Course Syllabus
MKTG8222 001- Advanced Marketing Management
9:00 am -12:00 pm W, FCB 365
Fall Semester, 2020
3.0 Credit Hours

This will be a hybrid class. IF community conditions permit, we will meet face-to-face towards the end of the semester for in-class discussions and presentations. If and when we return to class, students seeking to remain remote for health or other reasons should discuss their options with me.

Instructor: Alan J. Bush, PhD
Phone: 901.678.2437
E-mail: alanbush@memphis.edu
Office: FEC #147
Office Hours: Please email me with any questions you may have.

Course Overview:

The focus of this doctoral seminar is to provide a critical review of selected scholarship literature in different topic areas from the marketing communications literature. The course is designed to help doctoral students become conversant in the classical and contemporary literature and major streams of thought in marketing communications. The course will emphasize developing strong conceptual foundations for academic research.

Pre-Requisites/Co-Requisites:

In general, it is assumed students have completed the requirements in the Fogelman College of Business and Economics for doctoral education.

Required Texts (and Related Materials):

There is no required textbook for this class. There will be assigned readings each week from journal articles.
Location of Course Materials:
All course materials are located on the eCourseware website at: https://eCourseware.memphis.edu

Course Objectives:
The basic objectives for this course are:

(1) expose you to theoretical domains in marketing communications that are not covered in other seminars.
(2) examine the research progress which has been made to date and identify those areas that need additional study.
(3) sharpen your abilities to recognize and formulate research problems in need of investigation.
(4) enhance your understanding of and appreciation for the interdisciplinary and multifaceted methodological avenues and conceptual foundations that characterize research in marketing.
(5) provide you with the opportunity to develop a sound conceptual basis for formulating meaningful research projects in marketing; and
(6) to further the prospect of you developing a productive career through encouraging scholarly publication-related activity.

Fogelman College: Learning Outcomes for Your Degree
This course is designed to help you to meet the overall learning objectives for the PhD degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the PhD degree program.

• PhD Program Outcomes (opens in new window)

Course Methodology
The course will be run as a true seminar, with a primary emphasis on discussing in semi-structured fashion the material assigned for reading and placing it in a meaningful context. In the sessions, either you or one of your fellow classmates will serve as a leader. No matter who the leader is for the week, preparation for each class will involve extensive amounts of reading and thinking on your part about the topics of discussion.
Professor’s Expectations of Students:

Students are expected to attend all seminars and to examine each of the assigned readings for the week both separately, as a group, and in the context of what we have discussed in previous weeks. In reading an article, you should give attention to:

1. the assumptions made by the authors regarding the particular aspect of marketing communications under investigation and the reasonableness of those assumptions.
2. the core issues being addressed and their applicability to other areas in marketing and marketing communications.
3. the appropriateness of the theoretical foundations used to investigate the research problem and whether the authors failed to incorporate other relevant domains into the study context.
4. the appropriateness of the methodology for testing the theory and suggestions for improvement.
5. the research directions which emanate from the study.

In thinking about the group of articles for a given session, you should give attention to:

1. how the articles fit together, their commonalities and differences.
2. the overriding conceptual model linking the articles.
3. the research issues that remain in need of being addressed in the specific domain.
4. the methodological improvements that can be introduced and investigated; and
5. the extensions of the topic foci for the session to other marketing domains;

While a given student may be designated as the seminar leader for a session, the success of the session is heavily dependent on all participants contributing meaningfully to the discussion. As a result, class participation will account for approximately one-fourth of the course grade.

The seminar leader(s) for a topic is responsible for distributing to the class: a list of discussion questions to help guide the preparation of the others in the class, a map (i.e., a framework or model) of the central concepts and relationships of interest, and a list of any additional readings that would be helpful or are necessary for preparation. During class, the seminar leader will be in charge of leading the discussion.

Written Assignments:

There will be two written assignments during the semester. The first assignment will be idea development and a literature review for a particular topic relevant to this course. A 6-8 page short paper (excluding references, tables, title page, abstract, and figures) will be due at mid-term. The second or final paper should present a longer and revised introduction, testable hypotheses, a methodology, and results from your research. Topics should be approved by the professor, and represent new ideas not previously addressed in other classes or papers. Paper should be double-spaced and adhere to journal style that you will be targeting with your paper.
Student's Expectations of the Professor:

In my role as your instructor, there are certain things you can expect from me including: direction and guidance for the assigned readings, well organized and engaging learning experience, response to emails within two business days, and feedback on all work submitted within.

Grading and Evaluation Criteria

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

Final Course Grades

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminar Participation</td>
<td>25</td>
</tr>
<tr>
<td>Seminar Research Proposal</td>
<td>35</td>
</tr>
<tr>
<td>Idea development/Lit Review (15%)</td>
<td></td>
</tr>
<tr>
<td>Final Research Proposal (20%)</td>
<td></td>
</tr>
<tr>
<td>Final Exam</td>
<td>40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Schedule of Activities

For a complete semester schedule of readings, activities, and due dates for assignments, please refer to the “Semester Calendar” that can be found at the end of the syllabus.

Final Exam Schedule

The final exam for this class will be scheduled according to the Registrar’s academic calendar website (opens in new window).
Course Policies

E-MAIL:

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive official course correspondence at this email account. Please check this email for this course at least twice a week for updates.

Attendance:

All students are expected to come to class and to stay active and engaged throughout the semester. Attending class and being actively engaged will help you on the course exam. Students are expected to be in class on time.

Adding / Dropping:

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

Academic Integrity:

The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus' Office of Student Conduct website (opens in new window). If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity (opens in new window).

Participation:

All students are expected to come to class and to stay active and engaged throughout the semester. Attending class and being actively engaged will help you on the course exams and, in particular, with your performance on the essay questions. All students are expected to be in class on time.

Inclement Weather:

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText (opens in new window), an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Additional information on TigerText (opens in new window).

Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by email communication.
Final Exam:

The final exam is **comprehensive**—over the entire course and will be taken during the regularly scheduled final exam period.

**Student Services**

Please access the [FCBE Student Services (opens in new window)](https://www.memphis.edu/fcbe/student-services) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance

**FCBE COVID-19 Notice Page**

[https://www.memphis.edu/fcbe/faculty/covid_19_notice.php](https://www.memphis.edu/fcbe/faculty/covid_19_notice.php)