

**COURSE SYLLABUS**  
**MKT 6221 - 33 & 34**  
**Integrated Marketing Management**  
**2020 Fall 7week**



**Texas Wesleyan**  
UNIVERSITY  
Smaller. Smarter.

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**Place and Time:** Online – Asynchronous  
**Professor:** Sua Jeon, PhD  
**Office Location:** AMB 321  
**Phone Number:** (817) 531-4841  
**Course Login Page:** <http://txwes.blackboard.com>  
**Student Resources:** <http://ondemand.blackboard.com/students.htm>  
**Technical Support:** <http://bbsupport.txwes.edu>  
**Office Hours:**  
Office (AMB 321): Tue. 10:00 am - 1:30 pm/2:50 pm – 3:20 pm  
Blackboard Collaborate: Mon. 9:00 pm – 10:30 pm  
Wed. 10:00 am – 12:00 pm/9:30 pm – 10:30 pm  
Thu. 10:00 am – 12:30 pm  
\*\*\*Your emails will be answered within a maximum of 24 hours.

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**COURSE INTRODUCTION**

This course is designed to develop an understanding of the role of marketing in organizations-- not a department but an orientation and basis for managing in a competitive market, emphasizing the customer. The role of integrated marketing management is to help companies better understand customer preferences, link that knowledge to designing appropriate products and services for selected customers, and determine appropriate methods to communicate, to capture, and to deliver value. Successful firms are those that pursue objectives, employ resources, and invest in the future of an organization to consistently satisfy the needs of customers better than competitors. These ideas apply to both for-profit and not-for-profit organizations. Class members will have opportunities to practice the application of marketing concepts and analytical techniques in both tactical and strategic marketing decisions in an organization through in-class activities, discussions, analyzing examples, and writing a marketing plan for a real, branded, and well-known company.

**COURSE DESCRIPTION**

Application of marketing concepts and analytical techniques to identify, analyze, and make strategic and tactical marketing decisions in an organization, and to understand the effects of these decisions.

**LEARNING OBJECTIVES**

<b>Specific Learning Outcomes</b>	<b>MBA Program Goals</b>
1. Know the role of marketing in creating a customer-oriented approach in a global organization and how the integration of marketing/customer orientation across business units is necessary for long-term success.	Critical Thinking and effective communication skills, integrative skills, innovative problem solving skills
2. Be able to analyze the impact of the marketing environment on a business—acquire skills in evaluating business environments to identify opportunities for marketing success.	Critical Thinking and effective communication skills, integrative skills, innovative problem solving skills

3. Know how to segment a market and select a target market and, subsequently, design brand and product/service strategies.	Critical Thinking and effective communication skills, integrative skills, innovative problem solving skills
4. Acquire a working knowledge of the various forms of marketing communication (e.g. via outdoor ads, television, radio, magazines, social media, and other forms of online communication)—and how marketers can utilize such tools to inform, persuade, and remind customers. Hold a basic understanding of the tools available to monitor the success of such marketing campaigns.	Critical Thinking and effective communication skills, integrative skills, innovative problem solving skills
5. Work with a team using critical thinking to develop a marketing plan for an organization.	Teamwork Skills, Critical Thinking and effective communication skills

## **REQUIRED MATERIALS**

### **Textbook**

- Title: Marketing Management, 15<sup>th</sup> Ed.
- Author: Philip Kotler & Kevin Keller
- Publisher: Pearson
- ISBN-13:9780133856460 / ISBN-10: 0133856461
- All other readings will be provided on Blackboard (links or items to download)

## **Learning Methods and Technologies**

The learning methods used in this course include the following:

- ☐ Discussion forums and/or wikis
- ☐ Synchronous (real-time) virtual meetings with peers and/or the instructor
- ☐ Streaming video
- ☐ Quizzes
- ☐ Collaborative assignments
- ☐ Independent homework assignments
- ☐ Writing-intensive assignments

## **Student Workload Expectation**

As part of the continued accreditation of Texas Wesleyan University by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), Texas Wesleyan University adheres to a policy on the awarding of academic credit and assignment of course credit hours. This course is a 2-credit hour course, which means that students are expected to engage in at least 300 minutes of course-related work or activity each week during the semester. These learning activities may include scheduled lecture/discussion as well as time spent completing assigned readings, studying for tests and examinations, preparing written assignments, and other course-related tasks.

## **COURSE REQUIREMENTS**

### **EVALUATION AND GRADING**

#### **A. Chapter Quizzes**

Chapter quizzes will be given in lieu of tests, to assure that students are keeping up with the weekly readings. The reading quizzes will cover the key points in the chapter(s) but can also include questions over the supplemental readings. All quizzes are to be completed via BlackBoard (BB). Chapter quizzes will be a combination of multiple choice and/or short essay.

#### **B. Collaborative Discussions**

Students will be required to participate in group discussion at Blackboard Learn Discussion Board. Check class announcement for details and instructions.

#### **C. Individual Assignments**

You will be required to do individual assignments that assess your ability to apply marketing principles to your real-world decision scenarios. Specifics for this assignment will be posted on Blackboard according to the relevance of chapters.

#### **D. Marketing Plan Report**

You will prepare a Marketing Plan Report. The project requires that you select a real, branded, and well-known company for a marketing plan report in this course. You will then analyze the company's overall strategy and prepare a comprehensive written report as if it is being presented to the senior manager of that company.

An outline will be posted on Blackboard that provides you general guidelines for completing the Marketing Plan Report.

#### **Point Distribution**

Chapter Quizzes	150 points (30 pts./each)
Collaborative Discussions	150 points (30 pts./each)
Individual Assignments	100 points (50 pts./each)
Project: Marketing Plan Report	100 points

**Total Possible Percent Score: 500 points**

**\*\*Grades are not curved. There will be no rounding up of scaled points; the grades will be determined exactly by the ranges shown below.**

#### **Grading Scale**

450 – 500 points = 90-100 % = A  
400 – 449 points = 80-89 % = B  
350 – 399 points = 70-79 % = C  
300 – 349 points = 60-69 % = D  
0 – 299 points = 0-59 % = F

**\*\*\*Make up quizzes/collaborative discussions will NOT be accepted** unless they have been approved in advance. There are no exceptions to this rule. So, please email me AHEAD of time if you will miss any of the modules. **Late assignments (only for written assignments such as individual case studies)** will be penalized 10% if 24 hours late and 20% if 48 hours late—*no assignments will be accepted after 48 hours past the due date/time.*

### **GENERAL EXPECTATIONS AND STUDENT RESPONSIBILITIES**

The course consists of reading assignments, collaborative discussions, case studies, individual short assignments, and a project. Students are expected to prepare in advance for each module, be able to discuss readings/terminology with peers, and work on the semester-long project. All students are encouraged to participate on BlackBoard (BB) as everyone brings unique knowledge, marketing experiences as a consumer (and from working in organizations), and their own perspective that improves everyone's depth and range of understanding. Course deadlines are outlined in the syllabus and should be followed unless otherwise notified. The course schedule and BB will be used to outline the required material and assignments each week. **You will need to check BB multiple times a week to keep up with this course.**

### **INSTRUCTIONAL METHODS**

I use a variety of instructional methods to engage students and enhance learning beyond the memorization of chapter terminology. To do this, I use a combination of slideshows, video examples, case studies, individual and small group application questions, and collaborative discussions to get students engaged in the process of applying the concepts of the book to real-world scenarios. Student participation therefore is integral to learning and engagement in this course.

This course is organized into 7 learning modules and the modules are presented on a weekly basis. The module pages include information about all of the materials and assignments for that module. Please note that this course is not self-paced.

### **GENERAL EXPECTATIONS OF PROFESSOR**

I commit to responding to all correspondences and emails as promptly as possible. This includes responding to emails within 24 hours during the week and being available for scheduled Skype meetings when necessary. In addition, I strive to help each student assess a career in a marketing or related field and to further students' understanding of the role of marketing in each business, event, non-profit, and so on.

### **REPEATING COURSES**

Any course taken at Texas Wesleyan University and repeated for a grade must be repeated at least once at Texas Wesleyan University. Any course taken at another institution may be repeated at Texas Wesleyan University. The most recent grade on the repeated course will be counted. When a course is repeated, the grade point average will be computed using the most recent grade achieved. For graduate students, individual program requirements may restrict the repetition of some courses, refer to individual program policies.

## **COURSE SCHEDULE**

<b>Week</b>	<b>Topics</b>	<b>Studies / Readings</b>	<b>Assignments</b>	<b>Due Date</b>
<b>1</b>	Understanding Marketing Management	<b>Module 1:</b> • Syllabus • Chapter 1 • Chapter 2	• Student Self-Introductions • Discussion 1	<b>*Check the course assignments due dates posted on BB</b>
<b>2</b>	Connecting with Customers	<b>Module 2:</b> • Chapter 6 • Chapter 8	• Discussion 2 • Quiz 1	
<b>3</b>	Capturing Marketing Insights	<b>Module 3:</b> • Chapter 3 • Chapter 4	• Discussion 3 • Quiz 2	
<b>4</b>	Building Strong Brands	<b>Module 4:</b> • Chapter 9 • Chapter 11	• Individual Assignment (case study) • Quiz 3	
<b>5</b>	Creating Value	<b>Module 5:</b> • Chapter 14 • Chapter 16	• Individual Assignment (Analysis Paper) 50 pts • Quiz 4	
<b>6</b>	Delivering Value	<b>Module 6:</b> • Chapter 17 • Chapter 18	• Discussion 4 • Quiz 5	
<b>7</b>	Communicating Value	<b>Module 7:</b> • Chapter 19 • Chapter 20 • Chapter 21	• Discussion 5 • Marketing Plan Report Submission	

### ***Syllabus is subject to change***

Course syllabi are intended to provide students with basic information concerning the course. The syllabus can be viewed as 'blueprint' for the course; changes in the syllabus can be made and students will be informed of any substantive changes concerning examinations, the grading or attendance policies and changes in project assignments.

## **UNIVERSITY MISSION**

Texas Wesleyan University, founded in 1890 in Fort Worth, Texas, is a United Methodist institution with a tradition in the liberal arts and sciences and a focus on professional and career preparation. The University is committed to the principles that each student deserves personal attention and that all members of the academic community must have freedom to pursue independent thought and to exercise intellectual curiosity. The University actively seeks and employs faculty and staff with commitment and dedication to teaching, inspiring, and serving students. Texas Wesleyan University recognizes its responsibility to the community by providing leadership and talent through programs that enable and enrich society.

The University endeavors to create a learning environment where each student is provided an opportunity to pursue individual excellence, to think clearly and creatively, to communicate effectively, and to develop spiritual sensitivity, with a commitment to moral discrimination and action, and with a sense of civic responsibility. Texas Wesleyan strives to develop informed, responsible, and articulate citizens.

## **SCHOOL OF BUSINESS MISSION**

The School of Business Administration and Professional Programs (SOBAPP) is a community of learners dedicated to pursuing and sharing the values, knowledge and skills that enable our students to compete in a dynamic and increasingly global environment.

## **TEXAS WESLEYAN UNIVERSITY POLICIES**

Students should read the current Texas Wesleyan University [Catalog](#) and [Student Handbook](#) to become familiar with University policies. These policies include but are not limited to academic integrity, grade appeal, sexual harassment, student access to records, and others; policies specified in the current catalog are applicable unless otherwise stated in this syllabus.

**A. Academic Integrity:** Academic honesty is highly valued at Texas Wesleyan University. Students must always submit work that represents their original words or ideas. If any words or ideas used in a class posting or assignment submission do not represent the student's original words and ideas, all relevant sources must be cited along with the extent to which such sources

were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the university catalog for more information about academic honesty, including consequences of academic dishonesty.

Students are REQUIRED to participate in the course on an individual basis. Any collaboration, sharing of information, copying, cheating and/or acts of academic dishonesty will result in failure of the questioned assignment and the student will be referred to the Dean's office for disciplinary measures. The student may be removed from the course and may receive a failing grade. There is a zero-tolerance policy in this course as it relates to academic integrity.

**B. American's with Disabilities Act (ADA):** Texas Wesleyan University adheres to a disability policy which is in keeping with relevant federal law. The University will provide appropriate accommodation as determined by the Director of the Counseling Center, Dr. Michael Ellison. Students must notify instructors of any permanent or temporary disabilities and must provide documentation regarding those disabilities prior to the granting of an accommodation. For

assistance, students should consult with [Dr. Ellison](#), who may be reached at (817) 531-7565.

**C. Attendance:** A student attends an online course by engaging in academically related activities of the course. Examples of such activities include but are not limited to: contributing to an online discussion or chat session; submitting an assignment or working draft; working exercises; taking a quiz or exam; or initiating contact with a faculty member to ask a course-related question. Documenting that a student has logged into an online class or website is not sufficient, by itself, to demonstrate academic attendance by the student.

Any student who has not logged into an online course within one week of the start date of the course will be dropped from the class roster for nonattendance. Any student who fails to complete coursework which in the aggregate constitutes 10% or more of the course grade during the term may be dropped from the course for nonattendance. The last date of a student's attendance will be the date the student last logged into the course and completed an academically related activity.

**D. Repeating Courses:** Any course taken at Texas Wesleyan University and repeated for a grade must be repeated at Texas Wesleyan University. Any course taken at another institution may be repeated at Texas Wesleyan, and the most recent grade on the course will be counted. When a course is repeated, the grade point average will be computed using the most recent grade achieved.

**E. Unified Discrimination and Harassment Reporting (Including Title IX):** As noted in the catalog under the Unified Discrimination and Harassment Policy, Texas Wesleyan University is committed to providing an environment free of all forms of prohibited discrimination and sexual harassment. If you have experienced any such discrimination or harassment, including gender- or sex-based forms, know that help and support are available from the following resources:

- Complete online incident report at <https://txwes.edu/student-life/report-a-concern/>
- Contact Campus Conduct Hotline (24 hours a day): (866) 943-5787
- Campus security (24 hours a day): (817) 531-4911
- Dean of Students: [deanofstudents@txwes.edu](mailto:deanofstudents@txwes.edu) OR (817) 531-4872

Please be aware that all Texas Wesleyan University employees, other than designated confidential resources (i.e., Community Counseling Center) are required to report credible evidence of prohibited discrimination or harassment to the University's Title IX Coordinator, or to one of the Title IX Assistant Coordinators. If you wish to speak to someone confidentially, please contact the Community Counseling Center at (817) 531-4859 to schedule an appointment.

### **USEFUL LINKS**

The following links are provided to give useful information and help for students taking online courses:

Student Technical Assistance Help Desk: Local Telephone: (817) 531-4428 ext. 1; Toll free: 1-877-362-2638

Eunice and James L. West **Library:** <http://westlibrary.txwes.edu/>

Texas Wesleyan University Website: <http://www.txwes.edu/>

Texas Wesleyan University Counseling Center

For assistance, contact: Scott Methvin at [smethvin@txwes.edu](mailto:smethvin@txwes.edu)