

Instructor Information:

Name: Dr. Tina C. Mims, IES®, GAC, ASB
Contact: Text is preferred – 469-951-3200 or use this email address to SMS my cell at 4699513200@tmomail.net. Please, do not email me via canvas or other means for any class related questions.
Office Location: Virtual. Please contact me to schedule a meeting.
Course Dates: Begins Monday, July 6 at 8am, course closes at 11:59:00pm Friday July 7.
Teaching Assistant: Ms. Kylie Vo
Contact: By email at Kylie.Vo@unt.edu.
Class Location: 100% online
Course Credits: 3 hours- This course is a Senior level class.

Catalog Course Description & Prerequisite:

PREREQUISITE: Must be Graduating Senior status. Must have completed MKTG 3650, MKTG 3700, MKTG 3710 courses before enrolling in this course. No concurrent enrollment. No prerequisite waiver.
MKTG 4890 - Capstone marketing course. 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.

Required materials, software, hardware & applications:

Textbooks: None

Hardware required: Video / audio recording capability for Capstone project presentation & tests
Written Materials: Provided within the course.

Software required: Microsoft Office Suite, especially MS Word, MS PowerPoint, MS Excel

Applications required: Canvas, Respondus Monitor, 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 or call 940-565-2324.

Course Objectives:

1. Demonstrate student knowledge of marketing strategy
2. Demonstrate student knowledge of case analysis through marketing metrics & breakeven analysis
3. Demonstrate student knowledge of Problem Identification, Situation & SWOT analyses through credible research/investigation
4. Demonstrate student marketing mix knowledge
5. Demonstrate communication, cooperation, critical thinking skills
6. Demonstrate financial analysis & projection skills for marketing plan
7. Professionally present marketing plan through oral & written methods of communication

Methods of Instruction:

Contrast to other courses that introduce new material, this senior course is an entire semester dedicated to the assessment of the graduating student's marketing knowledge. In this class there are a



combination of graded activities to complete each week that may include any of these: Tests (aka Quizzes or Exams), Discussions, Assignments, Labs, etc. All tests require Respondus Monitor with Video capture (see in Canvas links provided to access), also see under required materials.

Types & numbers of Assessments to identify student knowledge during the semester include:

Tests	1 (individual grade)
Discussions	4 (individual grade)
Cases	2 (individual grade)
Capstone	1 (group grade)
Capstone drafts	3 (group grade)
Zoom meeting	3 (group grade)
Participation	3 (determined by teammates-individual grade)
Video Presentation	1 (group grade)
MSppt Presentation	1 (group grade)

Skills Required before beginning the course:

1. Read, write, and perform math at a undergraduate junior or higher level
2. Specifically, can add, subtract, multiply and divide, calculate marketing metrics
3. Determine break-even and graph break-even
4. Determine profit/Loss and estimate profit/loss
5. Investigate and identify Situation Analysis (External, Internal, Customer)
6. Organize Situation Analysis data into Strengths/Weakness; Opportunities/Threats
7. Identify, examine, investigate marketing problem within the marketing mix
8. Evaluate market mix strategies & make clear, actionable, measurable, accountable recommendations, with cost/benefit
9. Knowledge of CANVAS its uses, and technical requirements
10. Knowledge of Google Docs its uses, and technical requirements
11. Investigate and find information using UNT Library databases and other credible resources
12. Ability to prepare for exams (aka test, quizzes) using Respondus Lockdown Browser with Video Capture (Monitor) when required
13. Utilize the grading rubrics made available
14. Profit from all materials made available to the student
15. Participate/attend in the online and face to face classroom (when/if this class meets)
16. Follow and use the APA in-text citations style and the APA Reference list style

GRADING



Each module has its own unique combinations of requirements. Each business day has its own unique combination of tasks, activities and requirements.

There is no curving in this course. The following scale describes the assessment of the student's performance. Students encouraged to read the grading rubrics and grade samples provided in CANVAS.

Grade:	Total Points
Minimum for an A	1080
B issued for	960 to 1079
C issued for	840-959
D issued for	720-839
719 and under = F	

Grading Rubrics available in CANVAS explain expectations for TYPES OF TEST QUESTIONS, WRITTEN ASSIGNMENTS/CHALLENGES/LABS AND DISCUSSIONS. Graded samples may also be provided. Students are expected to make use of and profit from the materials provided in this course, and University support services such as online learning courses, LYNDIA, Helpdesk, Write Cite, to name a few.

Caution: GRADES OF ZERO ARE ISSUED TO STUDENTS ON REQUIRED ACTIVITIES

BY:

1. Emailing any graded requirement to the instructor,
2. Failing to exit the tests by the allotted time provided,
3. Failing to make best effort on each and every test attempt,
4. Making any copy or “print screen” of any test questions,
5. Sharing quiz content with classmates,
6. Posting quiz content on any external site (this is unlawful under U.S. Copyright!)
7. Using references that are from wiki’s or crowd sources,
8. Plagiarizing,
9. Failing to upload files in CANVAS for all Graded assignments,
10. Missing the Module deadline for all activities required in the Module, and
11. Failing to submit their work in the acceptable file formats when asked.
12. Failing to cooperate with a group on a group project.



N-ETIQUETTE: Students will at all times provide a professional approach with classmates and instructor. The instructor reserves the right, through UNT policy for acceptable behavior, to remove any posting or reply in a discussion board if deemed the posting is deemed inappropriate or fails to follow acceptable professional decorum. My hope is this class is N-Etiquette perfect!

LATE POLICY and how “LATE” is defined, LATE is time stamped by CANVAS.

This LATE POLICY is essential to understand and was built with student input in both the Fall and Spring classes because students that submit 100% of everything on-time expressed it was unfair that ‘late’ work have any possibility of earning 100% of points.

Therefore, as you know, it is essential students balance personal needs versus course requirements, here is the LATE POLICY for this 2020 Semester:

Students that submit work 'late' have 25% points possible deducted each day late. Late is defined as 'past the due date'.

Due dates are clearly indicated in the Schedule and in Canvas.

Due dates all have the 'time of day' due.

All times, are Central Time Zone.

When Module closes, no potential for submitting 'late' work is possible.

What is not included in this course?

What this course does not include: This course does not include instruction on CANVAS, how to use the library, conduct or use databases for research, how to use APA in-text and APA reference section style, how to write at the grade level required, how to use Respondus, nor how to use Microsoft office applications. There are UNT and RCOB resources available to all students to assist with any of these areas students need additional help with this semester. Please demonstrate your independence.

COURSE SCHEDULE:

Course Schedule on Next Page

	B	C	D	E	F	G	H	I	
	Located in is this Course Objective (CO)	All Modules open 07.07.2020, each Module's CLOSE DATE*	Graded Tasks to Complete during Module while Module is open:	Is this graded task an individual grade or a Group Grade?	When the Graded Task is DUE**	Time of Day graded task is due (Central Time)	Point Value of Required Graded Task	% Value in Course	
1									
2	Course Objective 1: Demonstrate student knowledge of Marketing Strategy								
3	Module 1	<i>Sunday, July 12, 2020</i>	Discussion Forum #1	Individual	Wednesday, July 8, 2020	11:59:00PM	50	4.2%	
4			Team Selection - self sign up	Individual	Thursday, July 9, 2020	11:59:00PM	25	2.1%	
5			Earn Google Analytics Certificate	Individual	Saturday, July 11, 2020	11:59:00PM	50	4.2%	
6			Case 1 Analysis	Individual	Sunday, July 12, 2020	11:59:00PM	100	8.3%	
7			Create Team GroupMe invite Dr. Mims and Ms. Vo.	Group	Sunday, July 12, 2020	11:59:00PM	5	0.4%	
8			Test on syllabus, expectations, all required reading on Day 1.	Individual	Sunday, July 12, 2020	11:59:00PM	25	2.1%	
9	Course Objectives 2 & 3: Demonstrate student knowledge of Marketing Metrics, Breakeven analysis, Problem identification, investigation, Situation Analysis & SWOT Analysis								
10	Module 2	<i>Sunday, July 19, 2020</i>	Discussion Forum #2-1st Report on Capstone Group Project	Individual	Wednesday, July 15, 2020	11:59:00PM	50	4.2%	
11			Case 2 Analysis	Individual	Thursday, July 16, 2020	11:59:00PM	100	8.3%	
12			Zoom Meeting #1 - with Team representatives	Group (a minimum of 2 people must attend)	Friday, July 17, 2020	Schedule w/each group btwn 10a &10p	10	Bonus per individual	
13			1st Draft - Intro, Prob statement, Situation Analysis, SWOT analysis	Group	Sunday, July 19, 2020	11:59:00PM	50	4.2%	
14									
15	Course Objectives 4 & 5: Demonstrate student marketing mix knowledge, and communication, cooperation, critical thinking skills.								
16	Module 3	<i>Sunday, July 26, 2020</i>	Discussion Forum #3 2nd Report on Capstone Group Project	Individual	Wednesday, July 22, 2020	11:59:00PM	50	4.2%	
17			1st Teammate Rating /Assessment	Individuals receive 1st peer grade of up to 50 pts from their teammates.	Thursday, July 23, 2020	11:59:00PM	50	4.2%	
18			Zoom Meeting #2 - with Teams 10am to 10pm	Group (a minimum of 2 people must attend)	Thursday, July 23, 2020	Schedule w/each group btwn 10a &10p	10	Bonus per individual	
19			2nd Draft - Improvements to draft 1 + Marketing Plan without financial projection section	Group	Friday, July 24, 2020	11:59:00PM	75	6.3%	
20									
21	Course Objective 6: Financial Analysis & Projection skills for marketing plan								
22	Module 4	<i>Sunday, August 2, 2020</i>	Discussion Forum #4 3rd Report on Capstone Group Project	Individual	Wednesday, July 29, 2020	11:59:00PM	50	4.2%	
23			Zoom meeting 3- 10am to 10pm	Group (a minimum of 2 people must attend)	Thursday, July 30, 2020	Schedule w/each group btwn 10a &10p	10	Bonus per individual	
24			2nd Teammate Rating/Assessment	Individuals receive 2nd peer grade of up to 50 pts from their teammates.	Thursday, July 30, 2020	11:59:00PM	50	4.2%	
25			Complete Draft/ - Improvements to draft 1 + draft 2 + Financial Projection Section	Group	Saturday, August 1, 2020	11:59:00PM	100	8.3%	
26									
27	Course Objective 7: Professionally present marketing plan through oral & written methods of communication								
28	Module 5	<i>Friday, August 7, 2020</i>	3rd Teammate/Assessment	Individuals receive 3rd peer grade of up to 50 pts from their teammates.	Wednesday, August 5, 2020	11:59:00PM	50	4.2%	
29			PowerPoint Presentation Due (300)-.ppt, pptx or pps	Group	Thursday, August 6, 2020	11:59:00PM	120	10.0%	
30			Video Presentating Due (Group Points)- Upload Video to Canvas MP4-no live presentation	Group	Friday, August 7, 2020	11:59:00PM	200	16.7%	
31									
32	<u>COURSE CLOSES</u>								
33								TOTAL POINTS POSSIBLE THROUGH ALL ASSIGNED GRADED TASKS:	1200
34								Total points assigned to peer assessments of your work ?/1200	150
35								Total value of all graded tasks related to the Capstone Course Project ?/1200	875
36	Asterick Notes =								
37	*Missing the MODULE CLOSING deadline earns automatic zero, no chance to submit								
38	**Missing due date loses 25% points each day it's late, once Module Closes earns Zero, no chance to submit								
39	<i>Zeros automatically issued to students emailing any graded task for submission.</i>								

COURSE POLICIES – University Policies-Required Reading by UNT



Disability Support Policy Statement: If you anticipate the need for reasonable accommodations to meet the requirements of this course, you must register with the office of Disability Assistance in order to obtain the required official notification of your accommodation needs. If needed, please plan to meet with me by appointment or during office hours to discuss approved accommodations and how my course requirements and activities may impact your ability to fully participate by the end of the first week of the course.

Academic Integrity: Honesty in completing assignments is essential to the mission of the University and to the development of the personal integrity of students. In submitting graded assignments, students affirm that they have neither given nor received unauthorized assistance, and that they have abided by all other provisions of the Code of Conduct in the UNT Student Handbook. Cheating, plagiarism, fabrication or other kinds of academic dishonesty will not be tolerated and will result in appropriate sanctions that may include failing an assignment, failing the class, or being suspended or expelled. Suspected cases in this course may be reported to Student Life or the Dean of Students directly. The specific disciplinary process for academic dishonesty is found in the UNT Student Handbook. The UNT library link, “Avoiding Plagiarism,” will aid students in completing their written assignments (if any) with integrity. The instructor has zero tolerance on plagiarism issues. Students must provide appropriate citations in either APA format-with the requirements for spacing/font indicated in this syllabus. This course uses APA citation style.

In an effort to ensure the integrity of the academic process, University of North Texas vigorously affirms the importance of academic honesty as defined by the Student Handbook. Therefore, in an effort to detect and prevent plagiarism, faculty members at University of North Texas may use a tool called Turnitin to compare a student’s work with multiple sources. It then reports a percentage of similarity and provides links to those specific sources. The tool itself does not determine whether or not a paper has been plagiarized. Instead, that judgment must be made by the individual faculty member.

Instructor’s practice in this course is: All required assignments in this course may be checked for plagiarism using Turnitin.com, Dustball or other plagiarism checking tools. There is a zero tolerance for plagiarism. When in doubt – cite.

UNT Attendance/Absence Policy: Consistent and attentive attendance is vital to academic success, and is expected of all students. Grades are determined by academic performance, and instructors may give students written notice that attendance related to specific classroom activities is required and will constitute a specific percentage of students' grades.

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 absences, following the procedure of the Dean of Students. Failing to provide

documentation of an excused absence will earn a zero for any activity missed or even the course if the student does not adequately 'attend'. Attendance is defined in this course as completing work 'on-time' and participating in the group project adequately.

This is not a legal contract. It is an outline for this course in terms of its objectives, expectations, tasks and activities, schedule of class material requirement, assessment and evaluation criteria. We will try to adhere to this as much as possible. However, depending upon the need of the particular cohort, the instructor reserves the right to change these plans, including adding/removing material, assignments, or assessments as well 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:

UNT Clear – Students	940-565-2708
Help Desk	940-565-2324
Main Switch Board- Denton	940-565-2000
Business Librarian, Yvonne Dooley	940-565-2013

POSTING OF FINAL COURSE GRADES -Do not rely on Canvas as official grade.

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.

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.

☺ 'Repearting' a points, typos or complete goofs are unintentional. *As a courtesy please, let me know if you see something that does not seem just right. Gratefully, Dr. M*