

Syllabus: MKTG 5700, Summer 2019

Contemporary Marketing Concepts

Instructor

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Welcome

Welcome to MKTG 5700, Contemporary Marketing Concepts. This course is designed to be a survey course of the marketing field that will prepare you to tackle more specialized coursework in marketing (e.g., consumer behavior, digital marketing, international marketing, marketing research) and provide you with an overall understand of the role of marketing in the modern organization. I'm extremely excited to offer this course in an online format. While it may never surpass a traditional face-to-face setting when it comes to the "human factor" and the spontaneous exchange of ideas, it does offer the type of structure that many of you will find rewarding.

My Teaching Philosophy

I view my role as your instructor as both an opportunity and a challenge. Marketing is one of the most dynamic fields of study. It's greatly affected by our changing society and the ever-evolving marketing ecosystem (e.g., technology, legal, economic, consumption habits). This is further complicated by the different career orientations of students in the course. Some of you are building a career in the field of marketing and want to be exposed to the latest marketing analytic tools. Others such as accounting or finance students want to understand the role of marketing in their organization and be comfortable with marketing terminology and how to use marketing information. Therefore, the challenge for me is to find the proper balance.

I believe students who successfully complete this course should have a strong conceptual understanding of key concepts in marketing such as market segmentation, product differentiation, channel management, digital marketing, and strategic planning. I want to place the student in the role of the marketing manager who must interpret marketplace data and implement marketing strategies. Successful students should be able to appreciate the diversity of marketing organizations (e.g., profit, non-profit, governmental) and how they view their customers. Finally, successful students should have a keen understanding and appreciation of the diverse consumer and business markets across different industries.

In delivering this course, I want to promote a positive atmosphere where you are called upon to discuss questions, but mistakes are treated as opportunities to explore misconceptions, not as a reflection of a student's abilities. I want this course to be a window on the world. Almost any event you can link to the marketing world. We'll use case studies, current events, key marketing articles, and even explore marketing plans to understand best marketing practices. My hope is that this course will ignite a curiosity that will lead to a lifetime appreciation of marketing.

Required Texts

Marketing Management, 15th edition, Phillip Kotler and Kevin L. Keller. Upper Saddle River, NJ: Pearson Prentice Hall. (Student Access to MyMarketingLab with Pearson eText)

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Time Requirements

If this course were offered on campus, you'd be in class 2.5 hours/week, along with the travel time involved. The online version is no different in terms of expectations for your involvement. This is an active online course that requires 3 hours of your time each week IN ADDITION TO the time it takes you to read the required materials and watch the videos, as well as the additional work required to complete the assigned papers. That means that you need to plan to spend **a minimum of 6 hours every week**, up to 9-10 hours a week, on activities related to this course. If you do not have that amount of time to devote to this course, you should perhaps reconsider taking this course at this time.

Technology Requirements

As a student in an online course, you are expected to have **access to the internet almost every day**. If you have computing problems, it is your responsibility to address these, or come to campus to use the student computing labs. Problems with your computer or other technology issues are not an excuse for any delays in meeting expectations and deadlines for the course. So, if you have a problem, get help in solving it immediately. At a minimum, you will need the following software/hardware to participate in this course:

1. Computer with an updated operating system (e.g. Windows, Mac, Linux) and to an Internet browser (e.g. Mozilla Firefox, Internet Explorer)
2. Ability to navigate CANVAS
3. Minimum Processor Speed of 250 mHz, 400 mHz recommended.
4. DSL Internet connection or a connection speed no less than 7 MB/s
5. Media player such as Windows Media Player to open course media. Flash player may be required by some aspects of the course and is available as a free download here: [HYPERLINK "http://get.adobe.com/flashplayer/" http://get.adobe.com/flashplayer/](http://get.adobe.com/flashplayer/)
6. Adobe Acrobat to open PDF files throughout the course – available as a free download here: [HYPERLINK "http://get.adobe.com/reader/?promoid=HRZAC" http://get.adobe.com/reader/?promoid=HRZAC](http://get.adobe.com/reader/?promoid=HRZAC)

Academic Policies

Attendance Policies

- “Present” in class for online courses is determined by participation in an “academically related activity,” i.e. submission of an assignment, assessment or discussion forum posting. The last day of attendance is the last day a student is academically participating in the online course.
- Documentation that a student has logged into an online class is not sufficient by itself to demonstrate academic attendance.

Academic Integrity/Plagiarism

- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the [HYPERLINK "http://www.umsl.edu/~studentplanner/Policies%20and%20Procedures/conductcode.html" University's Student Conduct Code.](http://www.umsl.edu/~studentplanner/Policies%20and%20Procedures/conductcode.html)

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- Academic dishonesty is a serious offense that may lead to probation, suspension, or dismissal from the University. One form of academic dishonesty is plagiarism – the use of an author's ideas, statements, or approaches without crediting the source. Academic dishonesty also includes such acts as cheating by copying information from another student. Plagiarism and cheating will not be tolerated.
- Academic dishonesty must be reported to the Office of Academic Affairs for possible action. The instructor shall make an academic judgment about the student's grade on that work and in that course. The campus process regarding academic dishonesty is described in the "Policies" section of the Academic Affairs website: HYPERLINK
"<http://www.umsl.edu/services/academic/policy/academic-dishonesty.html>"<http://www.umsl.edu/services/academic/policy/academic-dishonesty.html>

Course Description:

Contemporary Marketing Concepts (MKTG 5700) deals with managerial decision making by placing particular emphasis on assimilating and integrating all forms of marketing communication in the development of promotional policies, plans and procedures. Course approach is analytical rather than descriptive in investigating the areas of advertising, public relations, sales management, packaging and other forms of demand stimulation.

This course is delivered through a series of online lectures/exercises, case studies, presentations, and group assignments. It addresses important marketing trends including global markets, new media strategies, forecasting techniques, consumer analytics, and sales promotion tactics. Completion of this course will enable students to pursue more advanced topics in the field of marketing.

Learning Objectives

By the conclusion of this course, students will be able to:

- Describe and explain key marketing concepts related to marketing planning, consumer/business marketing, market segmentation, and the marketing mix
- Understand new technologies and methodologies used in market research and demand forecasting
- Discuss (and debate) the merits of alternative marketing strategies
- Prepare a case analysis and formulate marketing recommendations
- Analyze marketing data and industry information

Instructional Strategies

This course will be delivered utilizing an online learning format. I've divided the course into eight parts (modules). Each module contains some combination of mini-lectures, discussion forums, video case, case studies, and learning exercise. I've also designed a class project in which you design a new brand. You also have the opportunity to assess and provide feedback to your classmate's projects as well. We will utilize the MyMarketingLabs online learning program.

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Grade Composition

Grades will be based on the following weights:

Final Exam	15%
Midterm Exam	15%
MyMarketingLab	30%
Consulting Project (Group)	20%
Discussions	10%
Lecture Participation	10%

Grade Assignments: A = 94% and above; A- = 90-93%; B+ = 87-89%; B = 83-86%; B- = 80-82%; C+ = 75-79%; C = 65-74%; C- = 60-64%; F = Below 60%

Exams

During the course, there will be a midterm and final exam to test your understanding of the subject matter. The exams will be administered online. You will be given a three-day window to complete them. Each exam counts 15% of your final grade. The test will consist of application questions that help assess your understanding of the subject matter.

MyMarketingLab

One of the emerging educational trends is dynamic study modules or labs that continuously assesses student performance and activities, then use data and analytics to provide personalized content in real-time to reinforce concepts. The included online site, MyMarketingLab, offers content such as an e-text, video exercises, simulation, end of chapter exercises, and other useful information to enhance your learning experience.

In each module, you will be required to complete chapter review tests, company videos, and marketing simulation (see schedule). These activities are designed to improve your understanding of the subject matter and prepare you for the midterm and final exams. In all, the MyMarketingLab assignments count 30% of your grade.

Note: You also have access to other materials such as warm-up tests, flashcard exercises, etc. that you can use at your discretion. However, they will be not graded.

Consulting Project (Group Assignment)

A marketing plan provides direction and purpose for an organization. A detailed plan is essential whether it's for a business launching its new product or service or a nonprofit organization engaged in fundraising and outreach efforts.

Let's assume your team (consisting of 1 or 2 classmates) is a venture capital team that is seeking funding for a new brand or product concept. Your team's assignment is to select a new consumer/business good or service that you

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feel has a substantial market potential (note: you should create a fictitious brand and company name) and pitch the idea to a group of investors (other classmates and me). You are required to use the Voicethread software to present your idea and sell it!! **The Voicethread presentation should be limited to 15 minutes.** This group project is worth 20% of your grade.

The venture capital marketing plan can be summarized as having the following elements:

- Statement of mission and marketing objectives
- Situation analysis of the industry and competitive landscape
- Need/Benefit Analysis
- Marketing mix strategy
- Closing Argument

First, you should provide a clear description of the product/service being offered as well as the mission and purpose of your company. Sample consumer product categories include - cordless power drills, non-profit organization, mobile app, refrigerators, health/beauty, digital cameras, golf equipment, all-purpose household cleaners, mobile food, senior care, yogurts, lifestyle, deodorants, craft beers, income tax service, pet care, fitness gyms, or fashion shoes. Some common B2B services include specialized staffing, marketing/advertising, computer repair, business travel management, executive search, event planning, and office support service. I am flexible on the type of product or service, but it needs to be realistic in terms of technology and startup costs. *What is your company's mission? What are your specific first year marketing objectives (e.g. sales, market share, communications goals)? Which of Porter's generic competitive strategies would you recommend for the new brand?*

Second, your team should prepare a situation analysis that provides up-to-date information about the business environment, your competition, and selected market segments. Your analysis should be informed by marketing intelligence (e.g., review of websites, customer reviews, industry trends). *What are the opportunities and/or threats facing your new brand during launch? What demographic, economic, political/legal or other environmental factors are likely to affect your product's success? What are key industry trends?*

Third, your team should perform a customer need/benefit analysis. Describe consumer motivation for your new brand. *What underlying need does it satisfy? What benefits does your target market seek compared to other segments within the product category?* **Construct a table similar to Exhibit A.1 (Appendix A1)** in which you label the major market segments. The segments should reflect demographics such as age/lifecycle stage, gender, education, occupation, household size, sex, race, geographic location or any other characteristics relevant to the market. If you are marketing a business product/service, characteristics such as industry/business type, SIC (or NAICS) classification, geographic considerations, etc. should be noted. Note that your brand may only target one or two of the major target segment groups. Remember, it's impossible to be all things to all people!!

In addition, your discussion of needs/benefits might include some of the following considerations: *What type of buying behavior do you anticipate? Does it represent low or high involvement learning? What sources of information are consumer (or business managers) likely to use in buying your brand? What role, if any, do social influencers such as family members, opinion leaders, bloggers, etc. play? What are the key attributes consumers will use in evaluating alternatives? Which are least important?* If targeting a business market, whom within the organization is most influential?

Fourth, the marketing mix outlines the marketing activities that will be undertaken to execute the marketing strategy and should contain the following elements.

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- Describe the key attributes and benefits that will appeal to target customers. *What aspects of product features, design, packaging, warranty, delivery, service quality will enable your brand to be differentiated in the marketplace? How is your new brand positioned in the marketplace?*
- The pricing strategy specifies the general price range and how it might vary across different types of customers or channels. *What is the price point for your new brand? Describe the general pricing objective? What pricing method will be employed (e.g., markup, value, EDLP, going rate)? What price adjustments (discounts, allowance, promotional pricing) will be made?*
- The channel decision outlines the different forms of distribution, such as direct or indirect. *Would you describe your distribution strategy as exclusive, selective, or intensive? What are the types of retail outlet, middleman, and/or online marketers the product will be distributed. Alternatively, will the product/service be sold directly online or through a sales network? What incentives will be provided to channel members to promote your brand?*
- The communication plan provides high-level guidance for message and media strategy. Some of the relevant questions to address include: What communications objectives will be prioritized during the brand launch? What communications channels (e.g., traditional advertising, web marketing, social media, search engine) will be utilized. Would event sponsorship be valuable during the launch window? Which social media platforms and networks will be used? Is mobile marketing a viable strategy? Be as specific as possible. **Please design a print ad for your new product or service.** How is it being positioned in the market?

Lastly, the **closing argument**. You've done all the hard work. The research has been completed. You've outline how the new brand will be different and how you plan on communicating it to the market. It's time to wrap things up and make an impassioned argument for the long-term success of your new brand. So, make the case!!

Discussion and Lecture Participation

In order to give you an opportunity to further discussion important marketing news/issues, I will post five discussion topics on the course site's discussion board. I will provide feedback via a grading rubric to help you gauge your progress. Your grade is based on the quantity and quality of your comments. Please return to the previous page (the forum), click **Create Thread** in the upper-left of the pane, and write your posting. Remember that **your first posting will be due by on Wednesday of each week, and you will be expected to make two replies to your classmates by Saturday of each week.** You can find the expectations for quality of your postings in the course syllabus. This activity is worth 10% of your grade.

In addition, during the instructor lectures, you have the opportunity to make comments at any time (via written, voice, or webcam). In many cases, I will prompt you for your opinion or input. Your participation during the lectures will count 10% of your final grade.

Online Discussion Protocol

- Participation in the course should maintain a positive work and learning environment, as outlined in the UMSL Student Planner: [HYPERLINK "http://www.umsl.edu/~studentplanner/Policies%20and%20Procedures/positive.html"](http://www.umsl.edu/~studentplanner/Policies%20and%20Procedures/positive.html)
- Postings should be evenly distributed during the discussion week.
- Postings should be a minimum of three sentences, or one short paragraph, and a maximum of two paragraphs.

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- Responses should be well written with proper punctuation, spelling and grammar.
- Avoid short one-word postings, for instance, "I agree," unless accompanied by supporting statements from the readings or prior knowledge (work and life experience).
- Stay focused on the topic.
- Ask questions; challenge other postings that lack supporting evidence or present incorrect information.
- Encourage further discussion by building on current threads.
- Check your postings for responses from others and respond in kind.
- Use proper "netiquette"

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Module #/Name	Dates	Lectures	Readings	Online Discussions & Class Project	MyMarketingLab & Tests
Module #1 – Marketing and Strategy (Chapter 1 & 2)	May 20-26	<ol style="list-style-type: none"> 1. Introduction to Marketing 2. Marketing Strategy” 	<p>The 30 Elements of Consumer Value: A Hierarchy</p> <p>The Stretch Goal Paradox</p>	“The Value Proposition”	<p>Chapter 1 – Quiz; Jonas Soda Video; “What is Marketing?” Sim</p> <p>Chapter 2 – Quiz; Marketing Plan Sim</p>
Module #2 – Collecting Information Demand Forecasting (Chapter 3)	May 27- June 2	<ol style="list-style-type: none"> 1. Collecting Marketing Information 2. Forecasting Demand 	<p>The Balanced Scorecard- Measures that Drive Performance</p> <p>Four Steps to Forecast Total Market Demand</p>	“Predicting the Future”	<p>Chapter 3 – Quiz; Radian 6 Video; The Marketing Environment Sim</p>
Module #3 - Marketing Research and Consumer Markets (Chapter 4 & 6)	June 3 to June 9	<ol style="list-style-type: none"> 1. Conducting Marketing Research 2. Consumer Analysis (Drug Adherence) 3. Behavioral Economics 	<p>Customer Loyalty is Overrated</p> <p>Quantifying the Impact of Marketing Analytics</p> <p>Psychographics Are Just as Important for Marketers as Demographics</p>		<p>Chapter 4 – Quiz; Dominos Pizza Video; Market Research Sim</p> <p>Chapter 6 – Quiz; Consumer Behavior Sim</p>
Module #4 – Business Markets (Chapter 7)	June 10-16	<ol style="list-style-type: none"> 1. Business Marketing and Social Media Strategies 2. B2B Buying Process 	<p>Avoid These Common B2B Content Marketing Mistakes</p> <p>How B2B Sales Can benefit from Social Selling</p>	“How’s Your B2B Social Strategy?”	<p>Chapter 7 – Review test; Radian 6 Video; B2B Sim</p> <p>Midterm Exam (available online June 14-16)</p>
Module #5 – Market Segment and Brand	June 17-23	<ol style="list-style-type: none"> 1. Market Segmentation 2. Market Targeting 	<p>Why Companies Are Advertising Their Master Brand</p>	“Walmart Vs Amazon”	<p>Chapter 9 – Quiz; Meredith Corp Video;</p>

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Equity (Chapter 9 & 11)		3. Branding Strategies	Wal-Mart Won't Stay on Top If Its Strategy is "Copy Amazon"		Segmentation, Targeting Sim Chapter 11 – Quiz; Money Matters Video
Module #6 – Pricing (Chapter 16)	June 24-30	1. Developing Pricing Strategies 2. Price Psychology	How Customers Perceive a Price Is as Important as the Price Itself	Consulting Cases Due June 30!!	Chapter 16 – Quiz; Blackbird Guitars Video; Pricing Sim
Module #7 – Channels & Mass Communication (Chapter 17 & 20)	July 1- 7	1. Channel Management 2. Advertising Strategy	Rethinking Your Supply Chain in an Era of Protectionism Comparing the ROI of Content Marketing and Native Advertising		Chapter 17 – Quiz; Harley Davidson Video Chapter 20 – Quiz; AFLAC Video; Advertising Sim
Module #8 – Personal Communications (Chapter 22)	July 8-13	1. Direct and Digital Marketing 2. Primer on Digital Marketing	What's the Value of a Like? Social Media is Too Important to Be Left to the Marketing Department	"The Content Marketing Paradox"	Chapter 22 – Quiz; Zifty.com Video; Personal Selling Sim Final Exam (available online July 12-13)

STUDENT SERVICES

Access, Disability and Communication

- Students who have a health condition or disability, which may require accommodations in order to participate effectively in this course, should contact the [Disability Access Services Office](#). Information about your disability is confidential.
 - 144 Millennium Student Center
 - Phone: (314) 516-6554
 - Website: [HYPERLINK](#)
"http://www.umsl.edu/services/disabled/"<http://www.umsl.edu/services/disabled/>
- If you have difficulty communicating in English with the instructor of this course, contact the [Office of International Students and Scholar Services](#):
 - Phone: (314) 516-5229

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- Email: HYPERLINK "mailto:iss@umsl.edu"iss@umsl.edu
- Website: HYPERLINK "http://www.umsl.edu/~intelstu/index.html"<http://www.umsl.edu/~intelstu/index.html>

Student Support and Services

Technical Support

- My Gateway (Blackboard): If you have problems logging into your online course, or an issue within the course site, please contact the **Technology Support Center**:
 - Phone: (314) 516-6034
 - Email: HYPERLINK "mailto:helpdesk@umsl.edu"helpdesk@umsl.edu
 - Website: HYPERLINK "http://www.umsl.edu/technology/tsc/"<http://www.umsl.edu/technology/tsc/>
- Wimba: If you have any questions regarding Wimba Classroom and Wimba Voice Tools, contact the **Faculty Resource Center**:
 - Phone: (314) 516-6704
 - Email: HYPERLINK "mailto:frc@umsl.edu"frc@umsl.edu
 - Website: HYPERLINK "http://www.umsl.edu/technology/frc/"<http://www.umsl.edu/technology/frc/>
- Outside normal office hours, you may also contact Wimba for 24/7 assistance:
 - Phone: (866) 350-4978
 - Email: HYPERLINK "mailto:technicalsupport@wimba.com"technicalsupport@wimba.com

Academic Support

- **The Online Writing Lab**: At our My Gateway site, students can send their papers to our tutors, who will read them and send them back with suggestions. Students can also access SafeAssign, which identifies quoted material in their essays.
 - Visit the online Writing Lab page on MyGateway to submit drafts online.
 - We try to respond within 48 hours, but it may take longer, so allow ample time.
- **NetTutor**: Online tutoring in many subjects is now available through NetTutor. In your courses on MyGateway, click on Tools and select NetTutor® to log in.

Student Services:

- The **Center for Student Success** offers assistance tailored to specific student needs.
 - 225 Millennium Student Center

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