

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: WBUonline

Term/Session: Summer 2025

Instructor: Dr. Jason Geesey

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

WBU Email Address: <<the [WBU email address](#) to be utilized in this class>>

Office Hours, Building, and Location: Will access email 2x daily, and students may call at any time

Class Meeting Time and Location: Asynchronous online instruction on Blackboard

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	1 st	2024	Alpha and Omega	9798-99122-0705

*If this is an UNDERGRAD class the textbook for this course is part of the **Pioneer Academic Access Program**. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. If the course requires a physical book you can order at [bookstore.wbu.edu](#). The cost of all your materials are billed to your student account at \$26.00 per credit hour. You can choose to opt-out, however if you do you will lose access to **all classes/materials** and have to source through third party vendors You will be notified via email with access instructions and additional information. If you are in a GRADUATE class you will have an Automatic eBook*

which is billed directly to your student account or a physical book that can be purchased at bookstore.wbu.edu. If you do not wish to participate in the Automatic eBook program, you will have the first week of class to opt-out of the program (additional details will be outlined in your email instructions).

Optional Materials: 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

Academic Integrity:

[Link to Statement on Academic Integrity](#)

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

- 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.
- All assignments must be fully created, designed, and prepared by the

- student(s).
- iii. 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

Late assignments are graded with a 10% late penalty. Assignments later than three days (Wednesday 11:59 pm CST) will not be accepted. Discussions are not accepted after the due date.

Attendance Census Reporting – This assignment is for course acknowledgement and attendance worth 5 points or 1% of the grade.

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

Annotated Bibliographies – There are 4 Annotated Bibliographies worth 50 points each for a total of 200 points or 38% of the grade.

Integration of Faith Paper – There is a paper due in Week 8 on the integrating of faith worth 100 points or 19% of the grade.

Target Market Paper – There is one paper that cover the course outcomes and objectives for a total of 100 points or 9% of the grade. It is a Target Market paper that is also part of your Marketing Analysis Paper due Week 4.

Marketing Analysis Paper – This a 10-page paper describing the key marketing analysis concepts learned, how concepts can be utilized to effectively improve a company's bottom-line. Students will use and expand on the research from the 4 annotated bibliographies, 100 points or 19% of the grade.

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

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

Week	Deliverable	Points	Percentage	Due Date
Week One	Market Analysis, Research, & Technology			6/2/2025
	Required First Assignment	5	1%	6/5/2025
	Introduction * starts Thursday for full points	10	1.9%	6/8/2025
	Orientation Quiz	10	1.9%	6/8/2025
	Read Chapters 3 & 4			6/8/2025
Week Two	Market Analysis & Strategy			6/9/2025
	Annotated Bibliography 1	50	9.5%	6/15/2025
	Read Chapter 1 & 5			6/15/2025
Week Three	Marketing Mix Analysis			6/16/2025
	Annotated Bibliography 2	50	9.5%	6/22/2025
	Read Chapters 6 - 9			6/22/2025
Week Four	Transforming Market Analysis to Strategy			6/23/2025
	Target Market Paper	100	19%	6/29/2025
	Read Chapters 4, 5, 10, & 13			6/29/2025
Week Five	Understanding the Consumer's Role			6/30/2025
	Annotated Bibliography 3	50	9.5%	7/6/2025
	Read Chapters 11 & 12			7/6/2025
Week Six	Financial Analysis for Marketing Decisions			7/7/2025
	Annotated Bibliography 4	50	9.5%	7/13/2025
	Read Chapter 2			7/13/2025
Week Seven	Faith & Marketing Analysis			7/14/2025
	Marketing Analysis Proposal	100	19%	7/20/2025
	Read Chapter 14			7/20/2025
Week Eight	Financial Analysis for Marketing Decisions			7/21/2025
	Integration of Faith in Marketing	100	19%	7/25/2025
Totals		525	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 the class that which your education and experiences have taught you.

“This class will adhere to zero tolerance for using Artificial Intelligence writing programs, ChatGPT, or 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.”