

**University of North Texas at Dallas**  
**Fall 2015**  
**SYLLABUS**

<b>MKTG 5150.010, MARKETING MANAGEMENT, 3 CREDIT HOURS</b>		
<b>Department of</b>	Management	<b>School of Business</b>
<b>Instructor Name:</b>	Dr Isaura Flores	
<b>Office Location:</b>	DAL 2, Office #234	
<b>Office Phone:</b>	972.338.1802	
<b>Email Address:</b>	<a href="mailto:Isaura.Flores@untdallas.edu">Isaura.Flores@untdallas.edu</a>	
<b>Office Hours:</b>	Wednesdays 3:00 PM – 7:00 PM, Thursdays 2:00pm – 4:00pm, Other by appointment	
<b>Virtual Office Hours:</b>	n/a ( <b>Note:</b> Please use <a href="mailto:Isaura.Flores@untdallas.edu">Isaura.Flores@untdallas.edu</a> . I respond to emails within 24 - 36 hrs. Make sure to specify in the subject line the course number for which you are enrolled (i.e., MKTG 5150)	
<b>Classroom Location:</b>	TBD	
<b>Class Meeting Days &amp; Times:</b>	Saturdays 1:00pm - 3:50pm <i>NOTE:</i> This course follows a hybrid instructional approach that includes a combination of face-to-face class sessions, online activities, and team activities.	
<b>Course Catalog Description:</b>	<b>Marketing Management (MKTG 5150):</b> Application of concepts, tools and procedures employed by practicing marketing managers. Specific attention is given to technology use for product development and management, promotion development and management, channel selection and management, physical distribution management, and price setting and management. Students acquire skills in the essentials of case analysis, website development and written as well as oral presentation of their analysis. Oral presentations may be made using electronic media. Individual work and/or team work may be required.	
<b>Prerequisites:</b>	Prerequisite(s): MKTG 3650 or 5000 ; ACCT 5020 ; or consent of the department.	
<b>Co-requisites:</b>	n/a	
<b>Required Text:</b>	Required text : Roberts and Zahay, <b><i>Internet Marketing, Integrating online and offline strategies, 3<sup>rd</sup> edition.</i></b> Southwestern Cenange learning . ISBN: 978-1-133-62590-2 <i>NOTE: The text must be purchased 1st week of class.</i>	
<b>Recommended Text and References:</b>	Various related articles will be assigned.	
<b>Access to Learning Resources:</b>	UNT Dallas Library: phone: (972) 780-3625; web: <a href="http://www.unt.edu/unt-dallas/library.htm">http://www.unt.edu/unt-dallas/library.htm</a>	

UNT Dallas Bookstore:  
 phone: (972) 780-3652;  
 e-mail: [1012mgr@fheg.follett.com](mailto:1012mgr@fheg.follett.com)

**Course Goals or Overview:**

This course has been structured to help you understand the rapidly changing field of Internet Marketing that is timely and relevant. You will learn how to integrate offline and online strategies and media plans. You will learn

1. Concepts related to Marketing strategy and online marketing
2. Be able develop a website, and strategies related to:
  - Affiliate marketing
  - Email marketing
  - Social Media
  - Business Models
  - Consumer Acquisition & Retention
  - Measuring and Evaluating Web Marketing Programs
  - Social and Regulatory issues
  - Mobile Marketing
3. Be able to understand how offline and online marketing strategies interact to influence firm performance
4. Be able to make decisions that create better integration between how offline and online marketing strategies so as to improve firm performance

**Learning Objectives/Outcomes:** At the end of this course, the student will

1	Understand the foundations of the Marketing communications mix and Internet Marketing
2	Demonstrate the ability to design Business Models and strategies
3	Understand the Internet value chain
4	Be able to develop and use essential Internet marketing tools
5	Understand concepts related to online branding and video marketing
6	Be able to create effective customer acquisition techniques
7	Be able to create effective email marketing techniques to build consumer and business relationships
8	Understand search marketing techniques: SEO and PPC
9	Be able to design effective social media marketing strategies
10	Understand Lead generation and conversion in B2B Markets
11	Be able to design and maintain effective websites
12	Understand and implement effective evaluation programs
13	Be able to evaluate and measure effective marketing programs
14	Understand social and regulatory issues

**Course Outline**

This schedule is **subject to change by the instructor**. Any changes to this schedule will be communicated by the instructor in class and/or through Blackboard.

<p>Oct 24 – Oct 30</p>	<p style="text-align: center;"><b>On-line work</b></p> <p style="text-align: center;"><b>Chapter 1:</b> <i>Internet Marketing as part of the Marketing Communications Mix</i></p> <p style="text-align: center;"><b>Chapter 2:</b> <i>The Internet Value Chain</i></p> <p style="text-align: center;"><b>Chapter 3:</b> <i>Business Models and Strategies</i></p> <p style="text-align: center;"><b>Chapter 4:</b> <i>The direct Response and Database Foundations of Internet Marketing.</i></p>	<p>Chapters 1-4</p>
<p>Oct 31</p>	<p style="text-align: center;"><b>Meeting on campus</b></p> <p style="text-align: center;"><i>Introduction to course and requirements</i> <i>Website basic information</i> <i>Niche research</i></p> <p style="text-align: center;"><b><u>Assignments:</u></b> <i>Chapter review paper due</i></p>	<p>Introduction</p>
<p>Oct 31 – Nov 6</p>	<p style="text-align: center;"><b>On-line work</b></p> <p style="text-align: center;"><b>Chapter 5:</b> <i>Online Branding and Video Marketing</i></p> <p style="text-align: center;"><b>Chapter 6:</b> <i>Display Advertising and Other Customer Acquisition Techniques</i></p> <p style="text-align: center;"><b>Chapter 7:</b> <i>Email Marketing to Consumer and Business Relationships</i></p> <p style="text-align: center;"><b>Chapter 8:</b> <i>Search Marketing: SEO and PPC</i></p> <p style="text-align: center;"><b><u>Assignments:</u></b> <i>Niche research paper due &amp; Chapter review paper due</i></p>	<p>Chapters 5-8</p>
<p>Nov 14 – Nov 20</p>	<p style="text-align: center;"><b>On-line work</b></p> <p style="text-align: center;"><b>Chapter 9:</b> <i>Social Media Marketing</i></p> <p style="text-align: center;"><b>Chapter 10:</b> <i>Lead Generation and Conversion in B2B Markets</i></p>	<p>Chapter 9 -12</p>

	<p style="text-align: center;"><b>Chapter 11:</b> <i>Customer Relationship Development and Retention Marketing</i></p> <p style="text-align: center;"><b>Chapter 12:</b> <i>Developing and Maintaining Effective Websites</i></p> <p style="text-align: center;"><b><u>Assignment:</u></b> <i>Chapter review paper due</i></p>	
Nov 21	<p style="text-align: center;"><b>Meeting on campus</b> <b>Mid-term Exam Chapters 1-8</b> <i>Business Models review</i></p>	Test
Nov 21 – Nov 27	<p style="text-align: center;"><b>On-line work</b></p> <p style="text-align: center;"><b>Chapter 13:</b> <i>Customer Service and Support in Web Space</i></p> <p style="text-align: center;"><b>Chapter 14:</b> <i>Measuring and Evaluating Web Marketing Programs</i></p> <p style="text-align: center;"><b>Chapter 15:</b> <i>Social And Regulatory Issues: Privacy, Security and Intellectual Property</i></p> <p style="text-align: center;"><b>Chapter 16:</b> <i>Mobile Marketing and Related developments</i></p> <p style="text-align: center;"><b><u>Assignments:</u></b> <i>Business model paper due &amp; Chapter review paper due</i></p>	Chapter 13 -16
Nov 28 – Dec 5	<p style="text-align: center;"><b>On-line work</b></p> <p style="text-align: center;"><b>Work on final presentation</b></p>	
Dec 5	<p style="text-align: center;"><b>Final Presentations</b> <i>Final Website presentation</i> <i>Presentation &amp; discussion</i></p> <p style="text-align: center;"><b>Final Test: All Chapters</b></p>	Final Presentation and Final Test

## Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

### Grading Matrix:

Instrument	Value (points or percentages)	Total
Niche research assignment ( <i>Paper</i> )	10 points (Paper & Presentation)	10
Business Model (Paper and Presentation)	10	10
Mid Term Exam	20	20
Chapter reviews (Paper and Presentation)	4 papers 5 points each	20
Final Presentation	10	20
Final Exam	20	20
<b>Total:</b>		<b>100</b>

### Grade Determination:

A = 90 – 100 pts;

B = 80 – 89

C = 70 – 79

D = 60 – 69

F = less than 60

## Niche research

This paper will consist of 3-4 pages explaining selected niche to work during the semester. Please review attached document

## Business Model Paper

This paper will consist of 1-2 pages explaining selected business model based on class review to work during the semester. Please review attached document

## Exams

Examinations will consist of mid-term and a final. All will be administered in campus during scheduled class time. Each exam will consist of multiple choice and possible some essay/discussion questions. Make-up exams will be given to students who provide an authorized absence from the Dean of Students or who otherwise provide acceptable proof of absence.

## Final Presentation

Students will complete a website using a niche and selected business model and write a paper about it. During the semester, I will provide guidelines to complete this task and a final presentation will be due during final presentations date.

Videos and creative work are highly recommended. There is no right or wrong related to a presentation. The papers will be graded on the marketability of the business idea, innovation and creative presentation.

**The following is a suggested format for your paper:**

**I. Cover page (Format provided)**

Include class name, professor, website/company name and your name

**II. Excecutive summary**

A 1-2 page summary of paper content

**III. Body**

Prepare a paper including all sections describing website pages and how will this impact to the website design (selected)

**IV. References**

Papers should be double-spaced and typed with 1" margins (top, bottom, right, and left). Type size should not be larger than 12 pt. Papers will be submitted by the due date. Be sure to proofread your paper carefully. Grammar, punctuation and spelling errors will adversely affect your grade, please request help at writing center if needed.

**University Policies and Procedures**

**Students with Disabilities (ADA Compliance):**

*The University of North Texas Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students' with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. Grades assigned before an accommodation is provided will not be changed as accommodations are not retroactive. For more information, you may visit the Student Life Office, Suite 200, Building 2 or call Laura Smith at 972-780-3632.*

**Student Evaluation of Teaching Effectiveness Policy:**

*The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.*

**Assignment Policy:**

- I. All materials presented in class are considered testable material.
- II. Assignments are due at the selected week and can't be turned in late.
- III. Class comments and suggestion are welcomed.

- IV. Is imperative to cover all class material every week.
- V. Students presenting material need to bring copies for class or email professor in advance to distribute an electronic copy of material.

**Exam Policy:**

*Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Student Handbook).*

**Academic Integrity:**

*Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity at [http://www.unt.edu/unt-dallas/policies/Chapter%2007%20Student%20Affairs,%20Education,%20and%20Funding/7.002%20Code%20of%20Academic\\_Integrity.pdf](http://www.unt.edu/unt-dallas/policies/Chapter%2007%20Student%20Affairs,%20Education,%20and%20Funding/7.002%20Code%20of%20Academic_Integrity.pdf) for complete provisions of this code.*

**Bad Weather Policy:**

*On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas Campuses main voicemail number (972) 780-3600 or search postings on the campus website [www.unt.edu/dallas](http://www.unt.edu/dallas). Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.*

**Attendance and Participation Policy:**

*The University attendance policy is in effect for this course. Class attendance and participation is expected because the class is designed as a shared learning experience and because essential information not in the textbook will be discussed in class. The dynamic and intensive nature of this course makes it impossible for students to make-up or to receive credit for missed classes. Attendance and participation in all class meetings is essential to the integration of course material and your ability to demonstrate proficiency. Students are responsible to notify the instructor if they are missing class and for what reason. Students are also responsible to make up any work covered in class. It is recommended that each student coordinate with a student colleague to obtain a copy of the class notes, if they are absent.*

**Diversity/Tolerance Policy:**

*Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Center for Student Rights and Responsibilities as the instructor deems appropriate.*

**Additional Policies:**

- WebCT/Blackboard will be used for the class
- Use of Cell Phones is **prohibited**.
- Food & Drink in the Classroom **is not allowed** for this class
- Use of Laptops is allowed.
- Grade of Incomplete, "I" under especial circumstances only. Cases will be reviewed on an individual basis.