**Wayland 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.

**Contact Information**

**Course**

: MKTG 5302 <<Section #>> – Marketing Analysis

**Campus**

: WBUonline

**Term/Session**

**:** Spring II, 2025

**Instructor**

**:** D. “Dr. Alan” Christopher

**Office Phone Number/Cell #**

**:** 512-818-2143

**WBU Email Address**

**:** christopherd@wbu.edu

**Office Hours, Building, and Location**

**:** I am a remote professor living in Austin TX, so no office. Email to set up a zoom call

**Class Meeting Time and Location**

**:** Online

**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.

**Prerequisite:**

None

**Textbook Information**

**Required Textbook(s) and/or Required Materials**

**:**

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** |
| --- | --- | --- | --- | --- | --- |
| Exploring Marketing Analysis and Strategy with a Biblical Perspective | Geesey/ Chickering/ Christopher | 1st  | 2024 | Alpha Omega | 9798-99122-0705 |

*This course is part of the* ***Pioneer Academic Access Program****. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to* ***EVERY******class/material*** *and have to source through third party vendors.*

**Course Outcome 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

**Attendance Requirements**

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

**University Policies**

**Academic Integrity**

**:**

[Link to Statement on Academic Integrity](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

**Artificial Intelligence:** **No use of any generative AI tools permitted.**

* + 1. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
		2. All assignments must be fully created, designed, and prepared by the student(s).
		3. Any work that uses generative AI will be treated as plagiarism.

**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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

**Course Requirements and Grading Criteria**

**Student Grade Appeals**

**:** 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 to the 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.

**Tentative Schedule**

**1nd Edition Syllabus**

 **Exploring Marketing Analysis and Strategy**

**with a Biblical Perspective**

 **D. Alan Christopher, Ph.D.**

***Wayland Baptist University***

**Jason J. Geesey, D.B.A.**

***Wayland Baptist University***

**Leon Chickering, M.B.A.**

***Wayland Baptist University***

**(G) = Group Project**

**Discussions are individual projects**

|  |  |  |
| --- | --- | --- |
| Week | Assignments | Deliverables |
| 1 | Chapters 1 & 2 Assign groups (G) | Discussion question: What is your definition of marketing? (G) #1 Introduction |
|  2 | Chapters 2, 3 & 6 | Discussion question: Should marketing people use primary or secondary data when doing research?  Or:  Discussion question: How are marketing services, products and experiences similar and different? (G) #2 Marketing Analysis  |
| 3 | Chapters 5, 8, 9, 10 & 11 | Discussion question: Tradition selling is designed to create long term loyalty among buyers. Or:Discussion question: Compare and contrast the traditional and digital forms of promotions. (G) #3 Market Strategy  |
| 4 | Chapters 4 & 5 | Discussion question: Is target marketing good or bad for companies and consumer? 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. (G) #4 Action Plan |
| 5 | Chapters 6 & 12 | 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). (G) #5 Income Statement and Balance Sheet |
| 6 | Chapters 6 & 13 | Discussion question: Every business wants to grow. Is your business capable of an international 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. (G) # 6 Controls, #7 Google |
| 7 | Chapters 14 & 15 | Discussion question: Social media is the next frontier for marketing and advertising. Or:Many companies talk a good game when it comes to corporate social responsibility. (G) #8 Contingency Plan, #9 Social Media , #10 Conclusion and Recommendations |
| 8 | Chapter 16 | Discussion question: Look back at your answer to the discussion in week 1. (I) – Turn in 2 minute Brand video(G) - Submit Online Group presentation via YouTube Link.(I) - turn in Group Evaluations |