

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 VC01 – Marketing Analysis

Campus: WBU Online

Term/Session: Summer 2023

Instructor: Dr. Jason Geesey

Office Phone Number/Cell #: 806-291-1037

WBU Email Address: Geeseyj@wbu.edu

Office Hours, Building, and Location: Office Hours 11-12 p.m. 3-5 p.m. M 10-11 a.m. 1-5 p.m. W; 9:30-10:30 a.m. 1:35-5 T; NBB, Room 113

Class Meeting Time and Location: Remote Online

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Marketing Strategy & Analysis with a Biblical Perspective</u>	Geesey, Chickering Christopher	1st	2021	Kendall Hunt	9781-79246-6137

*The textbook for this course is part of the **Wayland's Automatic eBook** program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore [Automatic eBook FAQ](#) page.*

Optional Materials: None

Course Information

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

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

Statement on Plagiarism and 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.

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 Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Rick Hammer, hammerr@wbu.edu or call 1-866-547-9192 for 24/7 Blackboard Support.

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.

Course Requirements and Grading Criteria

Late assignments are graded with a 10% late penalty for the first week. Assignments later than 1 week will not be accepted. All late work and assignments that have been approved by the instructor must be turned in by final course date.

Student Introduction – Students will earn 10 points for introducing themselves to their peers or 1.9% of the grade.

Orientation Quiz – Students will have an orientation quiz related to items in the syllabus worth 10 points or 1.9% of the grade.

Participation - Students that show up and stay the entire period will receive 8 points; those that participate will receive 9 - 10 points. Each student will be given multiple opportunities to participate. Absent students will receive 0 points and if your late your grade will be prorated depending on how tardy or early you leave from class. Total participation sessions are 6 each worth 10 points each for a total of 60 points or 19.0% of the grade.

Discussions – There are three discussions that require research and response to peers related to the course outcomes and competencies described above for a total of 150 points or 28.2% of the grade. These discussions are used to put together your Market Analysis Term Paper and will be discussed in class. They are Market Analysis, Company and Product selection, and Marketing Strategy selection.

Concept Papers – There are two papers that cover the course outcomes and objectives that are 100 points each for a total of 200 points or 37.8% of the grade. One paper is an integration of Faith and the other is on Target Market.

Market Analysis Presentation – This is a team assignment worth 100 points or 18.9% of grade and features the marketing concepts you have learned and will use to evaluate the market opportunity for a product or service. The presentation should be a minimum of twenty slides of content, excluding title slide, reference slides, and should utilize at least ten scholarly references. Presentation must utilize APA format. Topics for presentations must be pre-approved by the professor.

Grading Scale:

- A 90% - above 477 - 530
- B 80% - above 424 - 476
- C 70% - above 371 – 423
- D 60% - above 318 - 370
- F 50% - above 0 - 317

The University has a standard grade scale:

A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond the student’s control. A grade of “incomplete” is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the I is converted to an F.

Tentative Schedule

Week	Deliverable	Points	Percentage	Due Date
Week One	Market Analysis, Research, & Technology			
	Required 1 st Assignment	5		6/4/2023
	Introduction	10	1.9%	6/4/2023
	Orientation	10	1.9%	6/4/2023
	Read Chapters 3 & 4			
Week Two	Market Analysis, Research, & Technology	10	1.9%	6/11/2023
	Read Chapters 1, 5, & 11			6/11/2023
	Discussion Market Analysis	50	9.4%	6/11/2023
Week Three	Market Analysis, Research, & Technology	10	1.9%	
	Read Chapter 6, 7, 8, & 13			6/18/2023
	Discussion Company & Product	50	9.4%	6/18/2023
Week Four	Transforming Market Analysis to Strategy	10	1.9%	
	Read Chapters 14			6/25/2023
	Integration of Faith in Marketing	100	18.9%	6/25/2023
Week Five	Transforming Market Analysis to Strategy	10	1.9%	
	Read Chapters 9 - 10			7/2/2023

	Choose Market Strategy	50	9.4%	7/2/2023
Week Six	Understanding the Consumer's Role	10	1.9%	
	Target Market Paper	100	18.9%	7/9/2023
	Read Chapter 11 & 12			7/9/2023
Week Seven	Financial Analysis for Marketing Decisions	10	1.9%	
	Read Chapter 2			7/16/2023
Week Eight	Marketing Analysis Presentation	100	18.9%	7/19/2023
Totals		530	100.0%	

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 and learning from your classmates through your education and experiences.

“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.”