ANNOUNCEMENTS: You MUST sign in under Roll Call on the Blackboard/WebCT course discussion board in each of the first three weeks. Online notes that are linked in the outline below are subject to change, so watch the discussion board.

1. FACULTY:

   Instructor: Dr. Robert S. Owen
   Office: 215 Academic Building
   Office phone: (903) 223-3010
   Department phone: (903) 223-3020 (Sue Hughes)
   Fax: (903) 223-3121
   Email: robert(dot)owen(at)tamut(dot)edu
   Web site: www.tamut.edu/~bowen/
   Office Hours: M 3:00-5:00, W 12:45-2:45, F 9:00-11:00
   check twitter.com/robertowenphd for more

2. COURSE:

   1. Meeting Time and Place:
      Online at Blackboard/WebCT
      You MUST log on to the course Blackboard/WebCT site and post to Roll Call on the discussion board in each of the first three weeks of the semester. You are expected to check the discussion board periodically (a few times per week) for course related information.

   2. Course Material:
      Required Textbooks:

      Other Materials:
      - Access to the Internet is required.
      - Access to Blackboard/WebCT is required.

3. Catalog Description:
"An advanced marketing course utilizing an analytical approach to solving marketing problems involved in goal setting, planning, and strategies as they apply to product policy, pricing objectives, promotional objectives, distribution policy and marketing research."

4. **Course Objectives:**
   Throughout this course, students should be able to demonstrate:
   - knowledge of basic marketing principles and strategy
   - the ability to analyze marketing problems and situations
   - the ability to write persuasive reports of analyses

5. **Major Topics:**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>1</td>
<td>18 JAN</td>
<td>Introduction to course</td>
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<td>Assignments:</td>
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<td>- You MUST log on and post to Roll Call on the course WebCT discussion board during the first week of the semester. <em>You may be dropped from the course for non-attendance if you do not do so.</em> You are expected to stay up to date with all discussions on the course discussion board throughout the course.</td>
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<tr>
<td></td>
<td></td>
<td>- Read link An Overview of Marketing</td>
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<td>- Internal and controllable factors of marketing</td>
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<td>Assignments:</td>
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<td></td>
<td>- Read links An Overview of Marketing, Internal Marketing Factors</td>
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<td>- Read Whalley Ch. 1, So What is Marketing?</td>
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<td>- Read Burnett Ch. 1, Introducing Marketing; Ch. 2, Understanding and Approaching the Market (through &quot;Reseller Markets&quot;)</td>
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<td>2</td>
<td>24 JAN</td>
<td>External Uncontrollable Factors and the Environment; Strategy; Implementation and Control</td>
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<td>Assignments:</td>
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<td>- Read links Marketing Environment, Marketing Strategy</td>
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<td>- Read Whalley, Ch. 3, Marketing's Role in Business</td>
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<td>- Read Burnett, Ch. 5, External Considerations in Marketing</td>
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<td>- Read Rowe, section 2.5, SWOT Analysis; section 2.8, BCG Matrix</td>
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<td>3</td>
<td>31 JAN</td>
<td>Marketing Research</td>
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<td>- You MUST log on and post to Roll Call on the course WebCT discussion board during the third week of the semester. <em>You may be dropped from the course for non-attendance if you do not do so.</em></td>
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<tr>
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<td>- Read link Marketing Research</td>
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<td>- Read links Qualitative Analysis With a Spreadsheet, sample qualitative analysis 1, sample qualitative analysis 2</td>
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<td>- Read Burnett, Ch. 3, Marketing Research</td>
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<td>4</td>
<td>7 FEB</td>
<td>Consumer Behavior; Market Segmentation</td>
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<td>Assignments:</td>
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Read links Consumer Behavior, Market Segmentation
- Read Whalley, Ch. 4, Segmentation, Targeting, &Positioning
- Read Burnett, Ch 2, Understanding and Approaching the Market (starting at "Approaching the Market"); Ch. 4, Understanding Buyer Behavior (through "Influencing Factors of Consumer Behavior")

Week 5
- EXAM 1
14 FEB
- PROJECT 1 DUE
  - Qualitative Content Analysis

Week 6
- Organizational Buyer Behavior
21 FEB
- Assignments:
  - Read link Organizational Buying Behavior
  - Read Burnett, Ch. 4, Understanding Buyer Behavior (starting at "Organizational Buyer Behavior")
- Forecasting
  - Assignments:
    - Read links Market Forecasting, Sales Forecasting
    - Study link Sales Forecast Demo

Week 7
- Product Quality, Branding, Product Strategies
28 FEB
- Assignments:
  - Read link Product Planning
  - Read Whalley, Ch. 2, What Can be Marketed?; Ch. 5, Branding; Ch. 6 section 6.3-6.3.1, Product, The Product Life Cycle; Ch. 6 section 6.5, Physical Evidence; Ch. 7, Product Management
  - Read Burnett, Ch. 7, Introducing and Managing the Product

Week 8
- Services Marketing; Relationship Marketing; Non-profit Marketing
7 MAR
- Assignments:
  - Read link Services Management
  - Read Whalley, Ch. 2, What Can be Marketed?;
- PROJECT 2 DUE
  - Sales Forecast Memo

14-18 MAR
- SPRING BREAK - no classes

Week 9
- Pricing Strategies
21 MAR
- Assignments:
  - Read link Pricing
  - Read links Breakeven Analysis, Sample Breakeven Problems
  - Read Whalley, Ch. 6 section 6.1, Price
  - Read Burnett, Ch. 9, Pricing the Product

Week 10
- EXAM 2
28 MAR

Week 11 4 APR
- Promotion Strategies
  - Assignments:
    - Read links Promotion, Advertising, Sales Promotion, and Publicity, Personal Selling and Sales Management, Internet Marketing
    - Read Whalley, Ch. 6 section 6.4 - 6.4.7, Promotion - Sponsorship; Ch. 8, Marketing Communications
    - Read Burnett, Ch. 8, Communicating to Mass Markets (through "Public Relations")
- PROJECT 3 DUE
  - Sales Promotion Break Even Analysis

Week 12 11 APR
- Logistics and Retailing Strategies
  - Assignments:
    - Read links Marketing Logistics, Retailing
    - Read Whalley, Ch. 6 section 6.2, Place
    - Read Burnett, Ch. 10, Channel Concepts

Week 13 18 APR
- Sales Force Management
  - Assignments:
    - Read links Personal Selling and Sales Management, Sales Force Compensation, Sales Force Budgeting, Budgeting Exercise
    - Read Whalley, Ch. 6 section 6.4.1, Personal selling; section 6.6 - 6.7, People - Process
    - Read Burnett, Ch. 8, Communicating to Mass Markets (starting at "Personal Selling")

Week 14 25 APR
- Public Policy, Ethics, and Social Responsibility; International Marketing
  - Assignments:
    - Read link Public Policy, Ethics, and Social Responsibility
    - Read link International Marketing
    - Read Whalley, Ch. 9, Expanding Marketing's Traditional Boundaries
    - Read Burnett, Ch. 6, Marketing in Global Markets
- PROJECT 4 DUE
  - Sales Force Budget Request

Week 15 2 MAY
- EXAM 3

6. Course Projects:
   Students will work individually on four brief case analyses. Students are expected to ask questions on the discussion board about the expectations for these cases and it is assumed that students are also collaborating about these outside of class. The analysis and report that is submitted, however, must be the student's own work; plagiarism will not be tolerated.

7. Attendance:
Students are expected to check the WebCT course discussion board on a regular basis for new information. All questions about the course - anything that you would normally ask in class - should be posted on the course discussion board; anything that the professor would discuss with the entire class will be posted on the course discussion board. Students MUST post under Roll Call on the discussion board during each of the first three weeks.

8. **Evaluation Methods:**
   Students will be evaluated on three individual exams and four individual projects. The projects are brief case analyses with a deliverable that is in the form of a written report. Online exams will consist of multiple choice questions.

9. **Grading System:**
   Final grades will be based on the following totals in points:

   A=630-700 points  
   B=560-629  
   C=490-559  
   D=420-489  
   E=000-419

   Where:

   300=Exam 1, Exam 2, Exam 3 (100 pts. each)  
   400=4 projects (100 pts. each)  
   **700 TOTAL POINTS POSSIBLE**

10. **University Academic Integrity Statement:**
    "Academic honesty is expected of students enrolled in this course. Cheating on examinations, unauthorized collaboration, falsification of research data, plagiarism, and undocumented use of materials from any source constitute academic dishonesty and may be grounds for a grade of 'F' in the course and/or disciplinary actions. For additional information, see the university catalog."

11. **University Disability Accommodations Statement:**
    "Students with disabilities may request reasonable accommodations through the A&M-Texarkana Disability Services Office by calling 903-223-3062."

12. **University Email Address Statement:**
    "Upon application to Texas A&M University-Texarkana an individual will be assigned an A&M-Texarkana email account. This email account will be used to deliver official university correspondence. Each individual is responsible for information sent and received via the university email account and is expected to check the official A&M-Texarkana email account on a frequent and consistent basis. Faculty and students are required to utilize the university email account when communicating about coursework."

13. "At the completion of your degree TAMU-T graduate students should be proficient in several areas. You can access these goals at: www.tamut.edu/cob."