I. Locator Information:
Instructor: Dr. Wendy Ritz
Course # and Name: CRN 2463, MKTG 640
Office Location: SBE 316
Semester Credit Hours: Spring 2015, 3 Hours
Office hours: T 2 pm – 6 pm; R 1-4 pm
Day and Time Class Meets: Tuesday 6:00 to 8:50 pm
Office Phone: 910-672-1983
Email address: writz@uncfsu.edu

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@broncos.uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Information from FSU or FSU students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. The student is responsible for ensuring the mailbox remains available to receive notifications. FSU is not responsible for issues related to notifications that are not deliverable due to full mailboxes. Inquiries or requests from personal email accounts are not assured a response.

Rules and regulations governing the use of FSU email may be found at http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf

II. Course Description: The broad objective of the course is to provide a fundamental understanding of marketing research methods employed by well-managed firms. The course is aimed at the manager who is the ultimate user of the research and thus is responsible for determining the scope and direction of research conducted. In the course, we will cover the types of research design, techniques of data collection and data analysis. Emphasis will be on the interpretation and use of results rather than on the mathematical derivations. The course focuses on helping managers recognize the role of systematic information gathering and analysis in making marketing decisions, and develop an appreciation for the potential contributions and limitations of marketing research data.

III. Disabled Student Services: In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

IV. Title IX – Sexual Misconduct
Fayetteville State University (University) is committed to fostering a safe campus environment where sexual misconduct — including sexual harassment, domestic and dating violence, sexual assault, and stalking - is unacceptable and is not tolerated. The University encourages students who may have experienced sexual misconduct to speak with someone at the University so that the University can provide the support that is needed and respond appropriately. The Sexual Misconduct policy can be found at the following link:
http://www.uncfsu.edu/Documents/Policy/students/SexualMisconduct.pdf

Consulting with a Health Care Professional - A student who wishes to confidentially speak about an incident of sexual misconduct should contact either of the following individuals who are required to maintain confidentiality:

Ms. Pamela C. Fisher
Licensed Professional Counselor
Spaulding Building, Room 165
(910) 672-387
psmith@uncfsu.edu

Ms. Linda Melvin
Director, Student Health Services
Spaulding Building, Room 121
(910) 672-1454
lmelvi10@uncfsu.edu
Reporting an Incident of Sexual Misconduct - The University encourages students to report incidents of sexual misconduct. A student who wishes to report sexual misconduct or has questions about University policies and procedures regarding sexual misconduct should contact the following individual:

Ms. Victoria Ratliff
Deputy Title IX Coordinator for Students
Spaulding Building, Room 155
(910) 672-1222
vratliff@uncfsu.edu

Unlike the Licensed Professional Counselor or the Director of Student Health Services, the Deputy Title IX Coordinator is legally obligated to investigate reports of sexual misconduct, and therefore cannot guarantee confidentiality, but a request for confidentiality will be considered and respected to the extent possible.

Students are also encouraged to report incidents of sexual misconduct to the University’s Police and Public Safety Department at (910) 672-1911.

V. Textbook:
KOTLER MARKETING MANAGEMENT (W/OUT ACCESS CODE) 14th 2012 9780132102926

Course Overview: This course is designed to provide relevant business tools necessary for developing and managing marketing initiatives. State-of-the-art tools for managing the marketing function will be covered. Marketing management issues inclusive of factors motivating consumer behavior, managing perceived value, marketing segmentation and differentiation tactics, branding integrated communication, and supply chain decision will be covered. Materials covered in previous MBA courses (accounting, finance and entrepreneurship) will be applied in this course.

Socratic Style of Education
I employ a Socratic style of education.

Socratic method- A pedagogical technique in which a teacher does not give information directly but instead asks a series of questions, with the result that the student comes either to the desired knowledge by answering the questions or to a deeper awareness of the limits of knowledge.


Over the course of the semester, I expect everyone to participate in discussion to provide their views and inputs regarding the material we cover during our time together. As this is an MBA course, a higher level of professionalism is expected than that of lower level students. Because class and individual contact time is scarce, I will do my best to help you meet your needs.

Unlike disciplines such as mathematics and engineering, marketing is not a linear process. If you are a linear thinking kind-of-person this course may drive you crazy. Although there is order and logic in the current scheduling of sessions, changes in topic and assignments may arise based on the needs of the class.

This course aims to do the following:
• Provide students with a literacy of the terms, concepts and methods used in integrated and Internet marketing
• Link new opportunities on the Internet with marketing theory and practice
• Provide a critical understanding of the capabilities of this medium as a marketing channel
• Provide hands-on experience of Internet marketing technologies and techniques
• Teach students how to develop an integrated Internet marketing strategy
• Develop students’ communication skills

VI. Student Learning Outcomes – Upon completion of this course, students will be able to:
• Think critically about new marketing strategies and tactics associated with the Internet
• Understand the potential role of the Internet in marketing strategy
• Apply these technologies in the development of sound marketing strategy
• Complete an integrated Internet marketing plan that leverages the unique strengths of this medium
• Communicate their analysis and strategy

VII. Course Requirements and Evaluation Criteria

Please note: If these evaluation criteria must be revised because of extraordinary circumstances, the instructor will distribute a written amendment to the syllabus.

Grading and Evaluative Criteria

<table>
<thead>
<tr>
<th>Points</th>
<th>Requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>Midterm</td>
</tr>
<tr>
<td>100</td>
<td>Final Exam</td>
</tr>
<tr>
<td>25</td>
<td>Team Member Evaluation</td>
</tr>
<tr>
<td>100</td>
<td>Discussion Board posts (10 required posts – 10 points each)</td>
</tr>
<tr>
<td>450</td>
<td>Total</td>
</tr>
</tbody>
</table>

Your final course grade will be determined by dividing your total points earned by the course’s total points. A 79.5 average equals a “C.”

Exams and other assignments will be graded on a percentage basis as follows:

- 90-100% = A
- 80-89%  = B
- 70-79%  = C
- 60-69%  = D
- < 60%   = F (academic failure)

NOTE: Exams will be made up of objective questions to test your knowledge of all materials associated with the course, such as the text, lectures, videos, and possible outside guests’ discussions. Public posting of grades is prohibited. Students desiring to learn their final grade may simply view their blackboard account. Grades for each test will be posted as soon as they are calculated. Calls or personal requests for grades will not be accepted as this delays the calculation of final grades for the entire class.

PLEASE NOTE: There will be no opportunity to earn extra credit in this course. Come to class, read your book, and study for each test and then it is likely that you will not need extra credit.

Make Up Exams: Should a student miss a regularly scheduled exam, he or she will be given one opportunity to take a make-up exam. You do not need to inform the instructor prior to the regularly scheduled exam that you wish to take a make-up. However, in order to maintain a common grading standard, the make-up exam will ask questions which are more specific. This is due to the fact that students taking the make-up exam will have had, for whatever reason, more time to study. The make us usually all essay but can be in any form including oral. IT IS COMMON FOR STUDENTS NOT TO TAKE MAKE UP EXAMS SERIOUSLY. AS JUST NOTED, THE TEST WILL BE MORE SPECIFIC. TO MAKE A GOOD GRADE YOU WILL NEED TO USE THE EXTRA TIME YOU HAVE BEEN GIVEN TO STUDY! SHOULD YOU MISS THE A REGULARLY SCHEDULED EXAM IT IS YOUR RESPONSIBILITY TO GET IN TOUCH WITH ME VIA EMAIL AS SOON AS POSSIBLE TO DISCUSS THE MAKE UP TEST DATE/TIME. Should a student miss a make-up test, the assigned grade will be a zero.

No test will be given early; please do not ask.

Please note the following University policies:
INTERIM GRADE X = NO SHOW –Assigned to students who are on a class roster, but never attend class. For warning purposes only; NOT a final grade.

INTERIM GRADE EA = EXCESSIVE ABSENCES - Assigned to students whose class absences exceed 10% of the total contact hours. For warning purposes only, NOT a final grade.

FN = FAILURE DUE TO NON-ATTENDANCE – Assigned to students who are on class roster, but never attend the class. An FN grades is equivalent to an F grade in the calculation of the GPA.

NOTE TO STUDENTS ABOUT CLASS WITHDRAWALS:

1. Students receive no refund for withdrawing from individual classes and they slow their progress toward degree completion.
2. Students who withdraw from or fail more than one-third of their classes will no longer be eligible for financial aid.
3. STUDENTS MUST STRIVE TO EARN CREDIT FOR ALL THE CLASSES IN WHICH THEY ENROLL.
4. STUDENTS SHOULD WITHDRAW FROM CLASSES ONLY WHEN IT IS ABSOLUTELY NECESSARY.

Incomplete Policy

The "I" grade will be issued only for students who, because of validated circumstances, were unable to complete all the requirements for this course. In order to receive an “I”, the student should have a grade of at least “C” and should formally request an “I” from the instructor, with documentation of the rationale for the request. An “I” will not be granted because a student is failing, or when it would require a student to complete more than two thirds of course requirements. Additionally, to consider an “I” grade, you must submit a plan detailing how and when the missing work will be completed.

NOTE: IT IS VERY IMPORTANT TO READ AND UNDERSTAND THE FOLLOWING REQUIREMENTS FOR THIS COURSE.

A. Class Participation/Blackboard

A critical success factor for this class is your use of Blackboard and campus e-mail for communication and other class items. Students are expected to “show up”, complete assignments on time and participate in class discussions.

B. Text and other readings

Assigned readings should be completed according to the given schedule. It usually takes 2 to 3 hours to thoroughly read one chapter. It is recommended that students take notes carefully when they are reading the chapters.

C. Technology Requirements

This course assumes you already have a demonstrated competence in basic computer skills as listed below. If you are not familiar with the items listed below, you will need to use tutorials, additional self-help tools, or campus resources to improve your competency.

Blackboard Interface. You should be familiar with blackboard, including the use of on-line exams and accessing information.

The Internet. You must be capable of using the Internet. The professor may send you email updates requiring that you visit selected web sites as part of the participation portion of the course, specifically GOMC.

Email Services. You must be proficient in sending and receiving email, including the use of attachments. And, you need to check your e-mail often for course updates/announcements. Use your bronco e-mail for all class communications.
Turnitin software. You are required to upload all assignments to Turnitin. Assignments will NOT be accepted any other way. Contact the instructor immediately if you experience difficulty with Turnitin.

D. Communication with the Instructor and with Each Other

The best ways to communicate with me is by email. My office phone number has been provided for you however, I am rarely in my office. If you must leave a voice mail message, make sure that I can interpret any phone number you leave. If you have any questions or problems, please let me know as soon as possible so that we can find a solution.

Note: Email ID Requirements: Due to increasingly serious virus threats, please identify yourself, or you will run the risk of an un-opened and unread e-mail message. When you send me an email, your subject line should contain: Course Number, Your Name, and Reason for message.

Policy on Missed or Late Assignments: This is a fast-paced course and students must manage time well for success. All assignments are considered due before 6:00 pm on the due date. Late assignments will not be accepted. If you anticipate problems completing your work, early communication with the instructor is vital to your success in the course.

Course Information

Students are responsible for all reading assignments, whether textbook or supplementary readings. The information for this course using Blackboard (http://blackboard.uncfsu.edu/). As such students who are not familiar with blackboard and all of its components should use the tutorials and tools to guide usage. All class announcements and materials such as syllabus, handouts, rubrics are available on Blackboard. Finally, the gradebook section posts all student grades associated with tests and assignments. You should use the Blackboard grade book to check for updates and to review your grades.

Academic Dishonesty

Honor Code: Fayetteville State University students and members of this class pledge to uphold and live proactively by the code of honor of this university. http://www.uncfsu.edu/documents/handbook/Codeofconduct.pdf

Plagiarism and cheating are serious offenses and may be punished by failure on exam; failure in course; and/or expulsion from the University. Plagiarism is a serious academic and business (legal) offense and is considered theft of intellectual property. Please visit the Georgetown University web site (http://www.georgetown.edu/honor/plagiarism.html)

Plagiarism occurs when:
1. Students submit work that directly quotes or paraphrases the work of another, without specific citation of the passages crediting the creator of the work.
2. Students combine the works of another with their own original effort, including comments on those passages, without specific citation of the passages crediting the creator of the work.
3. Students include a list of references at the end of an assignment but do not indicate which words or passages specifically (by use of quotation marks) are from those sources and which words or passages are original work.
4. Please note that it is unacceptable to use a paper previously used for another class.

ACADEMIC SUPPORT SERVICES

To facilitate student success, Blackboard will be used for on-line quizzes, the distribution of additional course materials and other activities. Smartthinking, and Turnitin, as well as the FSU Writing Center are available to students to support writing assignments. Directions for access/usage of these resources will be given in class as needed.

DISABLED STUDENT SERVICES

In accordance with Section 504 of the Rehabilitation Act and the Americans with Disabilities ACT (ACA) of 1990, if you have a disability or think you have a disability please contact the Center for Personal Development in the Spaulding building, Room 155 (1st floor); 910-672-1203.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>In Class</th>
<th>Outside of Class</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>13-Jan</td>
<td>Syllabus review; Overview of Course; Key Assignments; Expectations (Read over your course materials and email me with any questions you have - WELL IN ADVANCE of assignment)</td>
<td>Obtain the text; review Google Online Marketing Challenge; set up your Google+ account; Check your classmates LinkedIn accounts to see who you want to have in your group</td>
<td>Discussion Board Exercise. Use my FSU email account as the Professor's email: <a href="mailto:wriz@uncfsu.edu">wriz@uncfsu.edu</a> I will obtain verification from Google+ on your registration for the competition.</td>
</tr>
<tr>
<td>3</td>
<td>27-Jan</td>
<td>Chapter 4: Marketing Research/Analytics; Chapter 5: Creating Long-Term Loyalty Relationships</td>
<td>Read Chapter 4 and 5; Determine Teams, Captain, Team Email address, Business choice and why</td>
<td>Create your teams; choose a captain; choose your business; designate the team email address; upload a document with all of this info into this weeks discussion board.</td>
</tr>
<tr>
<td>4</td>
<td>3-Feb</td>
<td>Guest Speaker: Dr. Ray Benedictus; Chapter 8: Identifying Market Segments and Targets</td>
<td>Please research and be informed about our guest speaker! <a href="https://www.linkedin.com/in/benedicktus">https://www.linkedin.com/in/benedicktus</a>; <a href="http://ocsbdc.org/team_sbdc/ray-benedicktus/">http://ocsbdc.org/team_sbdc/ray-benedicktus/</a>; Read Chapter 8</td>
<td>Discussion Board Exercise; Submit your questions for Dr. Benedictus</td>
</tr>
<tr>
<td>5</td>
<td>10-Feb</td>
<td>Guest Speaker: Dr. David Pistrui; Chapter 10 Crafting Brand Positioning</td>
<td>Work with your business to determine goals and get business agreement signed. Read Chapter 10; Listen to Terminal White music (my favorites are Wide Open and Zina) <a href="http://terminalwhite.com/">http://terminalwhite.com/</a>; <a href="https://www.youtube.com/channel/UCYeX_00S6TogcTsZH_W85tw">https://www.youtube.com/channel/UCYeX_00S6TogcTsZH_W85tw</a></td>
<td>GOMC Turnitin- Upload your business agreement (10pts) and goals (15 pts). Submit your questions for Dr. Pistrui</td>
</tr>
<tr>
<td>6</td>
<td>17-Feb</td>
<td>Chapter 10 Crafting Brand Positioning</td>
<td><a href="http://www.google.com/onlinechallenge/discover/campaign-reports.html">http://www.google.com/onlinechallenge/discover/campaign-reports.html</a></td>
<td>GOMC Turnitin- Upload your Pre-Campaign Strategy Report (25pts)</td>
</tr>
<tr>
<td>7</td>
<td>24-Feb</td>
<td>Chapter 11 Competitive Dynamics</td>
<td>Create Google Analytics account; Read Chapter 11</td>
<td>Discussion Board Exercise</td>
</tr>
<tr>
<td>8</td>
<td>3-Mar</td>
<td>Midterm Chapters 1, 4, 5, 8, 10, 11 (100 pts)</td>
<td>Study for Midterm Chapters 1, 4, 5, 8, 10, 11</td>
<td>Midterm online available March 3-March 5. One try, timed (100 pts)</td>
</tr>
<tr>
<td>9</td>
<td>10-Mar</td>
<td>Spring break no class</td>
<td>Get ready to launch your AdWorks</td>
<td>Discussion Board Exercise</td>
</tr>
<tr>
<td>10</td>
<td>17-Mar</td>
<td>Chapter 14 Developing Pricing Strategies and Programs</td>
<td>Read Chapter 14; GOMC Google + Social Media Pre Campaign Report (25 pts)</td>
<td>Discussion Board Exercise; Google Online Marketing Challenge Week 1; GOMC Google + Social Media Pre Campaign Report (25 pts)</td>
</tr>
<tr>
<td>11</td>
<td>24-Mar</td>
<td>Chapter 16 Managing Retailing, Wholesaling, and Logistics</td>
<td>Read Chapter 16; Watch your Google Analytics</td>
<td>Discussion Board Exercise; Google Online Marketing Challenge Week 2</td>
</tr>
<tr>
<td>12</td>
<td>31-Mar</td>
<td>Chapter 18 Managing Mass Communications</td>
<td>Read Chapter 18; Watch your Google Analytics</td>
<td>Discussion Board Exercise; Google Online Marketing Challenge Week 3</td>
</tr>
<tr>
<td>13</td>
<td>7-Apr</td>
<td>Chapter 21 Tapping into Global Markets</td>
<td>Read Chapter 21</td>
<td>Discussion Board Exercise; AdWords Post Campaign Strategy Report (25 pts)</td>
</tr>
<tr>
<td>14</td>
<td>14-Apr</td>
<td>Chapter 22 Managing a Marketing for the Long Run</td>
<td>Read Chapter 22; GOMC Google + Social Media Post Campaign Report (25 pts)</td>
<td>GOMC Google + Social Media Post Campaign Report (25 pts)</td>
</tr>
<tr>
<td>15</td>
<td>21-Apr</td>
<td>Chapter 22 Managing a Marketing for the Long Run; Final Review</td>
<td>Study for final; Report out to Business Owner</td>
<td>Discussion Board Exercise</td>
</tr>
<tr>
<td>16</td>
<td>28-Apr</td>
<td>GOMC Debrief; Final exam Chapter 14, 16, 18, 21, 22 (100 pts)</td>
<td>Study for final Chapter 14, 16, 18, 21, 22 (100 pts)</td>
<td>Take online final April 28 through May 5 One try, timed (100 pts)</td>
</tr>
</tbody>
</table>