

MKTG 3700.007,777 MARKETING AND MONEY 2015 Summer 5wk1 via UNT Blackboard

Instructor: Dr. Gopala "GG" Ganesh
Phone: (940) 565-3129 (fax 565-3803)

Office: BLB 329N
E-mail: ganesh@unt.edu, for personal matters

Mailing Address for USPS:

Professor Gopala Ganesh
1155 Union Circle # 311396
Denton TX 76203-5017
(940) 565-3129

Mailing Address for FedEx/UPS:

Professor Gopala Ganesh
1307 W. Highland Street # 352
Denton TX 76201
(940) 565-3139

Note: Since this is an online class, most professor-students and among the students interactions are expected to take place via the Blackboard Discussion Board. However, if you wish to see me in person, please email me to set up a mutually convenient appointment. You may also ask me questions during the scheduled and announced via Blackboard Go-To-Meeting video and/or audio chats.

UNT Catalog Description: ***MKTG 3700. Marketing and Money.** 3 hours. Students are taught to understand and appreciate the money implications and impact of marketing decisions. The teaching method is "intensively hands-on" and makes use of mini-cases, problems and exercises in the context of market opportunity analysis, market segmentation, and planning and implementing a marketing mix. Prerequisite(s): Junior standing + MKTG 3650 (concurrent OK, but completion is recommended).*

If you do not meet prerequisites, you will be dropped during an audit!

Text and Other Needed Material:

1. While there are no required textbooks for this class, I assume that you have very basic familiarity with Excel and PowerPoint, 2013 or 2010. For business majors, this should not be a problem, since you would have already completed BCIS 2610. For others, it is your responsibility to manage the situation. You might be already aware that several alternative multi-part basic tutorials are available for each software, e.g., on YouTube. There are plenty of books too.
2. The UNT Blackboard Learn website is mandatory and may be accessed via the physical BLB or virtual machine COB labs. Please go to <http://www.cob.unt.edu/lab/virtuallab.php> and locate instructions for installing the PC and MAC Virtual Machine clients on your computer.
3. I have assumed Excel 2013/2010 and PowerPoint 2013/2010 for PC for all assignments. If you are a MAC student, please do one of two things (a) figure out how to do the same thing via your MAC, OR, (b) access and use Excel for PC via the Virtual Lab.
4. I urge you to keep a notepad, a calculator and a flash drive, all dedicated to MKTG 3700.

Distribution of Important Files for Graded Assignments:

I shall upload a zip file collection of materials and resources for each assignment under the Graded Assignments folder on Blackboard. On occasion, I may also distribute such materials via the Blackboard Discussion Board under the relevant forum for an assignment.

The UNT “Blackboard Learn” homepage (<http://learn.unt.edu>) for MKTG 3700 M&M:

Please complete the “I am here” survey via the link on the class homepage. I shall drop students who fail to do this by June 15, 2015.

Your Eglemail (yourname@my.unt.edu) e-mail account:

By default, my announcements and emails go to your UNT Eglemail. Within Blackboard, you may auto-forward these to your preferred email address as follows. First, click the ▼ next to the Logout button at the top right of the screen to open the Global Navigation Menu. Then, click Settings, then Edit Personal Information and change your email address. YOU are responsible for ensuring that my emails reach you.

Course Objectives:

The fundamental goal of this class is to understand the relationship between marketing decisions and their financial implications and/or consequences. We seek to learn analytical methods that you will be (a) asked to use senior level marketing classes, and (b) expected to know in your marketing career. We shall use simple mathematical techniques rarely, if ever, going beyond: +, -, *, /, %, some ^ and working with index numbers. However, there will be lots of hands-on, very intensive analysis. An unstated, but important objective is to pay meticulous attention to detail in all the assignments!

Grading:

This class carries a total of 1000 points. Your semester percentage will be based on this total.

<u>Due On</u>	<u>Component</u>	<u>Max Points</u>
June 18	Excel Homework #1 (based on Modules 03 and 04)	100
June 25	Challenge Case #1: Create and solve your own xlsx (learn Module 05)	150
June 29	Challenge Case #2: Create the pptx for your CC1.xlsx (learn Module 06)	50
July 02	Excel Homework Assignment #2 (based on Modules 07 through 11)	100
read on!	Online Quiz # 1 (Modules 01 and 02)	100
read on!	Online Quiz # 2 (Modules 03 and 04)	100
July 10	Online Final Examination (Modules 03, 04, 07 through 11)	400
Semester Total		1,000

End-of-semester Letter Grades:

Letter grades will be assigned based on earned cumulative semester % (your semester total/1000, expressed as a percentage after rounding up 0.5% or higher), using the following cutoffs. The following letter grades and their interpretations are typical for the COB. If you are a non-COB major, your passing grade requirements will be determined by your own college/program of major.

90%+	= A	Means "Excellent"	60% - 69%	= D	Means "Failing"
80% - 89%	= B	Means "Good"	less than 60%	= F	Means "Failing"
70% - 79%	= C	Means "Passing"			

Class Policies:

- Discussion Board: The Blackboard Discussion Board supplements face to face contact. You MUST post all your questions related to course content and graded assignments there. Someone, possibly a fellow student or I, will answer your question. This will allow the entire class to access the clarifications via the DB, which is organized by forum and thread.
- Honesty: You may not make your work to another student and/or post your complete/partial solutions to the Discussion Board. Each assignment requires individual effort and the use of materials specifically prepared and distributed for it this semester. Dishonest practices **will result in the immediate assignment of a failing semester grade for the recipient and giver of the unfair help.** Please see the attached UNT Academic Integrity Policy.
- ADA Compliance: COB complies with, and I am personally committed to, the Americans with Disabilities Act. If you need assistance, please let me know.
- Attendance: I shall monitor your class-related Blackboard activity. I might drop students with Very Poor access! This will also result in the loss of doles such as bonus points, exam curves etc.
- Submitting Assignments: Printed submission is required. The schedule deadlines is always 4 p.m. on the due date. You MUST implement one of these four submission options by or before that deadline: (option 1) deliver to my lock box in the BLB lab; (option 2) post mark and send by U.S. mail (priority mail is a relatively inexpensive, trackable and fast option); (option 3) courier mark and send by FedEx/UPS. I shall update Blackboard My Grades to let you know about the receipt of your assignment. It is YOUR responsibility to keep track of your assignment and take corrective action, if needed.
- Picking up Assignments: Grades will be posted to Blackboard under the My Grades tab. After that, the assignments may be picked up from a rolling, alphabetized, hanging file cart outside my office.
- Non-submission of Tasks: If you (1) do not complete either or both of the quizzes and/or (2) fail to submit any graded assignment, you will forfeit all doles and just have to settle for the grade you earned strictly per the syllabus!
- My Grades: I expect you to keep track of your grades (via the Blackboard MyGrades tab) and alert me in a timely manner about missing or incorrect grades. For example, do not wait to ask me questions about the Excel HW1 grade until the last week of the semester!

Important Notice International Students on the F-1 visa

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:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose. The form must be submitted to International Advising before the start of the course.

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, s/he should contact the UNT International Advising Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Additional notes to F-1 students:

It is also my understanding that F-1 students are not allowed to take more than a certain number of classes via that format. Please clarify with the UNT International Advising Office (telephone 940-565-2195 or email internationaladvising@unt.edu.)

In the present security environment, and as a former International Student, I strongly advise all international students to be in full, 100% compliance with U.S. Immigration rules and requirements that govern you. If you do, there will be no hassles whatsoever and you can concentrate on your main purpose of being here, i.e. to study!

TENTATIVE Schedule for the Semester (Subject to Revision)

It is YOUR responsibility to be "current" with material posted online!
VERY important to keep up with my announcements and the Discussion Board!

<u>Week of</u>	<u>BB Module</u>	<u>Topic</u>
June 08		Introduction to M&M
	01	Correct handling of percentages
	01	Weighted Average
	02	Balance Sheet and Income Statement
	03	Channel Markups
June 15	04	Contribution Analysis and Breakeven Point
	07	Applied Analysis: Marketing Mix, Product
June 22	08	Applied Analysis: Marketing Mix, Promotion
	09	Applied Analysis: Marketing Mix, Price
June 29	10	Applied Analysis: Marketing Mix, Place
	11	Assessing Market Opportunity: Net Present Value
July 06	11	Assessing Market Opportunity: Net Present Value
		Catch-up and Review
ON July 10		Online Final Examination; Details Later!

Note:

Module 05, "Designing an Excel worksheet from scratch" and Module 06 "Designing a PowerPoint presentation from scratch" are both "How to" modules, not lessons. You need to go through them in order to complete the CC1 and CC2 assignments.

Deadline Dates:

June 08	First Class Day of the Semester
June 11	Student may drop class without instructor permission
June 15	Student dropped for not completing the "I am here" survey
June 18	Student may drop class with permission and automatic W
July 01	Student may drop class with permission and grade-to-date W or WF

Online Quizzes

- Open book but own effort. You may refer to class as well as all Blackboard materials, but NOT other students.
- Please take the quiz at home or work, via your own laptop accessing the campus WiFi network are all OK. Do not take the quiz in the UNT or COB labs because that would inconvenience other students.
- Two quizzes will be scheduled @ 100 points each.
- You may take each quiz twice. Better of the two scores will count.
- 2 hour time limit per quiz attempt from start time. You must complete the attempt in that time window. The clock will be ticking while you take breaks, if any.
- 25 questions per quiz @ 4 point each, randomly selected from a large pool, for a maximum of 100 points per quiz.
- Missed quizzes will be scored as zeros.

Ten Day Availability Window for Online Quizzes

Quiz#	Topic	Opens Saturday	Closes Monday
01	Modules 01 and 02	June 13	June 22
02	Modules 03 and 04	June 20	June 29
Both quizzes will remain open for 10 days per above schedule.			
Each quiz will BEGIN @ 12:01 am on the first date and END @ 11:59 pm on the second date.			
Example: Quiz 01 begins at 12:01 am on Saturday June 13 and ends at 11:59 pm on Monday June 22.			
Please identify a convenient single block of 2 hours during the availability window of each quiz to take it.			
Avoid quiz attempts during the 11:00 pm Saturday to 02:00 am Sunday Blackboard maintenance window.			
Quizzes "auto-submit" when time expires. Hence, time management is VERY important!			
You may take each quiz twice and the better score is retained.			
Your score and complete feedback on a quiz attempt will be available as soon as you submit that attempt.			



UNT ACADEMIC INTEGRITY POLICY

(Source: Code of Conduct and Discipline at the University of North Texas)

DEPARTMENT AND UNIVERSITY POLICIES

Each student should be aware of the guidelines for academic honesty as outlined in the UNT Code of Student Conduct and Discipline which provides penalties for misconduct by student, including academic dishonesty.

YOU MUST DO YOUR OWN WRITTEN AND ANALYTICAL WORK FOR EACH ASSIGNMENT labeled as an individual assignment. You may discuss individual assignments, other than exams, with other students but the content of the submitted individual paper must be your own analysis and conclusions. Dishonesty, including but not limited to cheating on tests, plagiarism or receiving unauthorized help with your papers or exam, is taken seriously and will be investigated. The minimum penalty for academic misconduct is an "F" on the assignment. The maximum penalty is an "F" in the course and referral to the Dean of Students for disciplinary action which may include expulsion from the University.

Academic dishonesty includes cheating and plagiarism. The term "cheating" includes, but is not limited to, (1) use of unauthorized assistance in taking an exam; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

The examination instructions are very clear regarding what materials may be used on the exam. **If you "preprogram" your calculator, use any materials other than those permitted on the exam, talk with other individuals during the exam, exchange information about an exam with an individual that has not taken the exam, or copy or use material from another individual's exam, you will receive a failing grade for the course.**

According to University policy, if you become aware of any misconduct related to academic integrity, you should inform me or another proper authority such as the department chair or associate dean.

The term "plagiarism" includes, but is not limited to, the use, by paraphrase of direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling (or disseminating) of term papers or other academic materials.

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