



**Marketing Case Studies**  
**MRKG 2374-0001 (86653)**  
**Syllabus**  
**Summer 2012**

**Course Syllabus**

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### **COURSE DESCRIPTION**

A study of marketing problems and challenges through the use of case histories and actual marketing situations involving advertising, prices, distribution, product selection, client or consumer behavior, marketing training, market segmentation and international marketing.

### **FREQUENT REQUISITES**

- MATH 0306 (Basic Math Pre-Algebra)
- GUST 0342 (9th -11th Grade Reading)
- ENGL 0300 or 0347

### **COURSE GOALS**

- To provide a framework for marketing problem solving, planning and strategizing using case study format.
- To introduce the process of formal analysis of case study data and the development of strategies for that data.
- To introduce students to current issues and trends with a wide variety of real world applications.
- To provide students with resource information on how to process, define and analyze issues and problems and use that analysis for decision-making.
- To provide students with experience in analyzing how a marketer's problem solving strategies affects his/her marketing strategies.
- To distinguish between effective and ineffective decision-making and analysis processes.
- To demonstrate how functional areas such as finance and production are interrelated, to apply theoretical frameworks to decision-making systems.

### **STATEMENT OF FOUNDATION SKILLS AND WORKPLACE COMPETENCIES (SCANS SKILLS)**

A study was conducted for the Department of Labor by the American Society for Training and Development which identified the seven skills U. S. employers want most in entry level employees. These skills are motivation to learn, basic skills, communication, teamwork, critical thinking, career development and leadership.

HCCS is committed to preparing every student with the knowledge and skills needed to succeed in today's dynamic work environment. Towards this end, the following skill will be included in

this course. Testing and assessing this skill will vary according to individual instructors. The following are examples of how this skill may be incorporated in this course.

- Working with Information
  - Process information with computers by completing specific questions associated with your course. Submit your questions and their answers electronically (as an e-mail attachment).

#### **TEXTBOOK INFORMATION:**

There is no textbook for this course. The instructor will provide readings and assignments to the students and video enrichment information online.

#### **LAB REQUIREMENTS**

None

#### **COURSE REQUIREMENTS AND GRADING POLICY**

It is the policy of the Dean of Workforce that an Incomplete may be given only for extenuating circumstances (i.e., family illness, accident, or an unforeseen event occurring at final exam time). Individual instructors may use a variety of grading policies and create tailored course requirement to their courses.

#### **TESTING**

Testing of a student's knowledge in this course will be done via case analysis.

#### **MAKE-UP POLICY**

Make-up work in this class will be given only in extenuating circumstances. Late work will be penalized 10pts. for every day past the due date up to a maximum of 3 days late.

#### **COURSE CALENDAR WITH READING ASSIGNMENTS**

Reading assignments are associated with chapters covered on each exam. It is the student's responsibility to review the course syllabus insuring correct chapters are read and studied prior to each exam.

#### **PROJECTS, ASSIGNMENTS, PORTFOLIOS, PRESENTATIONS, SERVICE LEARNING, INTERNSHIPS, ETC.**

Specific Assignments:

1. Homework provided by the instructor will be assigned to provoke critical thinking and analysis that relate to the reading assignments. Each assignment will include questions that should be answered in depth, typed and double spaced using 10, 11 or 12 pt., Arial or Times New Roman. Homework should be submitted through Eagle Online.
2. Six (6) case studies (weekly) will be given covering the reading assignments and online class discussion. The questions relate to our current business environment and the application of business theory, application, and coursework.
3. A final project which is a major case study, using MLA or APA format, on an case assigned by the instructor.

4. Each student is expected to make a contribution towards making the class stimulating for other class members. This includes participation in online discussions.
5. **THERE IS NO COMPREHENSIVE FINAL EXAM IN THIS COURSE.**

### **COURSE CALENDAR WITH READING ASSIGNMENTS**

Reading assignments and cases are provided by the instructor in a separate document. \_

### **ACADEMIC DISCIPLINE/CTE PROGRAM LEARNING OUTCOMES**

1. Identify the marketing mix components in relation to market segmentation.
2. Outline a marketing plan.
3. Identify the elements of the communication process between buyers and sellers in business.
4. Utilize marketing research techniques to implement competitive marketing decisions.
5. Explain the environmental factors which influence consumer and organizational decision-making process.

### **COURSE STUDENT LEARNING OUTCOMES (SLO): 4 TO 7**

1. Improve Individual Problem Solving Skills
2. Assess, Recommend, and Select Courses of Action.
3. Understand and Explain the Market Environment.
4. Discuss Domestic/International Issues.
5. Use Marketing Intelligence for Decision-Making.
6. Understand and Explain Product Strategies.
7. Understand and Explain Promotional Strategies.
8. Understand and Explain Price Strategies.
9. Understand and Explain Distribution Strategies.
10. Describe Strategic Planning.
11. Discuss Marketing Management Principles.

### **LEARNING OBJECTIVES**

- Improve Individual Problem Solving Skills
- Assess, Recommend, and Select Courses of Action.
- Understand and Explain the Market Environment.
- Discuss Domestic/International Issues.
- Use Marketing Intelligence for Decision-Making.
- Understand and Explain Product Strategies.
- Understand and Explain Promotional Strategies.
- Understand and Explain Price Strategies.
- Understand and Explain Distribution Strategies.
- Describe Strategic Planning.
- Discuss Marketing Management Principles.

### **SCANS AND/OR CORE CURRICULUM COMPETENCIES:**

- Improve Individual Problem Solving Skills
- Assess, Recommend, and Select Courses of Action.
- Understand and Explain the Market Environment.
- Discuss Domestic/International Issues.
- Use Marketing Intelligence for Decision-Making.

- Understand and Explain Product Strategies.
- Understand and Explain Promotional Strategies.
- Understand and Explain Price Strategies.
- Understand and Explain Distribution Strategies.
- Describe Strategic Planning.
- Discuss Marketing Management Principles.

## **STUDENT ASSIGNMENTS**

- Improve Individual Problem Solving Skills
- Assess, Recommend, and Select Courses of Action.
- Understand and Explain the Market Environment.
- Discuss Domestic/International Issues.
- Use Marketing Intelligence for Decision-Making.
- Understand and Explain Product Strategies.
- Understand and Explain Promotional Strategies.
- Understand and Explain Price Strategies.
- Understand and Explain Distribution Strategies.
- Describe Strategic Planning.
- Discuss Marketing Management Principles.

## **ACADEMIC HONESTY**

### **SCHOLASTIC DISHONESTY (HCCS STUDENT HANDBOOK)**

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty.

"Scholastic dishonesty" includes , but is not limited to, cheating on a test, plagiarism, and collusion.

"Cheating" on test includes:

- Copying from another student's test paper;
- Using materials during a test that are not authorized by the person giving the test;
- Collaborating with another student during a test without authority;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or in part the contents of an un-administered test;
- Bribing another person to obtain a test that is to be administered.

"Plagiarism" means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

"Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit.

## **ATTENDANCE AND WITHDRAWAL POLICIES**

In accordance with HCCS rules, the instructor has the authority to drop a student from any class after the student has been absent for periods equivalent to two weeks of class (6 classes). However, the student has the ultimate responsibility to withdraw from the course. If there are extreme circumstances that require absence from class, it is the student's responsibility to notify the instructor. For additional information refer to the

HCCS catalog. **IN THIS CLASS YOU ARE RESPONSIBLE FOR DROPPING THE CLASS IF YOU NO LONGER PLAN TO ATTEND. THE INSTRUCTOR WILL NOT DO THIS FOR YOU.**

The State of Texas has begun to impose penalties on students who drop courses excessively. That is, if you repeat the same course more than twice, you have to pay extra tuition. In addition, as of Fall 2007, students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

**In order to withdraw from your class, you MUST contact your professor and this must be done PRIOR to the withdrawal deadline to receive a “W” on your transcript.** If you do not withdraw before the deadline, you will receive the grade that you have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower your semester average significantly, most likely resulting in a failing grade (“F”).

Please visit the online registration calendars, HCC schedule of classes and catalog, any HCC Registration Office, or any HCC counselor to determine class withdrawal deadlines. *Remember to allow a 24-hour response time when communicating via email or telephone with your professor. Do not submit a request to discuss withdrawal options less than a day before the deadline.*

### **HCC COURSE WITHDRAWAL POLICY**

The State of Texas imposes penalties on students who drop courses excessively. Students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

To help you avoid having to drop/withdraw from any class, contact your DE professor regarding your academic performance. You may also want to contact your DE counselor to learn about helpful HCC resources (e.g. online tutoring, child care, financial aid, job placement, etc.).

In order to withdraw from your DE class, you MUST first contact your DE professor, PRIOR to the withdrawal deadline to receive a “W” on your transcript. After the withdrawal deadline has passed, you will receive the grade that you would have earned. Zeros averaged in for required coursework not submitted will lower your semester average significantly, most likely resulting in a failing grade of an “F”. It is the responsibility of the student to withdraw from the class; however, your professor reserves the right to withdraw you without your request due to excessive absences. If you do not feel comfortable contacting your professor to withdraw, you may contact a DE counselor. However, please do not contact both a DE counselor and your DE professor to request a withdrawal; either one is sufficient.

### **EAGLE ONLINE STUDENT USER ID**

Your Eagle Online login user ID will be your HCC User ID (sometimes referred to as the “W” number). All HCC students have a unique User ID. If you do not know your User ID you can look it up by visiting the HCC home page:

- o From [www.hccs.edu](http://www.hccs.edu), under the column “CONNECT”, click on the “Student System Sign In” link
- Then click on “Retrieve User ID” and follow the instructions.

Or use the direct link to access the Student Sign In page:

<https://hccsaweb.hccs.edu:8080/psp/csprd/?cmd=login&languageCd=ENG>

The default student password is “distance.” Students will then be prompted to change their password after their first login. Please visit the DE Technical Support website if you need additional assistance with your login.

### **DISTANCE EDUCATION ADVISING AND COUNSELING SERVICES**

Much DE student information can be found on the DE Student Services website:

[de.hccs.edu](http://de.hccs.edu). Advising or counseling can be accomplished through our online request form [AskDECounseling](#). Counselors and Student Services Associates (SSA) can assist students with admissions, registration, entrance testing requirements, degree planning, transfer issues, and career counseling. In-person, confidential sessions, can also be scheduled to provide brief counseling and community referrals to address personal concerns impacting academic success.

### **EARLY ALERT**

HCC has instituted an Early Alert process by which your professor will “alert” you through Distance Education (DE) counselors of concerns that you might fail a class because of excessive absences and/or poor academic performance.

### **INTERNATIONAL STUDENTS**

Receiving a W in a course may affect the status of your student Visa. Once a W is given for the course, it will not be changed to an F because of the visa consideration. Please contact the International Student Office at 713-718-8520 if you have any questions about your visa status and other transfer issues.

### **STUDENTS WITH DISABILITIES**

"Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc) who needs to arrange reasonable accommodations must contact the appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester. Faculty is authorized to provide only the accommodations requested by the Disability Support Services Office. Students who are requesting special testing accommodations must first contact the appropriate DSS Counselor for assistance.

Students who require testing accommodations need to schedule an appointment for testing to ensure that staff will be available for proctoring and to arrange for any adaptive equipment that may be required. Students should contact the instructor's "Instructional Support Specialist" (ISS) the week prior to each exam throughout the semester to confirm that the requested testing accommodations will be met. PLEASE

GET THIS INFORMATION TO THE INSTRUCTOR WITHIN THE FIRST TWO WEEKS OF THE SEMESTER.

Disability Support Services Offices:

System: 713.718.5165

Central: 713.718.6164 – also for Deaf and Hard of Hearing Services and Students Outside of the HCC District service areas.

Northwest: 713.718.5422

Northeast: 713.718.8420

Southeast: 713.718.7218

Southwest: 713.718.7909

After student accommodation letters have been approved by the DSS office and submitted to DE Counseling for processing, students will receive an email confirmation informing them of the Instructional Support Specialist assigned to their professor.

### **ACTIVITIES**

You have the opportunity to enhance your personal and intellectual growth by participating in a variety of activities. Those activities can be located in the Student Handbook or through the HCCS Web resources at:

[www.hccs.edu/handbookHome2.html](http://www.hccs.edu/handbookHome2.html).

### **VIRTUAL CLASSROOM CONDUCT**

As with on-campus classes, all students in HCC Distance Education courses are required to follow all HCC Policies & Procedures, the Student Code of Conduct, the Student Handbook, and relevant sections of the Texas Education Code when interacting and communicating in a virtual classroom with faculty and fellow students. Students who violate these policies and guidelines will be subject to disciplinary action that could include denial of access to course-related email, discussion groups, and chat rooms or being removed from the class.

### **INSTRUCTIONAL METHODS**

Each of the principle units will be taught in turn using a number of different techniques to explore each principle unit. Some of the teaching techniques employed are:

- Written Reports Case Analyses
- Homework Assignments
- Class Discussions

### **MATERIALS NEEDED**

- Folder or binder in which to keep assignments and projects
- Internet access
- Storage Device (flash drive)
- An active HCC email account

### **EVALUATION PROCEDURES**

The student's final grade for this course will be determined in the following manner:



Weekly written case analysis	50%
Written Final Case Analysis (End of Semester)	30%
Homework Assignments	10%
Class discussion	<u>10%</u>
<b>Total</b>	<b>100%</b>

#### **HCC GRADING SCALE:**

A = 100- 90	4 points per semester hour
B = 89 - 80:	3 points per semester hour
C = 79 - 70:	2 points per semester hour
D = 69 - 60:	1 point per semester hour
59 and below = F	0 points per semester hour

FX (Failure due to non-attendance)	0 points per semester hour
IP (In Progress)	0 points per semester hour
W (Withdrawn)	0 points per semester hour
I (Incomplete)	0 points per semester hour
AUD (Audit)	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

#### **ONLINE CLASSROOM ETIQUETTE**

Open and mutually respectful communication of varied opinions, beliefs, and perspectives during classroom or online discussion encourages the free exchange of ideas that is essential to higher learning and to the ability to learn from each other. Use of any electronic device is at the discretion of the instructor.

#### **ONLINE CLASS PARTICIPATION**

Students will participate in several online class discussions during the course of the semester via the online discussion thread within Eagle Online. Topics will be posted. Full participation will be given for involvement in 5 out of 7 discussions.

#### **ACCESS STUDENT SERVICES POLICIES ON THEIR WEB SITE:**

<http://hccs.edu/student-rights>

#### **ACCESS CE POLICIES ON THEIR WEB SITE:**

<http://hccs.edu/CE-student-guidelines>

#### **COURSE CALENDAR**

A course calendar listing assignments and due dates will be posted on Eagle Online by the first class day.