

Course Syllabus

MKTG 3650.001 — 2020 Summer 5W2



Course Description

Marketing is a critical discipline in almost all well-rounded business education curricula. It is both an area of academic inquiry and a vital business function. This course will cover the concepts, principles, and theoretical underpinnings of modern marketing knowledge and indicate their significance in the context of business practices. It will also provide an overview of the range of activities performed by marketing managers.

Course Objectives

Upon successful completion of this course, students should be able to:

1. Recall critical features of the marketing discipline.
2. Identify the hierarchical stages in the historical development of the modern marketing concept.
3. Define and explain each of the stages that led to the development of the marketing concept.
4. Explain the role and importance of consumers in the marketing process.
5. Enumerate the stages of the consumer decision process and the managerial implications of each.
6. Recall the critical components of the organizational buying process and the managerial implications of each.
7. Explain the critical constructs that constitute marketing strategy.
8. Recall the importance of segmentation, targeting, and positioning in the context of strategic marketing decision making.

Prerequisites

There are no required prerequisites for this course (other than Junior standing). However, to be successful in this course, you will need to commit to spending about ten hours a week reading

the assignments, reflecting on the material covered, and participating in other activities throughout the course.

Communication

- Instructor: Dr. Jhinuk Chowdhury
- Office Hours: Because of COVID-19 related concerns, I do not have the authorization to meet with you in person. However, I will be available via the Zoom video conferencing tool (see schedule on the course calendar for predetermined Zoom meeting times). Alternatively, you may Inbox me to set up a Zoom meeting at a time that is convenient for both you and me.
- Phone: (940) 565-2135
- Email: *jhinuk.chowdhury@unt.edu*. However, **Canvas Inbox** is my preferred mode of **communication**. Also, please read the paragraph below.

It will be helpful for you to know:

1. It would be best if you seek answers to most **general questions** through the **General Q&A Forum** in the *Discussions* tool of Canvas. If you have a general question about the course or assignments, please post it there. Either I will answer it, or one of your classmates will. This way, we can all benefit from the questions asked, and the answers will be available in a place that the whole class can see. You may also want to find someone in class with whom you can be a "buddy" — this will give you at least one other person you can email with questions.
2. If you have a *private* question, please contact me via **Canvas Inbox**, and I will endeavor to respond within 24 hours on weekdays (usually sooner). *Canvas Inbox* is a far better way of contacting me than direct email.
3. If you need to **email** me directly, please begin the **subject line** with **[MKTG 3650]** — including the square brackets. Doing that will bring the message into a specially designated folder in my Inbox and not get lost in the "deluge." Here is an example of a subject line of an email message:

"[MKTG 3650] – Can I set up a time to chat with you over Zoom, please?"

Textbook

This course does not require you to buy or rent a traditional paper-based textbook. Instead, I strongly urge you to *subscribe* to a "virtual book" (also known as an *online course*) available on a website that will be announced via Canvas.

Disabilities Accommodation

The University of North Texas complies with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act of 1990. The University of North Texas provides academic adjustments and auxiliary aids to individuals with disabilities, as defined under the law. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities.

If you believe you have a disability requiring an accommodation, please see the instructor and contact the Office of Disability Access (ODA), located at Sage Hall 167 (Phone number: 940-565-4323), during the first week of class.

Course Grading

Grading Scale:

Your overall semester grade will include evaluations of your performance in the following two areas:

- **Exams** (delivered through Canvas, using *Respondus LockDown* browser) — 75% of the overall grade.
- **Assignments** (including short quizzes, essays, and discussions) — 25% of the overall grade.

The final course grade will be determined using the following formula:

OVERALL =

$$[(\text{AVERAGE of } \textbf{EXAMS}) * 0.75] + \\ [(\text{AVERAGE of } \textbf{Assignments}) * 0.25]$$

The LETTER GRADE assignment, based on the *OVERALL* score, will be as per the following scheme:

| | |
|---------------|---|
| 90% and above | A |
| 80% - 89.99% | B |
| 70% - 79.99% | C |
| 60% - 69.99% | D |
| Less than 60% | F |

There will be **no rounding up** of scaled points; the grades will be determined precisely by the ranges shown above.

If you withdraw from the class, it is your responsibility to remove your name from the class rolls. If you withdraw and do NOT remove your name from the class rolls, you will receive a failing grade (F) for this course at the end of the semester.

Exams

Exams constitute 75% of the semester grade.

Exams will cover recorded class lectures, lessons, handouts, readings, class exercises, videos, discussions, and guest lectures (if there are any) that have been covered in the course till the day of the exam.

The exams will be delivered via *Canvas* and *LockDown browser*. You will need to take the exam on your (personal) laptop or desktop computer.

To take the test, ***you must download the LockDown Browser (Student Edition) browser ahead of time***. On your personal computer, you can install the LockDown browser by visiting this **web page** (<https://clear.unt.edu/supported-technologies/respondus-lockdown-browser>). Scroll down to the section with the header, "Download LockDown Browser (Student Edition)."

If you do not own a computer, the University may be able to provide you with a laptop; please see the information here:

A limited number of Windows and Mac laptops are available for checkout. (See <https://library.unt.edu/services/laptop-checkout/>) in Willis Library between 10 a.m. to 4 p.m. for UNT faculty, staff, and students with UNT ID.

Laptops will be available for checkout for the remainder of the semester on a first-come, first-served basis. If you need a laptop, please email Willis Library at Lib.Support@unt.edu.

Missed Exams: You will be allowed to make up a missed exam only if you have a documented university-excused absence. (<https://policy.unt.edu/policy/06-039>). If you know in advance that you will miss an exam, you **MUST** contact your instructor *before* the scheduled exam. Make-up exams may not contain the same questions as the regular exam; they may have a completely different format. Make-up exams will be scheduled within three days of the initially scheduled exam, and no more than one alternative timeslot will be offered (depending on what is convenient for the instructor and the teaching assistant). If the student does not take the exam within this alternative time slot, no additional make-up exam will be given. The implication of a missed exam is a score of zero for that exam.

Assignments

Assignments (which may include Quizzes, Short Essays, and Discussion items) is worth 25% of the semester grade:

There will be multiple assignments. Please endeavor to submit it well before the deadline.

Please note:

- Under no circumstances will an assignment be considered for a grade if you do not submit it through Canvas (or whatever medium is designated in the detailed description of the assignment). **Attempted submissions via an email message, an attachment to an email message, or hard copy will not be entertained at all.**
- You may be able to submit some (but not all) assignments after the original deadline. However, for late submissions (where it is allowed), Canvas will automatically deduct 20% of the grade for each day by which you are late. This policy is immutable.
- Please be advised that written (essay-format) submissions of all kinds are liable to be scanned by (or submitted via) **Turnitin** or other plagiarism detection utilities.

Grade-Related Policies

Turnaround Time

I aim to return graded work to you within 96 hours after the expiration of the due date and time. In cases where this is not possible, I will send an announcement to the class.

Grade Disputes

You are required to wait 24 hours before contacting me to dispute a grade. Within that time, I expect that you will review the assignment details and reflect on the quality of the work you turned in. If you would still like to meet, email me to set up a Zoom meeting. (I cannot discuss grades over email.) You should come to the scheduled Zoom meeting with specific examples that demonstrate that you earned a higher grade than you received. If you miss your scheduled session, you forfeit your right to a grade dispute. *If you do not contact me to schedule a meeting within four days of receiving your grade*, you also relinquish your right to a grade dispute.

Extra Credit

There are no extra credit opportunities in this course.

Extra Help

PLEASE DO NOT WAIT UNTIL THE LAST MINUTE. If you are having trouble with this class, please visit with your instructor as early as you can.