



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:**

Spring 2 2022

## **5. INSTRUCTOR:**

Dr. Jason Geesey

## **6. CONTACT INFORMATION:**

Office phone: 806-291-1037

WBU Email: [geeseyj@wbu.edu](mailto:geeseyj@wbu.edu)

Cell phone: 214-755-1169

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

EX: M/T/W/TH 2:30-3:

## **8. COURSE MEETING TIME & LOCATION:**

Virtual Office Hours – Will access email 2x daily, and students may call at any time

## **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>Marketing Strategy &amp; Analysis with a Biblical Perspective</u>	Geesey, Chickering, Christopher	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 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. Assignments later than 1 week will not be accepted. All late work and assignments must be turned in by the final course date. Discussions are not accepted after the due date.

Attendance Census Reporting – Students will earn 10 points for acknowledging they are taking the class, also, if missed, the student will be dropped from the course.

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 46.5% of the grade. These discussions are used to put together your Market Analysis Term Paper. They are Market Analysis, Company and Product selection, Marketing Strategy selection, and Financial Analysis.

Concept Papers – There is one paper that covers the course outcomes and objectives that total 100 points or 23.3% of the grade. The paper is on Integration of Faith through Market Analysis.

Market Analysis Proposal – This is an individual assignment worth 100 points or 23.3% of grade and features 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.

**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

Week	Deliverable	Points	Percentage	Due Date
Week One	Market Analysis, Research, & Technology			
	Course Census	10	2.1%	3/16/2022
	Introduction * starts Thursday for full points	10	2.1%	3/20/2022
	Orientation	10	2.1%	3/20/2022
	Read Chapters 1 - 2			
Week Two	Market Analysis, Research, & Technology			
	Discussion 1 Market Analysis * starts Thursday for full points	50	10.4%	3/27/2022
	Read Chapter 3- 4			
Week Three	Transforming Market Analysis to Strategy			
	Discussion 2 Company & Product * starts Thursday for full points	50	10.4%	4/3/2022
	Read Chapters 5 - 7			
Week Four	Transforming Market Analysis to Strategy			
	Integration of Faith in Marketing	100	20.8%	4/10/2022
	Read Chapters 8 - 10			
Week Five	Understanding the Consumer's Role			
	Discussion 3 Choose Market Strategy * starts Thursday for full points	50	10.4%	4/17/2022
	Read Chapter 11			
Week Six	Financial Analysis for Marketing Decisions			
	Discussion 4 Present Profit and Loss Analysis	50	20.8%	4/24/2022
	Read Chapter 12 & 13			
Week Seven	Understanding the Consumer's Role			4/25/2022
	Read Chapters 14			
Week Eight	Marketing Analysis Plan			
	Marketing Analysis Proposal	100	20.8%	5/4/2022
Totals		480	100.0%	

## 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 from your education and experiences that you have gained in profession.

“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.”