# Wayland Logo

WBUonline Campus

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- VC 01, Marketing Analysis

# **4. TERM**:

Fall 2, 2021

# **5. INSTRUCTOR**:

Dr. Alan Christopher

# **6. CONTACT INFORMATION**:

Office phone: 512-219-9297

WBU Email: david.christopher@wbu.edu

# **7. OFFICE HOURS, BUILDING & LOCATION**:

Virtual Office Hours – Will access email 2x 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** |
| --- | --- | --- | --- | --- | --- | --- |
| Marketing Strategy & Analysis with a Biblical Perspective | Chickering, Christopher, & Geesey | 1st | 2021 | Kendall Hunt | 9781-79246-6137 | 6/6/21 |

# 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 this is an online course, there is no class component. Students have deadlines to complete discussions and assignments. There will be one night the last week of class to present the team marketing plan, either in person online or via a recorded video.

# **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**:

**Class participation**

You will be graded on active participation.

* Participate – You are expected to contribute, and we need everyone to be actively engaged in the discussions.
* Add value – teams benefit from the diverse opinions of the group – have confidence in your own ideas and insights and sell them;
* Be positive and proactive – in business, most people are smart. The biggest differentiator is attitude – successful teams need people that are upbeat, action-oriented and look for the good in other team members;
* Provide feedback – speak up if there is anything you do not like about how our team is operating. We are always open to a better idea – you have the power to change it;
* Be professional – The WBU mission states that we strive to educate students in a distinctively Christian environment for professional success, and service to God and humankind. This encompasses acts of kindness, respect, serving others, a positive attitude and commitment to our program (i.e. meeting deadlines, teamwork, and respectful communication with your team, cohort, professors, staff and our community).

**Elevator Speech**

In week two you will give a 15 second elevator speech and post it on YouTube about what you want to accomplish with this MBA.

**LinkedIn**

In week three you will turn in a screen shot of your updated LinkedIn profile and the URL to your profile showing Wayland Baptist as your education and telling me something about yourself in one of the LI categories.

**Marketing plan written format**

Your marketing plans are to be submitted using APA 7 Guidelines. All charts and graphs are to be in the body of the paper, not as addendums. Be consistent in your headings and style type. Use APA 7 style for all sources, citations and references.

You will follow the marketing plan format found in Blackboard in the weekly modules. Please follow the alpha/numeric designations for your plan, to include a Cover Page listing all team members who worked on the plan that week, and a Table of Contents

**Marketing plan presentation format**

Your team will present your marketing plan to the class. As this is an online class, I cannot require that you meet on the designated night to do a Zoom meeting (during week 8. I will let the class know which night it will be). If you cannot make the online Zoom meeting, record your part of the presentation and give it to one of your team members to play during the team presentation.

**My Brand Campaign**

In week eight you’re going to turn in an individual video product titled “My Brand Campaign”. The best way to think about this is you’re going to do a video interview of yourself, selling yourself to me. Use the video function built into your computer or laptop, and just create a two-minute file in which you sell yourself to me. The job can be anything, whether you’re trying to sell me for an internship, a job interview, a business proposal, etc. What I want to see you do is take 3 of the concepts that we have learned in the last eight weeks and utilize them as if you were trying to sell yourself to me. Remember to make this about yourself and your capabilities, but market yourself to me. Check week 8 resources for an example of how the video should be done.

**Group Rating**

**At the end of the syllabus** you will see a form used to rate your group members as far as participation. This is very important as far as group dynamics but will be kept confidential. Please utilize the comments section at the bottom of each paper to tell me why you assigned the grade you did. There are nine questions worth 27 points, and 1 question regarding the text. If you do not give me individual comments on your classmates, or I think you have just gone through and given everyone threes, I will not give you the three points for your individual submission. Failure to submit, or submit the proper form, results in a zero.

Grading is a combination of the discussion forums, the marketing plan, and the brand (you) advertising campaign. There is also a peer evaluation within your group for the marketing plan.

* Discussion forums: 4 points initial post, 16 points for 4 follow up posts to your classmates’ initial posts, (20 points each week), times 8 forums:
* Weekly Marketing plan: 40 points each week times 7
* Elevator Speech: 30 points
* LinkedIn profile: 100 points
* Final Plan (due week 8): 200 points
* Group Online Presentation: 100 points
* Your brand campaign: 100 points
* Peer review of group members: 30 points

Total: 1000 points

Course Grading

A=90% and above

B=80% and above

C=70% and above

F=69% or below (Grades of “D” are not given at graduate level)

Grading Standards

A: The student demonstrates outstanding work appropriate for graduate level. A consistently high level of critical and independent thinking and proves it through providing excellent work and making a contribution to class discussions appropriate for graduate level work.

B: The student demonstrates more strengths than weaknesses and is consistent in high-level work. However, there are distinctive weaknesses in both the thinking and work product provided by the student.

C: The student produces the minimal amount required, and the work product and thinking are inconsistent, displaying as many weaknesses as strengths.

F: The student does not produce work acceptable at the graduate level,

fails to turn in the minimum requirements or fails or misunderstand the directions for the

assignment.

Class Participation: Class participation is a very important part of education. This class requires active class participation in the discussion board.

Other Important Information:

* + 1. Written work, including the term paper, is graded on content first, but also on the quality of grammar, punctuation, and APA formatting.
    2. All written assignments should be 12-point type, double-spaced, Arial, and using APA 7th Ed. Manuscript Writing Style formatting.
    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 a particular assignment.
    6. Students will need to use the Internet to access the textbook and assignments.
    7. Always contact the professor if you need assistance.
    8. Term Paper: Students will complete one team paper for this class

**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

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| --- | --- | --- |
| Week | Assignments | Deliverables |
| 1 | Chapters 1, 5 & 6 Assign groups (G) | Discussion question: What is your definition of marketing? Give one example of how marketing has influenced you to do or buy something.  (G) #1.1 Executive Summary, #1.2 Business problem, #1.3 Mission Statement |
| 2 | Chapter 3 & 4 | Discussion question: Should marketing people use primary or secondary data when doing research? Research and give an example of each.    Or:    Discussion question: How are marketing services, products and experiences similar and different? Research and give an example of a marketing campaign for each.  (I) Elevator speech; (G) 2 Marketing Analysis |
| 3 | Chapter 7, 8 & 9 | Discussion question: Tradition selling is designed to create long term loyalty among buyers. Give an example of a time when a seller did something extraordinary that turned you from a causal buyer to a loyal, long-term customer.  Or:  Discussion question: Compare and contrast the traditional and digital forms of promotions. Which do you prefer to see when marketed to you? Give an example of a promotion that caused you to buy something.  (I) LinkedIn Assignment; (G) #3 Market Strategy |
| 4 | Chapters 11 & 12 | Discussion question: Is target marketing good or bad for companies and consumer? Research and give an example of each.  Or:  Discussion question: Looking at the major influences in consumer behavior in Chapter 12, which of the 3 areas influence you the most in your consumer behavior. Give an example of something you purchased based off your choice.  (G) #4 Action Plan |
| 5 | Chapter 2 & 5 | Discussion question: Independently of your teammates, list, define and defend 3 different metrics you think are important to measuring the success of your business (not your plan).  Or:  Discussion question: Porter’s Generic Strategy is a foundation theory in marketing (and business). Using your current business, discuss how your company uses cost and differentiation to be a leader in their industry.  (G) #5 Income Statement and Balance Sheet |
| 6 | Chapter 10 | Discussion question: Every business wants to grow. Is your business capable of an international expansion? Look at PESTLE analysis and discuss the 6 factors for your expansion.    Or:    Review the websites for [Google Analytics (Links to an external site.)](https://marketingplatform.google.com/about/analytics/?hl=en_US) and the [Google Analytics Academy (Links to an external site.)](https://analytics.google.com/analytics/academy/course/6) and create an account for the academy. Then create an initial post that addresses the following questions:   * What do you think are the main advantages and disadvantages of Google Analytics? * How can Google Analytics be used in market research and to extract analytics for a business strategy, such as the business in your plan? * What can Google Analytics not tell you for your business?   (G) # 6 Controls, #7 Google |
| 7 | Chapters 13 & 14 | Discussion question: Social media is the next frontier for marketing and advertising. How do you see it changing the marketing landscape? Research and give an example of a marketing campaign that has added a social media component.  Or:  Many companies talk a good game when it comes to corporate social responsibility. Give two examples of organizations: 1. that fulfilled their CSR pledge (what was it?) and 2. Failed in their CSR pledge (what was their pledge?)  (G) #8 Contingency Plan, #9 Social Media |
| 8 |  | Discussion question: Look back at your answer to the discussion in week 1. Has your definition of marketing changed? Do you view it more or less favorably? What aspect of what you have learned can you apply to your current job?  (G) Submit Case Study; Online Group presentation.  (I) - turn in Group Evaluations and My Brand Campaign video. |
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# 19. ADDITIONAL INFORMATION

Goals in the class:

* What is our business?
* How do we use strategic marketing analysis to help the business grow?
* Evaluate a number of different strategic business models to design their plan.
* Look at various business function such as finance, social media, metrics and corporate ethics as strategic application for the business.
* Evaluate the consumer in terms of loyalty, promotions and consumer behavior.

During the class, students will also:

* Do a discussion question each week in class.
* Create and present a team project for a brand of their choosing
* Update their LinkedIn profile
* Do an elevator speech on why they came to Wayland Baptist and why they are in the program.
* Create a video applying for a marketing position using principles from the class.

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.”

**MKGT 5302**

**GROUP EVALUATION FORM**

The purpose of this evaluation form is to provide your instructor with insights about the contributions made by each of your group members. Your evaluation form needs to be completed and uploaded to the Digital Dropbox on the Sunday night of week 8. Please name your file “GroupEvaluation\_YourLastName” without the quotes. Submit as one file, not multiple files.

Please be as fair as possible and provide written comments for each team member. Try to be as objective and open-minded about your evaluations of others as you would want them to be when doing your evaluation.

Please be sure you complete the entire evaluation for each group member, including a summary of his/her scores and your comments. Failure to put individual comments will result in -3 points in your evaluation. Failure to do the evaluations will result in a 0 for the grade. Failure to use this form for the evaluation will result in a -3 point deduction in your total grade for the evaluations.

DATE:

YOUR NAME:

YOUR GROUP NAME:

GROUP MEMBER NAME:

Please submit a form for each group member, but as one submission.

* *Evaluation Detail: Please rate this team member by indicating your level of agreement with each of the statements listed in the left-hand column by putting the appropriate number in the column to the right. For example, if you “Disagree” with statement #1, you would write “1” under the “Disagree” column.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | * **STRONGLY AGREE  3** | * **NEITHER AGREE NOR DISAGREE 2** | * **DISAGREE**   **1** | * **STRONGLY DISAGREE  0** |  |
| * 1. The group member took an active role in helping to do the planning and execution of the project. |  |  |  |  |  |
| * 2. The group member contributed good ideas to help the team to accomplish the work. |  |  |  |  |  |
| * 3. The group member could be relied upon to do what he/she was assigned to do or had volunteered to do. |  |  |  |  |  |
| * 4. The group member contributed high quality work. |  |  |  |  |  |
| * 5. The group member helped and encouraged others in the group. |  |  |  |  |  |
| * 6. The group member did not dominate the group discussions. |  |  |  |  |  |
| * 7. The group member exercised proper netiquette. |  |  |  |  |  |
| * 8. The group member provided constructive feedback to other members. |  |  |  |  |  |
| * 9. The group member graciously received constructive feedback from other members. |  |  |  |  |  |
| * Points in Each Column: |  |  |  |  |  |
| * Total points |  |  |  |  |  |

* What one thing would you correct or change about the text (three points):
* Comments about this group member: