

Course ID/Course Name

INFO 5310.001: Marketing and Customer Relationships for
Information Professionals

Fall 2023

Instructor Contact

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Pronouns: she, her, hers

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Office Hours: By appointment. Students are welcome to make an appointment with the instructor at any time to discuss course related questions and issues. Please send email to the instructors on Canvas to schedule online meeting.

Email: evv0002@unt.edu

Course Description

INFO 5310 Marketing and customer relationship management and their importance for libraries and information centers. Principles of marketing, public relations, and outreach. Marketing mix, development and implementation of marketing and customer relationship strategy, mission statement. Market segmentation, the role and characteristic of the users of information services, user needs, groups of users. Service concepts, principles, and techniques in meeting users' information needs. Evaluation of effectiveness in meeting customer service standards, assessment and measurement instruments in user analysis. Emphasis on the marketing and customer services in virtual environment with the use of social media and networking.

Course Structure

INFO 5310, Sections 001, takes the form of an online class. All course materials are available on Canvas learning management system in electronic format. The interaction among the students and instructors in the online learning environment. It promotes intensive study and exchange of ideas. Students will submit all assignments through the tools available on Canvas. Course includes nine modules that last one or two weeks.

Course Prerequisites or Other Restrictions

There are no prerequisites for the course.

Course Objectives

By the end of this course, students will be able to:

1. apply basic marketing, customer service, and customer relationship concepts and principles
2. discuss major issues of marketing and customer relationship presented in the literature
3. interpret marketing and customer service strategy and service concepts
4. obtain a working knowledge of marketing, customer services, advertising, and public relations programs in information services
5. identify and analyze evaluation and assessment instruments of marketing, customer service, and customer relationships

Required/Recommended Materials

There is no required textbook for this course. Course learning materials and required readings are provided in the course content on Canvas. The course Topic Readings based on scholarly and professional literature are available from the UNT Libraries electronic resources. To access the UNT Libraries and their e-databases go to [UNT Libraries website](#) and enter your EUID and password to access the resources. The [UNT Libraries' Policy Manual](#) includes [chapters on Web accessibility](#) and Electronic and Information resources accessibility Policy.

Citation Style Manual

American Psychological Association (2020). *Publication manual of the American Psychological Association* (7th ed.). Washington, DC: American Psychological Association.

Welcome to UNT!

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

Teaching Philosophy

To facilitate learning in the course, the instructor is using multiple methods of teaching, presentation, and resources in various formats that include text, audio, video, software applications. An online course is a living dynamic community and that everyone, from the instructor to the students, must contribute to maintain a positive and productive learning environment.

In addition, it is expected that each student will show a high amount of self-initiative in evaluating and analyzing the course materials and related to the course topics by conducting research, locating the additional reading material, if necessary, for this course. This is part of being an information and knowledge professional. This means that students should be willing to go to the university library (or university library website), the public library, or school libraries, as well as to conduct research online to

complete assignments, as needed. It is the student's responsibility to locate appropriate literature and information sources to complete all assignments. Students should be also able to present the results of their research and analysis in an appropriate professional manner using appropriate software.

Course Technology & Skills

Minimum Technology Requirements

- Computer
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite
- Canvas Technical Requirements (<https://clear.unt.edu/supported-technologies/canvas/requirements>)

Computer Skills & Digital Literacy

Course-specific technical skills learners must have to succeed in the course:

- This course has digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System. Information on how to be successful in a digital learning environment can be found at [Learn Anywhere](https://online.unt.edu/learn) (<https://online.unt.edu/learn>)
- Using email with attachments
- Downloading and installing software
- Using presentation and graphics programs

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT, we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UNT IT Help Desk

Student Help Desk that you can contact for help with Canvas or other technology issues.

Email: helpdesk@unt.edu

Live Chat: [Helpdesk Live Chat](https://it.unt.edu/helpdesk/chatsupport) (<https://it.unt.edu/helpdesk/chatsupport>)

Phone: 940-565-2324

In Person: Sage Hall, Room 330

Hours and Availability: Visit [UNT IT Helpdesk](https://it.unt.edu/helpdesk) (<https://it.unt.edu/helpdesk>) for up-to-date hours and availability

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips) for more information.

How to Succeed in this Course

Communication Expectations: Important course announcements will be posted in the "Announcements" page on Canvas, and students are expected to monitor this area and read the posts. Students are also expected to check their Course E-mail regularly.

The course uses online communication tools on Canvas: discussions and course email. The Canvas discussions area is a public domain that will be seen by all students. If you have questions or concerns that you do not want made public, please direct them to the course faculty in the course E-mail. The course instructor will make every attempt to respond to your emails/questions within *2 business days*. If you have not received a response after that time, please email the course instructor again, as the instructor may not have received your email. You should be receiving feedback on assignments within a week after submission, and grades will be posted in the Grades tab on Canvas. CLEAR has a webpage for students provides [Online Communication Tips](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips).

ADA Policy

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable

accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the [Office of Disability Access](https://studentaffairs.unt.edu/office-disability-access) website (<https://studentaffairs.unt.edu/office-disability-access>). You may also contact ODA by phone at (940) 565-4323.

Supporting Your Success and Creating an Inclusive Learning Environment

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation so we will work as a class to collaborate in ways that encourage inclusivity.

Course Requirements

Assignments

Eight Discussion Posts, seven Reading Assignments, Case Study, Midterm Paper, Term Project. Detailed instructions for each of the course assignments are available in the Assignments tab on Canvas. See Course Calendar for assignment due dates. The Course Calendar is available in the Syllabus tab of the course on Canvas.

Grading

Method of grading: Points. See the possible points and the weight for each assignment in the table below:

<i>Assignment</i>	<i>Percentage of Final Grade</i>
Discussion posts - Eight posts @ 5 points each	40%
Reading assignments - Five assignments @ 4 points each	20%
Exercises - Two exercises @ 5 points each	10%
Case Study	15%
Term Project	15%
Total	100%

Assessing Your Work

Total Points Possible for Semester/Grading Scale = 100

<i>100-90 = A</i>
<i>89-80 = B</i>
<i>79-70 = C</i>
<i>69-60 = D</i>
<i>59-50 = F</i>

A – Excellent work

B – Good work

C – Fair work

D – Passing work

F – given when a student (1) has failed the course while still officially enrolled at the end of the term/semester; (2) is failing in a course and misses the final examination without satisfactory explanation; or (3) stops attending class without completing an official drop or withdrawal. It is student responsibility to contact the CI-Advising and Course Instructor for grade arrangements.

Course Schedule

Course calendar dates for course deadlines, including the final term paper, topics and required readings for each course module are listed in the Schedule of Activities available in the Syllabus tab in the course on Canvas.

Note: Students will be notified by Eagle Alert if there is a campus closing that will impact the class. The course calendar is subject to change. See the UNT Emergency Notifications - <https://emergency.unt.edu/emergency-notifications>. In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Attendance and Participation

Because this course involves collaboration, participation is essential to learning. Our project-based activities require you to be actively engaged in discussions and project work. If you run into challenges that require you to miss an assignment, please contact the course instructor. There may be some flexibility that can be offered to support your academic success.

Students are expected to visit the course page on Canvas regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor prior to being absent, so you, the professor can discuss and mitigate the impact of the absence on your attainment of course learning goals.

Please inform the professor if you are unable to attend class because you are ill, in mindfulness of the health and safety of everyone in our community. See the UNT System COVID information here: <https://www.untssystem.edu/archives/covid-19/index.php>

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT and allows students the ability to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course. For more information, visit Office of the Provost, SPOT page: <https://vpaa.unt.edu/spot>. **Fall 2023 SPOT Survey administration dates are Nov. 20 – Dec. 7.**

Course Materials for Remote Instruction

Remote instruction may be necessary if community health conditions change, or you need to self-isolate or quarantine due to COVID-19. Students will need access to the course on Canvas to participate in fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>

Late Work

UNT instructors have the prerogative to accept or not to accept late work. If you have an emergency, please contact the course instructor to obtain permission for a deadline extension. Otherwise, late submissions will not be accepted. Consideration will be given on a case-by-case basis. Students are asked to contact instructors if they expect to submit work late or intend to withdraw from the course.

Assignment Policy

The official due dates for each assignment are indicated in the Course Calendar available in the Syllabus tab on Canvas. Assignment instructions are available in the Assignments tab in the course on Canvas. The instructions indicate what file type assignments should be saved as and where/how files should be submitted.

Instructor Responsibilities and Feedback

- The instructor's responsibilities in the course: helping students grow and learn; providing clear instructions for projects and assignments; answering questions about assignments; identifying additional resources as necessary; providing grading rubrics, reviewing and updating course content.
- The instructor tries to respond to emails, discussion board posts, assignment submissions/feedback, and grades in a very timely manner.

UNT POLICIES

Academic Integrity

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. You are encouraged to become familiar with the policies of Academic Integrity (<https://vpaa.unt.edu/ss/integrity>). If you are in doubt regarding the requirements, please consult with the course instructor before you complete any requirements of the course.

From the UNT Student Code of Conduct:

Academic dishonesty – plagiarism. The term “plagiarism” includes but is not limited to (a) the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgement and (b) the knowing or negligent unacknowledged use of materials prepared by another person or by an agency engaged in the selling of term papers or other academic materials.

Plagiarism is copying by retyping, cutting, and pasting, or paraphrasing. In this course, beware of the following:

- Do not quote or paraphrase published sources without explicit reference to the original work. Information used or quoted from other sources must contain a citation, whether the source is a print or electronic source.
- Do not insert parts of another students' work into your own work. That students trust you to respect their intellectual product.
- Do not copy and paste parts of the course material into your work without proper citations

Academic Misconduct

Cheating and disciplinary action for cheating is defined by the UNT Policy Manual Code of Student Conduct and Discipline. Cheating is an act of academic dishonesty. It is defined and is to be handled as follows: Plagiarism and cheating refer to the use of unauthorized books, notes, or otherwise securing help in a test; copying tests, assignments, reports, or term papers; representing the work of another as one's own; collaborating, without authority, with another student during an examination or in preparing academic work; or otherwise practicing scholastic dishonesty. Academic dishonesty matters may first be considered by the faculty member who may assign penalties such as failing, reduction or changing of a grade in a test, course, assignment, or other academic work, denial of a degree and/or performing additional academic work not required of other students in the course. If the student does not accept the decision of the faculty member, he/she may have his/her case heard by the academic department chairperson or head for review of his/her case. If the student does not accept the decision of the academic department chairperson, he/she may then follow the normal appeal procedures listed in Disciplinary Procedures.

Code of Conduct

"The primary concern of the University of North Texas is the student. The university attempts to provide for all students a campus environment that is conducive to academic endeavor and social and individual growth. To that end, rules, regulations, and guidelines governing student behavior and the student's relationship with the university have been formulated into a student code of conduct and discipline. Enrollment at the University of North Texas is considered implicit acceptance of these and other policies applicable to students, all of which are educational in nature and designed to help students understand expectations and accept responsibility for their own actions." Please take the time to read and become aware of the UNT Code of Student Conduct - <https://policy.unt.edu/policy/07-012#>

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or

state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. Visit UNT's Code of Student Conduct (<https://policy.unt.edu/policy/07-012>) and the Dean of Students website (<https://studentaffairs.unt.edu/dean-of-students>) to learn more.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle Connect](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

COURSE POLICIES

Penalties for Plagiarism

Plagiarism is illegal, unethical, and unacceptable. Any instances of plagiarism in student work will result in the following penalties: First offense: Grade of zero for the assignment. Second offense: Final course grade reduced by one complete grade. Third offense: Assignment of F (Fail) for final course grade.

Drop Policy

To officially withdraw or drop this course, the student must notify the instructor, the CI-Advising office, and the UNT Registrar. You are not officially dropped until the instructor approves it and the registrar processes it. Denied access to Blackboard does not ensure that you are dropped by the Registrar. It is your responsibility to ensure that the process is complete. A student who does not participate and does not officially withdraw will receive an F in the course.

Attendance Policy

Students are expected to check into class and read announcements and the discussion boards at least once a day. The instructor can track student attendance.

Syllabus Change Policy

There are instances when the instructor may need to change the assignments, grading criteria, and/or

assignment due dates listed in this syllabus. If this becomes necessary, the instructor will immediately notify students of the changes via the “Announcements” section as well as through Canvas email.

Copyright Notice

Some or all the materials on this course website may be protected by copyright. Federal copyright law prohibits the reproduction, distribution, public performance, or public display of copyrighted materials without the expressed and written permission of the copyright owner, unless fair use or another exemption under copyright law applies. The materials on this site are provided solely for the use of students enrolled in this course, and for purposes associated with this course; except for material that is unambiguously and unarguably in the public domain, these materials may not be retained or further disseminated. Any students who use university equipment or services to access, copy, display, perform, or distribute copyrighted works (except as permitted under copyright law or specific license) will be subject to appropriate disciplinary action by the university as well as to those civil and criminal penalties provided by federal law.

Policy on Server Unavailability or Other Technical Difficulties

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty, which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Notice for F-1 Students

Important Notice for F-1 Students taking Distance Education Courses: Federal Regulation
To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations for the section Title 8, part 214 (<https://www.ecfr.gov/current/title-8/chapter-I/subchapter-B/part-214>) requirements concerning distance education courses.

The paragraph reads:

- For F–1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken online or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the course. An online or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F–1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must

be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- Submit a written request to the instructor for an on-campus experiential component within one week of the start of the
- Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services (ISSS) has a form available that you may use for this purpose. Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, the student should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Acknowledgement

Special thanks go to Dr. Suliman Hawamdeh and Dr. Oksana Zavalina for support of development of this course.

Academic Support & Student Services

Student Support Services

Mental Health

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (<https://studentaffairs.unt.edu/student-health-and-wellness-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [UNT Care Team](https://studentaffairs.unt.edu/care) (<https://studentaffairs.unt.edu/care>)
- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)
- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling) (<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

- [UNT Records](#)
- [UNT ID Card](#)
- [UNT Email Address](#)
- [Legal Name](#)

**UNT EUIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.*

Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don't assume someone's name, we should also ask and not assume someone's pronouns.

You can [add your pronouns to your Canvas account](#) so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

- [What are pronouns and why are they important?](#)
- [How do I use pronouns?](#)
- [How do I share my pronouns?](#)
- [How do I ask for another person's pronouns?](#)
- [How do I correct myself or others when the wrong pronoun is used?](#)

Additional Student Support Services

- [Registrar](https://registrar.unt.edu/registration) (<https://registrar.unt.edu/registration>)
- [Financial Aid](https://financialaid.unt.edu/) (<https://financialaid.unt.edu/>)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (<https://studentaffairs.unt.edu/student-legal-services>)
- [Career Center](https://studentaffairs.unt.edu/career-center) (<https://studentaffairs.unt.edu/career-center>)
- [Multicultural Center](https://edo.unt.edu/multicultural-center) (<https://edo.unt.edu/multicultural-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [Pride Alliance](https://edo.unt.edu/pridealliance) (<https://edo.unt.edu/pridealliance>)
- [UNT Food Pantry](https://deanofstudents.unt.edu/resources/food-pantry) (<https://deanofstudents.unt.edu/resources/food-pantry>)

Academic Support Services

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (<https://clear.unt.edu/canvas/student-resources>)
- [Academic Success Center](https://success.unt.edu/asc) (<https://success.unt.edu/asc>)
- [UNT Libraries](https://library.unt.edu/) (<https://library.unt.edu/>)
- [Writing Lab](http://writingcenter.unt.edu/) (<http://writingcenter.unt.edu/>)