Course Title: Marketing Strategy (MARK6310)
Term: Spring 2018 Module 2 Meeting Times and Location: Online
Instructor: Dr. Xiaojing Sheng Office Location: ECOBE Edinburg Campus 211J
Phone: 956.665.3317 Email: xiaojing.sheng@utrgv.edu
Office Hours: 3-5 p.m., Tuesday & Thursday; other times by appointment

Course Description
MARK 6310 is a core marketing course in the MBA program and is designed to serve as an introduction to the theory and practice of marketing. As the core of an operating business, marketing is an organizational philosophy and a set of guiding principles for interfacing with customers, competitors, collaborators, and the environment. Marketing entails planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services. It starts with identifying and measuring consumers' needs and wants, assessing the competitive environment, selecting the most appropriate customer targets, and developing marketing strategy and implementation program for an offering that satisfies consumers' needs better than the competition. Marketing is the art and science of creating customer value and market place exchanges that benefit the organization and its stakeholders.

This course will provide a broad coverage of the basic concepts, principles as well as theories of marketing and their applications in today’s marketplace. We will explore the theory and applications of marketing concepts through a mix of case studies, discussions, individual assignments, and a group project. We will draw materials from a variety of sources and settings including services and consumer and business-to-business products.

Course Prerequisites
INTB 6304 or MARK 3371

Textbook
ISBN: 9780133856460
Technical Skills Required
Students must be able to use computer and Internet browser software. In addition, students must be proficient in Word, Excel and PowerPoint Software.

Attendance
This course is fully online. Students are expected to attend all scheduled classes, participate in online class discussions, and submit all course assignments on time through Blackboard. Failure to do so and excessive absences may result in being dropped from the course. UTRGV’s attendance policy excuses students from attending class if they are participating in officially sponsored university activities, such as athletics; for observance of religious holy days; or for military service. Students should contact the instructor in advance of the excused absence and arrange to make up missed work or examinations.

Course Drops
According to UTRGV policy, students may drop any class without penalty earning a grade of DR until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the class should be aware of the “3-peat rule” and the “6-drop” rule so they can recognize how dropped classes may affect their academic success. The 6-drop rule refers to Texas law that dictates that undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit. The 3-peat rule refers to additional fees charged to students who take the same class for the third time.

Course Learning Goals and Outcomes
The main objectives of this course are to improve your ability to:

- Assess market opportunities and challenges by analyzing customers, competitors, collaborators, the business environment, and the strengths and weaknesses of a company.
- Develop effective marketing strategies to achieve organizational objectives.
- Design a strategy implementation program to maximize its chance of success.
- Effectively communicate and defend your recommendations.

Upon completion of this course, you will be able to:

- Develop a disciplined approach to analyzing marketing situations through completing a set of marketing excellence case analysis assignments and the marketing plan project.
- Develop a marketing plan for a product/service and offer a logical progression into the steps for implementing, controlling, and evaluating the plan.
- Improve group problem-solving skills and written communication skills through weekly discussions, written assignments, and the marketing plan project.

Robert C. Vackar College of Business and Entrepreneurship Learning Goals and Mission
The Robert C. Vackar College of Business Entrepreneurship has adopted the following learning goals and objectives that each student should achieve while in the MBA degree program. Not all
goals and objectives are covered in each course; however, all goals and objectives should be addressed throughout the degree program.

<table>
<thead>
<tr>
<th>MBA learning goals</th>
<th>This course contributes to the following College of Business and Entrepreneurship learning goals:</th>
<th>How it is measured</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrate collaborative and leadership skills as related to a global business environment.</td>
<td>x</td>
<td>Through team project</td>
</tr>
<tr>
<td>Show effective writing and oral skills at a level appropriate for business executives.</td>
<td>x</td>
<td>Writing skills will be assessed through online discussions, individual case analysis assignments, and the written reports of the team project.</td>
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<tr>
<td>Aware of and classify ethical issues and behaviors.</td>
<td>NA</td>
<td></td>
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<tr>
<td>Apply analytical techniques and quantitative analysis for effective decision making in various functional areas.</td>
<td>NA</td>
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Our mission is to be the agent of innovation, knowledge discovery, and economic development in South Texas, Northern Mexico, and beyond, by offering a rigorous curriculum informed by experiential learning, high quality research, and community partnerships. Your mastery of these learning goals and objectives help us to achieve this mission.

**Grading Components**

i. **Discussions**

As this course is fully online, your class participation will be through discussions. Check discussion board daily and respond to discussion questions, comments, and questions. I highly encourage more frequent and in-depth participations to contribute more and gain more from this online discussion forum. Below are the due dates for submitting your discussion posts:

<table>
<thead>
<tr>
<th>What is due?</th>
<th>When is due?</th>
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<tbody>
<tr>
<td><strong>Week 1</strong>: 2/28-3/6</td>
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</tr>
<tr>
<td>Post 1: Your original response to week 1 discussion question #1</td>
<td>Sunday, 3/4</td>
</tr>
<tr>
<td>Post 2: Your original response to week 1 discussion question #2</td>
<td>Sunday, 3/4</td>
</tr>
<tr>
<td>Posts 3-5: Your comments on other students’ postings</td>
<td>Tuesday, 3/6</td>
</tr>
</tbody>
</table>
### What is due? | When is due?
---|---
**Week 2: 3/7-3/13**
Post 1: Your original response to week 2 discussion question #1 | Sunday, 3/11
Post 2: Your original response to week 2 discussion question #2 | Sunday, 3/11
Posts 3-5: Your comments on other students’ postings | Tuesday, 3/13

**Week 3: 3/14-3/20**
Post 1: Your original response to week 3 discussion question #1 | Sunday, 3/18
Post 2: Your original response to week 3 discussion question #2 | Sunday, 3/18
Posts 3-5: Your comments on other students’ postings | Tuesday, 3/20

**Week 4: 3/21-3/27**
Post 1: Your original response to week 4 discussion question #1 | Sunday, 3/25
Post 2: Your original response to week 4 discussion question #2 | Sunday, 3/25
Posts 3-5: Your comments on other students’ postings | Tuesday, 3/27

**Week 5: 3/28-4/3**
Post 1: Your original response to week 5 discussion question #1 | Sunday, 4/1
Post 2: Your original response to week 5 discussion question #2 | Sunday, 4/1
Posts 3-5: Your comments on other students’ postings | Tuesday, 4/3

**Week 6: 4/4-4/10**
Post 1: Your original response to week 6 discussion question #1 | Sunday, 4/8
Post 2: Your original response to week 6 discussion question #2 | Sunday, 4/8
Posts 3-5: Your comments on other students’ postings | Tuesday, 4/10

**Week 7: 4/11-4/17**
Post 1: Your original response to week 7 discussion question #1 | Sunday, 4/15
Post 2: Your original response to week 7 discussion question #2 | Sunday, 4/15
Posts 3-5: Your comments on other students’ postings | Tuesday, 4/17

There are fourteen (14) discussion questions in total throughout the semester, with two (2) questions per week. You are required to have five (5) posts each week. Two of the posts will be your response to the discussion questions. The rest will be your comments on other students’ responses. Please keep the following rules in mind when participating in class discussions:
- Regular and meaningful discussion postings constitute a substantial portion of your grade.
- Respect each other’s ideas, feelings, and experience.
- Be courteous and considerate. It is important to be honest and to express yourself freely, but being considerate of others is just as important and expected online, as it is in the classroom.
- Explore disagreements and support assertions with data and evidence.

**Quizzes**
A total of seven (7) quizzes will be given to assess your understanding of the key concepts as well as theories presented in the textbook and to examine your ability to apply those concepts and theories to analyzing and solving business problems. The quizzes are spread across the seven weeks, with each week having one quiz. Each quiz has 20 multiple-choice questions. Quiz
questions are drawn from course materials covered in that week. The quiz will be made available from the first day of each week, i.e., Wednesday, to the last day of that week, i.e., Tuesday.

iii. Assignments
Assignments are individual work and involve analyzing the assigned marketing excellence cases, responding to case questions, and providing your recommendations. Twitter, Amazon.com, and Progressive are the three cases assigned for the assignments. You can find these cases in the text on page 241, 522, and 654 respectively. For your convenience, they are also placed in the “Marketing Excellence Case Studies” folder under “Explore, Discover & Learn.” A word document template is created for you to type your answers. (Please refer to assignment instructions for more details.) Below are the due dates for submitting your assignments:

<table>
<thead>
<tr>
<th>What is due?</th>
<th>When is due?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment #1: Twitter</td>
<td>Thursday of Week 3</td>
</tr>
<tr>
<td>Assignment #2: Amazon.com</td>
<td>Thursday of Week 4</td>
</tr>
<tr>
<td>Assignment #3: Progressive</td>
<td>Thursday of Week 5</td>
</tr>
</tbody>
</table>

iv. Project
An effective way to learn about marketing management is the actual creation of a marketing plan for a product or service. This project is designed to accomplish such a task. You will be assigned to a team of 4-5 students. You and your team members will create a fictional product or service that you would like to bring to market. You then become the class experts on the product/service, the company, and the industry in which it operates. I encourage you to read above and beyond the textbook and consult additional resources, including academic journals such as Journal of Marketing and Journal of Service Research and trade journals such as Business Week, Forbes, Fortune, and the Wall Street Journal.

During the course of the semester, each of the elements of the marketing plan, coordinating with the text chapter, will be due for review. The project consists of three deliverables. Below are the due dates for submitting the three deliverables:

<table>
<thead>
<tr>
<th>What is due?</th>
<th>When is due?</th>
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</thead>
<tbody>
<tr>
<td>Deliverable #1: All elements under Situation Analysis</td>
<td>Tuesday of Week 4</td>
</tr>
<tr>
<td>Deliverable #2: All elements under Marketing Strategy</td>
<td>Tuesday of Week 6</td>
</tr>
<tr>
<td>Deliverable #3: Final report, including (1) Executive Summary, (2) deliverables 1&amp;2, (3) Financials, and (4) Controls</td>
<td>Tuesday of Week 7</td>
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</table>

The textbook should be used as a guide for the project. A marketing plan example is provided in the book on pages 61-65. A marketing plan developed by a group of former MBA students is also provided for your reference.
Grading Policies

The grading elements are as follows:

i. Discussions (15 points per discussion question)  210 points  15%
ii. Quizzes (20 points per quiz)  140 points  35%
iii. Assignments (20 points per assignment)  60 points  15%
iv. Project  
   1. Deliverable #1  50 points
   2. Deliverable #2  50 points
   3. Final report  50 points

The grading scale is as follows:

- 90 and above  A
- 80-89.99  B
- 70-79.99  C
- 60-69.99  D
- Below 60  F

Grades are earned, not negotiated. I will not curve the grades. For example, 89.99 is a B, not an A. Final grades are just that: Final.

Below is the estimated timeframe within which your grade for each of the above grading elements will be made available:

- Discussion grade: by Friday of the following week
- Quiz grade: available after submission of your test
- Assignment grade: one week after your submission
- Deliverable #1 grade: one week after your submission
- Deliverable #2 grade: one week after your submission
- Final report grade: the next day of your submission

Mandatory Course Evaluation Period

Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account (http://my.utrgv.edu); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available:

- Spring 2018 Module 1  February 14 – February 20
- Spring 2018 Module 2  April 11 – April 17
- Spring 2018 (full semester)  April 11 – May 2

Technical Resources

This course is a fully online course and will consist of readings from the textbook, viewing of slides, course discussion, assignments, quizzes, and a team project. All course content will be delivered through Blackboard Learn. You must make sure that you have access to the Internet and Blackboard Learn. If you need assistance, please contact the Center for Online Learning, Teaching & Technology at 956-665-5327.
Scholastic Integrity
As members of a community dedicated to Honesty, Integrity and Respect, students are reminded that those who engage in scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and expulsion from the University. Scholastic dishonesty includes but is not limited to: cheating, plagiarism (including self-plagiarism), and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts. Since scholastic dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced (Board of Regents Rules and Regulations and UTRGV Academic Integrity Guidelines). All scholastic dishonesty incidents will be reported to the Dean of Students.

Email Communications
E-mail will be an integral part of this course. Make sure you:
- Include the course name in the subject line: MARK 6310-(type your subject here), e.g., MARK 6310-Meeting on Tuesday.
- Start the body text of your email with Professor’s name, e.g., Hi Professor Sheng.
- Write complete sentences. Please do not use “u” to replace “you” or “ur” to replace “your” in your email.
- Use a proper closing and sign your email messages.
- Be polite.
- Make every effort to be clear. Online communication lacks the nonverbal cues that fill in much of the meaning in face-to-face communication.
- Do not use all caps. This makes the message very hard to read and is considered "shouting." Check spelling, grammar, and punctuation (you may want to compose in a word processor, then cut and paste the message into the discussion or email).
- Break up large blocks of text into paragraphs and use a space between paragraphs.
- Never assume that your email can be read by no one except yourself; others may be able to read or access your mail. Never send or keep anything that you would not mind seeing on the evening news.
- Check your email several times per week (more often is better).
- Be patient. Don’t expect an immediate response when you send a message.
- Generally, 24 hours is considered reasonable amount of time to receive a reply.

Sexual Harassment, Discrimination, and Violence
In accordance with UT System regulations, your instructor is a “Responsible Employee” for reporting purposes under Title IX regulations and so must report any instance, occurring during a student’s time in college, of sexual assault, stalking, dating violence, domestic violence, or sexual harassment about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct and discrimination.
Students with Disabilities
Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive academic accommodations should contact Student Accessibility Services (SAS) as soon as possible to schedule an appointment to initiate services. Accommodations can be arranged through SAS at any time, but are not retroactive. Students who suffer a broken bone, severe injury or undergo surgery during the semester are eligible for temporary services. Brownsville Campus: Student Accessibility Services is located in Cortez Hall Room 129 and can be contacted by phone at (956) 882-7374 (Voice) or via email at ability@utrgv.edu. Edinburg Campus: Student Accessibility Services is located in 108 University Center and can be contacted by phone at (956) 665-7005 (Voice), (956) 665-3840 (Fax), or via email at ability@utrgv.edu.

Student Services
Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Students Services Center (U Central) for additional information. U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email (ucentral@utrgv.edu) or telephone: (888) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

Students seeking academic help in their studies can use university resources in addition to an instructor’s office hours. University Resources include the Learning Center, Writing Center, Advising Center and Career Center. The centers provide services such as tutoring, writing help, critical thinking, study skills, degree planning, and student employment. Locations are:

- Learning center: BSTUN 2.10 (Brownsville) or ELCCTR 100 (Edinburg)
- Writing center: BLIBR 3.206 (Brownsville) or ESTAC 3.119 (Edinburg)
- Advising center: BMAIN 1.400 (Brownsville) or ESWKH 101 (Edinburg)
- Career center: BCRTZ 129 (Brownsville) or ESSBL 2.101 (Edinburg)

Tentative Course Schedule
(Note: This schedule may be revised and adjusted to better meet the learning needs of students.)

<table>
<thead>
<tr>
<th>Class</th>
<th>Topic</th>
<th>Weekly Learning Objectives</th>
<th>Readings/Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Understanding marketing management</td>
<td>1.1 Define the term marketing</td>
<td>• Read chapters 1, 2, 3, and 4</td>
</tr>
<tr>
<td>(2/28-3/6)</td>
<td>and capturing marketing insights</td>
<td>1.2 Describe five marketing management philosophies</td>
<td>• View powerpoint slides for these four chapters</td>
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<td>1.3 Explain the importance of marketing research to marketing decision making</td>
<td>• Participate in week 1 discussions</td>
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<td>1.4 Recall the definitions of major concepts presented in chapters 1-4 with at least</td>
<td>• Take quiz #1</td>
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<td></td>
<td>80% accuracy and relate those concepts to business scenarios</td>
<td>• Work on assignment #1</td>
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<td>• Begin the process of selecting a fictional product or service for the team project</td>
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<tr>
<td>Week 2</td>
<td>Connecting with customers</td>
<td>1.5 Synthesize information in a given business case, identify the problems/opportunities that the business is facing, and propose solutions to the identified problems/opportunities</td>
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</tbody>
</table>
| Week 3  | Building strong brands | 2.1 Explain why marketing managers should understand consumer behavior  
2.2 Analyze the components of consumers' decision-making process  
2.3 Compare and contrast the differences and similarities between business markets and consumer markets  
2.4 Explain the importance of market segmentation  
2.5 Recall definitions of major concepts presented in chapters 5-8 with at least 80% accuracy and relate those concepts to business scenarios  
2.6 Integrate information in a given business case and recommend solutions to the identified problems in the case  
2.7 Assess market opportunities by conducting the situation analysis and the SWOT analysis |

- Read chapters 5, 6, 7, and 8  
- View powerpoint slides for these four chapters  
- Participate in week 2 discussions  
- Take quiz #2  
- Work on assignment #1  
- Submit the proposed product or service idea for the project to the instructor through email for approval  
- Start working on project deliverable #1
| Week 4 | Creating value | 4.1 Recall the definitions of major concepts presented in chapters 12-14 with at least 80% accuracy and relate those concepts to business scenarios.  
4.2 Develop product strategy for a proposed market offering and make decisions regarding the design of the product, packaging, warranties, services, and etc.  
4.3 Make pricing decisions for a proposed market offering.  
4.4 Discuss the importance of services to the economy and compare and contrast the differences and similarities between marketing a product and marketing a service.  
- Read chapters 13, 14, 15, and 16  
- View powerpoint slides for these three chapters  
- Participate in week 4 discussions  
- Take quiz #4  
- Submit assignment #2  
- Submit project deliverable #1  
- Submit peer evaluation form for deliverable #1 |
| Week 5 | Delivering value | 5.1 Explain what a marketing channel is and why intermediaries are needed  
5.2 Describe the channel structures for consumer and business products  
5.3 List the major tasks involved in developing a retail marketing strategy  
5.4 Recall the definitions of major concepts presented in chapters 15 and 16 with at least 80% accuracy and relate those concepts to business scenarios.  
5.5 Make channel decisions for getting the proposed market offering to the market.  
- Read chapters 17 and 18  
- View powerpoint slides for these two chapters  
- Participate in week 5 discussions  
- Take quiz #5  
- Submit assignment #3  
- Work on project deliverable #2 |
| Week 6 | Communicating value | 6.1 Describe the communication process and discuss the elements of the promotional mix and their role in the marketing mix  
6.2 Differentiate between relationship selling and traditional selling  
6.3 Recall definitions of major concepts presented in chapters 17- |
|          |                  | - Read chapters 19, 20, 21, and 22  
- View powerpoint slides for these three chapters  
- Participate in week 6 discussions  
- Take quiz #6  
- Submit project deliverable #2  
- Submit peer evaluation form for deliverable #2  
- Work on project final report |
19 with at least 80% accuracy and relate those concepts to business scenarios

6.4 Make promotions decisions, i.e., developing an advertising program or using a direct sales force or a combination of both, for the proposed market offering

<table>
<thead>
<tr>
<th>Week 7 (4/11-4/17)</th>
<th>Conducting marketing responsibly for long-term success</th>
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<tbody>
<tr>
<td></td>
<td>7.1 Describe the process of managing the development of a new product</td>
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<td>7.2 List the stages in the consumer-adoption process</td>
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<td>7.3 Compare and contrast the differences and similarities between marketing in a developing market and in a developed market</td>
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<td></td>
<td>7.4 List the major ways of entering a foreign market</td>
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<td>7.5 Make decisions on how many and which foreign markets to enter</td>
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<td></td>
<td>7.6 Recall the definitions of major concepts presented in chapters 20 and 21 with at least 80% accuracy and relate those concepts to business scenarios</td>
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<tr>
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<td>• Read chapters 23</td>
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<tr>
<td></td>
<td>• View powerpoint slides for these two chapters</td>
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<td></td>
<td>• Participate in week 7 discussions</td>
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<td></td>
<td>• Take quiz #7</td>
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<td></td>
<td>• Submit project final report</td>
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<tr>
<td></td>
<td>• Submit peer evaluation form for the final report</td>
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