

MBA 5162-001: Marketing II ADA Compliant Syllabus

Spring 2026 | CRN: 24493

1. Course Overview

- **Department:** Management and Marketing, College of Business
- **Class Time:** Friday, 5:45 PM – 9:30 PM
- **Location:** BLH 155
- **Duration:** 1/21/2026 – 2/23/2026
- **Website:** <https://tamusa.blackboard.com/>

2. Instructor Contact Information

- **Instructor:** Dr. Weixing Ford
- **Office:** BLH 341C
- **Phone:** 210-784-2309
- **Email:** weixing.ford@tamusa.edu
- **Communication Policy:** Emails will receive a reply within two business days.

Office Hours

- **Monday:** 7:30 AM – 11:00 AM; 12:15 PM – 3:15 PM
- **Monday (Zoom):** 9:30 PM – 10:30 PM
- **Friday:** 9:45 PM – 10:45 PM

3. Course Description & Learning Outcomes

This course focuses on helping students understand how to develop executive visions and construct marketing strategy.

Student Learning Outcomes

After successful completion of this course, students will be able to:

- Understand the thought processes behind vision and insight.
- Identify different types and levels of marketing problems.
- Develop strategic visions as a business leader.
- Apply fundamental frameworks and analysis tools to construct marketing strategy.

4. Required Materials

- **Textbook:** O. C. Ferrell and Michael Hartline, *Marketing Strategy*, Cengage.
- **Software:** Access to Blackboard and a reliable internet connection.
- **Hardware:** A computer is required for online participation and assignments.

5. Grading and Evaluation

The final course grade is based on the following weights:

Category	Weight
Quizzes	50%
Group Project	45%
Final Exam	5%

Note on Deductions:

- **Missing Research Assignments:** -10% from the final grade.
- **Missing Discussion Board:** -10% from the final grade.
- **Unexcused Absences:** -5% for each occurrence.

6. Course Schedule: Spring 2026

Week	Date	Topics	Quizzes & Deliverables
1	Jan 23	Orientation; Ch. 1 & 2	Business Partner Presentation
2	Jan 30	Ch. 3 & 4	Team Project Coaching
3	Feb 6	Ch. 5 & 6	Team Project Coaching
4	Feb 13	Ch. 7 & 8	Team Project Coaching
5	Feb 20	Ch. 9 & 10	Final Exam Due; All Quizzes Due Project Presentations

7. University Policies

- **Academic Accommodations:** If you have a disability, contact Disability Support Services at (210) 784-1335 or dss@tamusa.edu.
- **Mental Health:** The Student Counseling Center (SCC) offers free, confidential support. Call 210-784-1331 for 24/7 crisis assistance.
- **Generative AI:** Use of AI tools like ChatGPT is permitted but **must be cited**. Unattributed use is academic dishonesty.
- **Financial Aid:** Attendance is required for Title IV eligibility. Non-attendance by the Census Date (Jan 26) may result in aid termination.