

**COURSE SYLLABUS – MKTG 4890.501-SPRING 2022**  
**UNIVERSITY OF NORTH TEXAS**  
**FRISCO CAMPUS**

This course meets Thursdays, at 2:30p, in Hall Park A, Room 107 – as per our ‘official course schedule’. Please look at our list of face-to-face meetings. Subject to change with announcement by instructor.

### UNT Catalog Course Description & Prerequisite:

**PREREQUISITE:** Must be Graduating Senior status. **Must have completed MKTG 3650, MKTG 3700, and MKTG 3710 courses** before enrolling in this course. *No concurrent enrollment. No prerequisite waiver. Students are dropped the first week if these courses are not already completed.*

*Highly recommend you are not also enrolled in either BUSI 4890 (Business Policy) nor MKTG 4330 Product Planning & Brand Management. These are also extremely difficult & time consuming.*

**CATALOG DESCRIPTION:** MKTG 4890-Applied Marketing - Students work in individual **and team settings** to analyze cases and to develop a comprehensive marketing plan, requiring integration of a wide range of marketing principles and practices. The cases, as well as the integrated marketing plan, require students to identify market opportunities and challenges, formulate actionable plans to address organizational strengths and weaknesses, and execute a marketing mix strategy. Requires both oral and written presentation of cases, as well as the marketing plan.

### EXPECTED INDIVIDUAL SKILLS FOR THIS COURSE:

*As seniors, the expectation is you have the following skills ready to apply for a role as a professional marketer. Please take a moment and go through this checklist and see if you have these skills:*

- ✓ Ability to use MKTG 3700 and MKTG 3710 knowledge to analyze market data. Specifically, you can add, subtract, multiply and divide, calculate marketing metrics, determine break-even and graph break-even.
- ✓ Ability to produce professional communication in all assignments. As a Senior in college the expectation is you have a solid command of English language (American), including grammar, tense, capitalization, punctuation, spelling and correct use of brand names (Example: iPad not Ipad, or AT&T not At&t).
- ✓ Ability to use MS Excel, MS Word, the grammar, spell and especially the readability scores feature in MS Word.
- ✓ Ability to use UNT Library resources or contact the library for help.
- ✓ Demonstrate the ability to find and use ‘credible’ sources, meaning conduct secondary research at a professional level of performance. Credible sources for this course are industry credible sources, not academic journals.
- ✓ Demonstrate the ability to use a digital marketing dashboard, such as Google Analytics.
- ✓ Knowledge and use of APA in-text and APA reference style. By now, you have used at least one citation style. This course uses APA in-text and APA reference style. See the ‘Resources’ module in Canvas if you need additional explanation.
- ✓ Ability to work in a team setting! Our university Academic Integrity and Honesty policies explain how members can and will be dismissed from teams, being dismissed or receiving poor team performance grade is, historically, the primary reason students fail this course. See university Catalog description of this course and please, re-read course objectives.
- ✓ Read, write, and perform math at a undergraduate Senior level.
- ✓ Ability to use skills from accounting and finance courses to determine profit/Loss and estimate profit/loss, estimate best use of marketing dollars.



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- ✓ Investigate, identify, analyze and report a Situation Analysis (External, Internal, Customer) especially using the PERTLE and Porter's 5 forces you were taught in prior classes.
- ✓ Organize Situation Analysis data and report that data into Strengths/Weakness; Opportunities/Threats.
- ✓ Identify, examine, investigate marketing problem within the marketing mix.
- ✓ Evaluate market mix strategies & make clear, actionable, measurable, accountable recommendations, with cost/benefit.
- ✓ Knowledge of CANVAS its uses, and technical requirements.
- ✓ Knowledge of Google Docs its uses, and technical requirements.
- ✓ Ability to prepare for exams (aka test, quizzes) using Respondus Lockdown Browser with Video Capture when or if required.
- ✓ Time management, critical thinking and organization skills.

### Course objectives:

1. Demonstrate the ability to work in a marketing team successfully and professionally.
2. Demonstrate the marketing skills acquired during the degree program to analyze cases.
3. Identify market opportunities and challenges.
4. Formulate actionable marketing plans to address organizational strengths and weaknesses and leverage market opportunities while monitoring market threats.
5. Design a measurable, targeted executable marketing mix strategy.
6. Create a 'marketing' dashboard to track effectiveness of marketing effectiveness.
7. Demonstrate professional communication skills in both and oral and written fashion.
8. Demonstrate the skills needed to be hired in a professional marketing capacity.



### Instructor Information:

Name:	Dr. Tina C. Mims, IES®, GAC, ASB, my PhD. Is in Marketing.
Contact:	Text is preferred – 469-951-3200 or use this email address to SMS my cell at <a href="mailto:4699513200@tmomail.net">4699513200@tmomail.net</a> . <i>Please do not email me for any class related questions I prefer a text, then we can decide if we need a virtual meeting=).</i>
Office Location:	Prefer virtual meetings. Please contact me to schedule a meeting. My office is in Hall Park A, room 126.
Course Dates:	Tuesday, Jan. 18 <sup>th</sup> at 8am, course closes at 11:59:00pm May 14, 2022.
Office Hours:	Prefer virtual meetings, however, I'm on campus Monday's between 2:30 & 6p. I'm also happy to meet before/after our Thursday class. Just text me.
Class Location:	Hall Park A- Room 107
Course Credits:	3 hours- This course is a senior level class with required pre-requisites that cannot be waived.

### ALL TIMES USED IN THIS SYLLABUS ARE CENTRAL TIME

### Required materials, software, hardware & applications:

**Textbook:** APPLIED MARKETING, by Padgett, published by Wiley, 2<sup>nd</sup> edition

**Textbook: Application:** Student needs WILEY PLUS

No student is required to buy textbooks through the university bookstore – these is Texas Law (HB 81). ***The textbook and the Wiley Plus application costs a lot less through Wiley.***

**Hardware required:** Video / audio recording capability for Capstone project presentation & tests

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**Software required:** Microsoft Office Suite, especially MS Word, MS PowerPoint, MS Excel  
Applications required: Canvas, Respondus Lockdown Browser with Video capture, GoogleDocs  
UNT Techtour completion required: <https://it.unt.edu/techtour>

To meet technology requirements for this course, students have the ability to access student computer labs and have virtual access to software needed. Additional services to support technology needs required in the course by students please email questions to: [helpdesk@unt.edu](mailto:helpdesk@unt.edu) or call 940-565-2324.

### ***Technology Agreement with Students***

Here is the technology expectation from the instructor with every student:

You, the student, are responsible for obtaining and maintaining any equipment and ancillary services needed to connect to or access the Canvas or UNT Zoom account. You, the student, are responsible for obtaining and maintaining any equipment and ancillary services needed to connect to or access any materials provided in the course by the instructor.

You, the student, are responsible for your access, including without limitation, working hardware, software, internet service, cable, modems, or telecommunication capacity necessary to attend the course online or face-to-face. You are solely responsible for ensuring that the equipment you choose to use and ancillary services are compatible with the Canvas, Zoom, the UNT website, UNT library site, any course materials provided, and software required.

***This particular instructor has a zero-tolerance policy for technology excuses unless UNT makes a university wide announcement of a problem.*** Reasons that support this zero-tolerance policy include: 1) sufficient resources are available to any student to check the system the student chooses to use, 2) it is the student's decision ***when, where, and how*** they desire to access course materials, 3) the student agrees before beginning any test or exam in Canvas they understand ***there are no resets***, and 4) the ***student has an obligation to fix*** any technical issues ***before making additional test attempts*** at any time – this requires time management skills on the part of the student.

### **LATE POLICY**

Missing a due date for any graded requirement causes two things: 1) you are absent (SEE ATTENDANCE POLICY) and 2) each day late is a 30% reduction in points. See under START HERE in CANVAS for details.

### **OFFICIAL COURSE SCHEDULE**

See Exhibit A for a complete list of activities, graded requirements, due dates and point values.

### **INCOMPLETE GRADES**

As a rule, this course does not issue incomplete grades unless required to do so under University Policy or at the request of the Dean of Student's office.

### **COPYRIGHT PROTECTIONS AND U.S. COPYRIGHT LAW- TITLE 17**

Our course materials are all copyright protected under U.S.C. 17. Please read the details carefully under our START HERE in CANVAS to see possible, fines and criminal penalties under U.S.C 17. The course design is by Dr. Tina C. Mims.

## UNT POLICIES – Required Statements for any Syllabi



**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. Read in Canvas, under 'Start Here' module on how the instructor applies this policy in this course.

**Persons with Disabilities.** 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 website at <https://studentaffairs.unt.edu/office-disability-access>. You may also contact ODA by phone at (940) 565-4323. This instructor makes every effort to comply with student accommodations to the extent that support provided may be included in every Canvas page or document as necessary.

**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.

**Rules of engagement** refers 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 is 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 (especially in verbal settings). 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.

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- **Proofread and fact-check your sources.**
- Keep in mind that online posts can be permanent, so think first before you type.



**STUDENT ATTENDANCE Policy number: 06.039-** Absences do not exempt students from academic requirements. Excessive absences, even if documented, may result in a student failing the course. An incomplete may be granted if the student has a passing grade, but only if the instructor determines that it is feasible for the student to successfully complete remaining assignments after the semester. Pursuant to university policy, student must apply for a university excused absence, following the procedure of the Dean of Students. Failing to provide documentation of an excused absence from the Dean of Students (in accordance with these university requirements) will earn a zero. Contact the Dean of Students at [deanofstudents@unt.edu](mailto:deanofstudents@unt.edu) or 940-565-2648.

**Student Responsibility.** The student is responsible for regular and punctual attendance and is expected to participate in all courses in which the student is enrolled.

**Faculty Responsibility:** **Notice of Attendance Expectations. Attendance is 'not' graded-but full participation is expected-read more in Canvas, under 'Start Here'-How you are evaluated.** Faculty members must clearly state in their syllabus the requirements for class absence and/or participation and the impact of absences/participation on course grades. **Specifically, for this course the instructor is notifying you that an 'absence' is:**

Missing a 'due' date

Missing a face to face meeting

Missing deadlines- such as not turning in work in-class when asked

Missing deadlines with your team- work you owe your group is due when your group agrees

Missing team meetings with your group

Missing Zoom meetings -if any ( students have the alternative of substituting attending Zoom meetings by watching the recording however, by failing to watch the recording in full an absence takes place (pass-codes are required and the time stamp by Zoom is the oracle of truth=).

After 2 absences student's information is emailed as a concern to the Dean of Students to investigate if the student is ill, emergencies are taking place, etc. Please be on time and not 'absent'.

**UNT COVID 19 POLICIES as of AUGUST, 2021:** In accordance with Governor Abbott's Executive Order 36 Prohibiting Government Entities from Mandating Masks, face coverings are no longer required at UNT.

**However, it is very important to recognize and follow these new policies regarding COVID:**

Mandatory Testing all students, faculty, and staff will be required to have a COVID-19 test at designated intervals throughout the semester to be determined and announced. Vaccinated individuals can opt-out of the mandatory testing requirement by uploading proof of vaccination. More at the [Student Health and Wellness site](#)

Testing is available in the Union through Curative, as well as the Student Health and Wellness Center. More testing information can be found at the [Student Health and Wellness website](#). All on-campus tests will be automatically shared with UNT, but tests from off-campus sites must be uploaded.

Mandatory Self-Reporting Students, faculty, and staff will continue to be required to report symptoms and exposure to [COVID@unt.edu](mailto:COVID@unt.edu), quarantine as necessary, and cooperate with the UNT COVID-19 Contact Tracing Team. Learn more at [healthalerts.unt.edu](http://healthalerts.unt.edu).

Disciplinary Actions for Non-Compliance Students who fail to comply with the mandatory COVID-19 testing and reporting requirements will go through the Student Conduct Process. This may result in being considered a student not in good standing. A status of "not in good standing" means a student is not fully eligible to

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participate in university activities and privileges or faces possible separation (i.e. suspension or expulsion) from the university.

For On-Campus Students All students living in on-campus housing have been instructed to develop an action plan in the event they are required to isolate or quarantine due to a positive COVID-19 diagnosis or exposure. Residents who test positive for COVID-19 will need to isolate at an off-campus location for 10 days. UNT is not providing a location for students to complete either quarantine or isolation and will not cover any associated expenses.

**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.

**Retention of Student Records.** Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept *for at least one calendar year* after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

***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 website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads: (G) 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 on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally using 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 F-1 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:

- (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 Student and Scholar Services Office (ISSS). ISSS has a form available that you may use for this purpose.

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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, she/he/they should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email [internationaladvising@unt.edu](mailto:internationaladvising@unt.edu)) to get clarification **before the one-week deadline**.

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This is not a legal contract. It is a set of course policies, university policies and expectations for this course in terms of its objectives, requirements, tasks and activities, schedule of classes, material requirements, assessments, and evaluation criteria. We will try to adhere to this as much as possible. **However**, depending upon the need of this particular group of students in this section, the instructor reserves the right to change these plans, including adding/removing material, cancelling or modifying in-person meetings, assignments, or assessments; as well as alter other policy requirements included in this document and/or announced in class.

Courtesy- Here is a List of Commonly used Support Services at UNT & phone numbers:

Main Switch Board- Denton	940-565-2000
Business Librarian, Ms. Yvonne Dooley	940-565-2013
UIT Help Desk: UIT Student Help Desk site ( <a href="http://www.unt.edu/helpdesk/index.htm">http://www.unt.edu/helpdesk/index.htm</a> )	
Email: <a href="mailto:helpdesk@unt.edu">helpdesk@unt.edu</a> Phone: 940-565-2324	
For additional support, visit Canvas Technical Help ( <a href="https://community.canvaslms.com/docs/DOC-10554-4212710328">https://community.canvaslms.com/docs/DOC-10554-4212710328</a> )	

*This instructor does not teach how to use Canvas, see the Course Objectives for what is taught in this class.*

### **POSTING OF FINAL COURSE GRADES**

**Each faculty member has the right to post or not post final course grades for each class to CANVAS. Final course grades provided to a student by a faculty member may not be relied upon as official.**

In accordance with UNT Policy, students may only access **their 'official' final grades online via the Registrar's Office**. According to FERPA, faculty may not provide interim or final grade information to students via telephone, email, posting or any other source which might compromise student confidentiality.

😊 'Repeating' a point; typos or complete goofs are unintentional. *As a courtesy please, let me know if you see something that does not seem just right by texting me. Gratefully, Dr. M*

MKTG 4890- 'OFFICIAL COURSE SCHEDULE- Version 01/18/2022'

Week #	Week Starts on:	Meeting date:	Meets how, when, where?	Description of Requirements	Due Date (all times are 11:59:00 central)	Individual or Group Grade	Learning Objective	Points Possible	Total Class Value
1	Tue-Jan-18	Thu-Jan-20	F2F @2:30p HPA107	Read the Start Here area, read Syllabus, read Team Performance Agreement, read UNT Conduct Policies, read required case information read how our textbook is used. Bonus for attending 1st class meeting.	Sun-Jan-23	Individual		Bonus 10	
2	Mon-Jan-24	Thu-Jan-27	F2F @2:30p HPA107	<b>Complete 1 quiz &amp; 1 assignment:</b> Syllabus-Performance & Policy test-must earn 100% to move forward, assignment onTSL mission statement is due. In class we prep for next week individual presentation of skills.	Sun-Jan-30	Individual		60	3%
3	Mon-Jan-31	Thu-Feb-3	F2F @2:30p HPA107	<b>Individual mini-simulation due.</b> In class we select team captains, select team members, prep for Case Assignment 1. <b>Group PPT due Feb 7.</b>	Individual due Sun Feb 6; Group due Mon-Feb-7	Individual and Group		50	3%
4	Mon-Feb-7	Thu-Feb-10	F2F @2:30p HPA107	<b>Case 1 Team Presentations-in Class Feb 10, Individual mini-simulation due Feb 13, Complete Peer Assessment.</b> In class we prep for Case 2.	Sun-Feb-13	Group & Individual Assignments		85	4%
5	Mon-Feb-14	Thu-Feb-17	F2F @2:30p HPA107	<b>Case 2 Team Presentations-in Class Feb 17, Individual mini-simulation due Feb 20, Complete Peer Assessment.</b>	Thu-Feb-17, Sun-Feb-20	Group & Individual Assignments		110	6%
6	Mon-Feb-21	Potential Asynchronous-Online		Introduction 'Live' Case-Complete Data Analysis in Class and External Research Assigned. <b>Individual mini-simulation due.</b> Group meets privately w/ instructor.	Virtual Group Mtg Thu Feb 24, Indiv. Due Sun Feb 27	Group & Individual Assignments		75	4%
7	Mon-Feb-28	Thu-Mar-3	F2F @2:30p HPA107	<b>Individual mini-simulation due.</b> Groups complete Situation Analysis in Class-Teams determine target for Marketing Plan.	Sun-Mar-06	Individual		50	3%
8	Mon-Mar-7	Thu-Mar-10	F2F @2:30p HPA107	<b>Complete Peer Assessment. Team presentation due in class Mar. 10</b> (Sit. Anal +target). Create Research Plan & Survey-deploy survey, <b>2 Individual Simulations due.</b>	Group due Thu-Mar-10, Indiv due Sun-Mar-13	Group & Individual Assignments		225	11%
9	Mon-Mar-14	<b>Spring break (no classes)</b>							
10	Mon-Mar-21	Thu-Mar-24	F2F @2:30p HPA107	<b>Individual Simulation Due. Teams Target Estimate+Product desc/benefit due. Complete Peer Assessment.</b>	Sun-Mar-27	Group & Individual Assignments		200	10%
11	Mon-Mar-28	Thu-Mar-31	F2F @2:30p HPA107	<b>2 Individual Simulations Due. Group Updates Mktg Plan - Includes Pricing/Place Due. Complete Peer Assessment.</b>	Sun-Apr-03	Group & Individual Assignments		250	13%
12	Mon-Apr-4	Thu-Apr-7	F2F @2:30p HPA107	<b>Individual Simulation Due. Teams add Promotion to their Marketing Plans due. GAC Certification due.</b>	Sun-Apr-10	Group & Individual Assignments		175	9%
13	Mon-Apr-11	Thu-Apr-14	F2F @2:30p HPA107	<b>Individual Simulation Due. Teams revise plan add Forecasting. Complete Peer Assessment.</b>	Sun-Apr-17	Group & Individual Assignments		250	13%
14	Mon-Apr-18	<b>Potential Asynchronous-Online</b>							
15	Mon-Apr-25	Thu-Apr-28	F2F @2:30p HPA107	Groups meet privately with instructor <b>Groups present Plans to all Teams. Complete Peer Assessment.</b>	Thu-Apr-21 Thu-Apr-28	Group & Individual Assignments		50 120	3% 6%
16	Mon-May-2	Thu-May-5	<b>Presentations or Review - TBD- Pre-Finals Week</b>						
17	Mon-May-9		<b>Presentations TBD</b>						
<b>NOTES:</b>									
University is Closed Monday, Jan 17th.									
TBD= To Be Decided & Announced									
What are 'credible' sources? - Resources listed in Canvas are terrific to use, just avoid Journal articles from Scholarly Journals									