



School of Business

2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, and service to God and humankind.

3. COURSE NUMBER & NAME:

MKTG 5302-VC01, Marketing Analysis

4. TERM:

Fall 1 2020

5. INSTRUCTOR:

Dr. Jason Geesey

6. CONTACT INFORMATION:

Office phone: 806-291-1037

WBU Email: geeseyj@wbu.edu

Cell phone: 214-755-1169

7. OFFICE HOURS, BUILDING & LOCATION:

Virtual Office Hours – Will access email 3x daily, and students may call at any time

8. COURSE MEETING TIME & LOCATION:

Meeting day & time: Asynchronous online instruction on Blackboard

9. CATALOG DESCRIPTION:

Marketing strategy and tactics in for-profit and not-for-profit sectors, including target marketing and marketing mix decisions in domestic and global settings. Case methodology, providing practice in marketing decision-making and the application of the strategic and tactical processes.

10. PREREQUISITE:

BUAD 5300

11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL:

| BOOK | AUTHOR | ED | YEAR | PUBLISHER | ISBN# | UPDATED |
|--|---------------|-----------|-------------|------------------|-----------------|----------------|
| <u>A Preface to Marketing Management</u> | Peter | 15th | 2019 | McGraw-Hill | 9781-26015-1619 | 10/1/18 |

NOTE: *VitalSource etextbook.*

Please keep in mind that VitalSource has to work with publishers to get your copy so check your Wayland email daily. A link may be provided in just a few hours, or it may take a few days.

NOTE: eTextbook cost included at registration. If you want to buy a hard copy that is fine but you must OPT-OUT of the eTextbook in the classroom link prior to August 24, 2020 or be charged.

12. OPTIONAL MATERIALS

None

13. COURSE OUTCOMES AND COMPETENCIES:

- Apply marketing concepts, including the marketing mix, marketing strategy, target marketing, and current trends to improve organizational objectives.
- Design and conduct market analysis to evaluate or make marketing recommendations.
- Synthesize market intelligence to implement marketing strategies and tactics.
- Identify and analyze ethical and social management issues in marketing

14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University's external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University's attendance policy.

15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

16. DISABILITY STATEMENT:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

17. COURSE REQUIREMENTS and GRADING CRITERIA:

Late assignments are graded with a 10% late penalty for the first week and 20% for the second week. Assignments later than 2 weeks will not be accepted. All late work and assignments must be turned in by final course date. Discussions are not accepted after the due date.

Student Introduction – Students will earn 10 points for introducing themselves to their peers.

Orientation Quiz – Students will have an orientation quiz related to items in the syllabus worth 10 points.

Discussions – There are four discussions that require research and response to peers related to the course outcomes and competencies described above for a total of 200 points or 47.6% of the grade. These discussions are used to put together your Market Analysis Term Paper.

Case Studies – There are two case studies that cover the course outcomes and objectives that are 50 points each for a total of 100 points or 23.8% of the grade.

Market Analysis Term Paper – This is an individual assignment worth 100 points or 23.8% of grade and features a marketing concepts you have learned and will use to evaluate the market opportunity for a product or service. The paper should be a minimum of ten pages of content, excluding coversheet, abstract and references, and should utilize at least ten scholarly references. Papers must utilize APA format. Topics for papers must also be pre-approved by the professor.

Grading Scale:

| | | |
|---|-------------|-----------|
| A | 90% - above | 383 - 425 |
| B | 80% - above | 340 - 382 |
| C | 70% - above | 298 - 339 |
| D | 60% - above | 255 - 297 |
| F | 50% - above | 0 - 254 |

Class Participation: Class participation is a very important part of education. This class requires active class participation. Assignments in class are counted as class participation and attendance.

Other Important Information:

1. Written work, including the term paper, is graded on the basis of content first, but also on the quality of grammar, punctuation, and APA formatting.

2. All written assignments should be 12-point type, double-spaced, Times New Roman, and using APA Manuscript Writing Style.
3. Questions concerning grades received should be resolved within one week after the assignment has been returned.
4. All work should be original work of the individual student.
5. Academic honesty is expected of all students. Plagiarism, cheating, and other acts that lack academic honesty may result in a zero on the particular assignment.
8. Students will need to use the Internet to access some assignments.
9. Always contact the professor if you need assistance.

Term Paper: Students will complete one research paper for this class

| Week | Deliverable | Points | Percentage | Due Date |
|------------|--|--------|------------|------------|
| Week One | Marketing Management Process & Marketing Research | | | |
| | Introduction * starts Thursday for full points | 10 | 2.4% | 8/23/2020 |
| | Orientation | 10 | 2.4% | 8/23/2020 |
| | Read Chapters 1 & 2 | | | 8/23/2020 |
| Week Two | Consumer Behavior, Institutional Buying, Market Segmentation | | | |
| | Discussion Market Analysis 1 * starts Thursday for full points | 50 | 11.8% | 8/30/2020 |
| | Read Chapters 3, 4, & 5 | | | 8/30/2020 |
| Week Three | Product Mix Branding and New Product Development | | | |
| | Case Study | 100 | 23.5% | 9/6/2020 |
| | Read Chapters 6 & 7 | | | 9/6/2020 |
| Week Four | Integrated Marketing Communications & Personal Selling | | | |
| | Choose Market Analysis Topic | 5 | 1.2% | 9/13/2020 |
| | Read Chapters 8 & 9 | | | 9/13/2020 |
| Week Five | Distribution Strategy | | | |
| | Discussion Market Analysis 2 * starts Thursday for full points | 50 | 11.8% | 9/20/2020 |
| | Read Chapter 10 | | | 9/20/2020 |
| Week Six | Pricing Strategy | | | |
| | Integration of Faith in Marketing | 100 | 23.5% | 9/27/2020 |
| | Read Chapter 11 | | | 9/27/2020 |
| Week Seven | Marketing in Special Fields | | | |
| | Read Chapters 12 & Pages 233 -242 | | | 10/4/2020 |
| Week Eight | Financial Analysis for Marketing Decisions | | | |
| | Market Analysis Term Paper | 100 | 23.5% | 10/07/2020 |
| Totals | | 425 | 100.0% | |

17.1 Include Grade Appeal Statement: “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced

placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

18. TENTATIVE SCHEDULE

19. ADDITIONAL INFORMATION

Professor reserves the right to alter this schedule as needed.

Please be sure to ask if you have questions or concerns during this course. Remember that, while you are a student, you are also teaching the class that which your education and experiences have taught you.

“This class will adhere to zero tolerance for using someone else’s work as your own.”

“Students are responsible for reading, understanding, obeying, and respecting all academic policies, with added emphasis being placed upon academic progress policies, appearing in the Wayland Baptist University Academic Catalog applicable to their curriculum and/or program of study.”