, study, watch, study, and complete assignments. Cornell recommends 3 hours for studying times each hour of credit for the course, totaling 9 hours per week, just for this class. I have great respect for students who are balancing the demands of their coursework with the responsibilities of working, taking other courses, or caring for family members. For myself, I had breast cancer while in graduate school with 6 serious treatments and 5 surgeries while working full-time as well. If you run into challenges that fall under the university guidelines for excused [Student Attendance and Authorized Absences Policy \(PDF\)](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>) please contact the Dean of Students office immediately at [DeanOfStudents@unt.edu](mailto:DeanOfStudents@unt.edu). Your safety and well-being are important to me, which is why after two (2) absences I will notify the university you are missing coursework.*

#### **ATTENDANCE- ONLINE ATTENDANCE IS DETERMINED BY BEING 'ON TIME'**

For student success the professor tries to open at least 2 modules for the coming weeks. Watch for announcements to notify you of when modules are opened.

Students are afforded:

- A full and complete 'Official Course' schedule with due dates and graded tasks expected to be completed for successful managing of work/family/personal schedules.
- A complete list of what to do in each module (essential a 2<sup>nd</sup> copy of the official course schedule=). Remember= use the 'COMPLETE' area each week!
- A screen shot of the 'Official Course' schedule for just the module (a 3<sup>rd</sup> copy of what is due) is afforded for review.
- Notices via announcements when or if a schedule change is necessary to the official course schedule.

#### **ABSENCES**

**The instructor/professor for this course considers students 'absent' when missing the due date on any required graded tasks.** The reason for this course policy is to have students moving through the material at the same time. While students are encouraged to move ahead, students are discouraged from getting behind to



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avoid low grades and to reduce student stress. Any item due for submission is due by 11:59 pm central time for the day/date posted in the 'Official Course Schedule' .

- The impact of being 'absent', as defined here, is being reported to the University your number of absences.

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### HOW TO COMMUNICATE WITH THE INSTRUCTOR

#1 -Best way to Reach Dr. Mims: text me - 469-951-3200

#2- If you do not want to reveal/share your cell number- send email to: 4699513200@tmomail.net

#3 – Use GroupMe – our QR code to sign up (its free) is located in Canvas under Syllabus under 'How to Communicate with the Instructor Dr. Mims

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### WHERE TO GET HELP DURING THE COURSE

Please see Course Learning Objectives for what the instructor/professor teaches in this class. While as your instructor I can be helpful with course content, it is best to use resources (other people) who are best suited to support you with their area of expertise.

Respectfully be aware I cannot teach you how to use MSOffice-but the UNT Writing Center can help with many MSOffice features especially for MSWord. The Writing Center can also help with how to create an APA citation/reference, how to write at a 10th grade level (I use MSWord's readability statistics known as Flesch-Kincaid scale). To support your success I'm including a few contacts here to support you when you need help:

**For any technical question** (internet, browser, operating system, VMWare, LinkedIn learning access)

Contact the HelpDesk 940-565-2324 or check the online website for the HelpDesk

**For any questions on Writing** requirements in this course, APA in-text citation, APA references, what is considered a copyright violation (in general, not a legal question):

Contact the UNT Writing Center: [GradWriting@unt.edu](mailto:GradWriting@unt.edu) or check the online website for the Writing Center

**For any questions regarding Packback**

If you have any questions or concerns about Packback throughout the semester, please read the Packback team's FAQ at [help.packback.co](http://help.packback.co) Links to an external site.. If you need more help, contact their customer support team directly at [help@packback.co](mailto:help@packback.co).