UNT University College of Business Undergraduate Course Syllabus
BUS 3710 NEW! 3 WEEK Winter Session
Class begins on Dec. 17th and ends on Jan. 11th

Get to know your instructor and how to reach her:

Name of the Instructor:	Tina C. Mims, Ph.D
Title:	Visiting Assistant Professor
Email:	call or text me- 469-951-3200 or 4699513200@tmomail.net (text or calling is preferred method of contact)
Office Location:	None
Office Hours:	Text me, or arrange appointment by Skype®, or by phone
Course Dates:	No meeting face to face required – 100% online via CANVAS
Course Credits:	3 hours- This course has a Prerequisite

Course Description

Course Prerequisites: MKTG 3710 is a Junior-level class. MKTG 3650 (Principles), DSCI 2710 (Stat 1), and very solid knowledge of word processing, spreadsheet, and PowerPoint software.

Course Catalog Description: Examination of marketing information technologies and marketing research. Students learn why and when to do marketing research, the types and sources of primary and secondary data available, methods for collecting data, the construction of data gathering instruments (e.g. questionnaires), the use of measurement scales, basic sampling, and data analysis techniques. Class emphasizes the use of secondary data sources, especially online, electronic sources of marketing information..

Student Learning Objectives:

Upon successful completion of this course, students are to:
1. Identifying a market or marketing problem
2. Defining the problem, both in terms of Marketing and Marketing Research (as opposed to symptoms),
3. Identifying and collecting relevant information or data (secondary and primary),
4. Analyzing and interpreting the data gathered by primary or secondary methods,
5. Interpreting the data to arrive at conclusions, and
6. Communicating the process and findings to the relevant stakeholders
7. Practice writing, analyzing, reporting and presentation skills

Each of the above student learning outcomes must be performed at an appropriate level as stated in each course assignment requirements, grading scale or rubric.

Methods of instruction: In this 100% on-line class there are **daily required activities** that may include any combination of these: Quiz, Discussion, Assignment. There are 2 (two) projects for students to demonstrate their knowledge. All work submitted is for an individual grade.

This course does not include instruction on using CANVAS, any MS technology, APA style guide or library resources.

📚 Materials (what you'll need)

REQUIRED TEXTBOOK:
TITLE: Marketing Researcj
AUTHOR: Burns, Veeck and Bush
EDITION: Seventh (8e) COPYRIGHT YEAR: 2017 ISBN: 9780134167404 (other ISBN's for other formats exist)
SPSS Software

A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. Be aware that the same textbook may also be available from an independent retailer, including an online retailer.

Being Prepared for Success in this Class:

COURSE PREPARATION REQUIREMENTS

Prerequisite skills for this course-BUS 3113
Expectation is that students have the following abilities for performance:

1. Can read, write, and perform math at a undergraduate sophomore or higher level
2. Specifically, know what third party/formal writing means
3. Specifically, can add, subtract, multiply and divide
4. Sufficient study skills
5. Sufficient time management skills
6. Knowledge of CANVAS its uses, and technical requirements
7. Ability to research using Library databases and other credible resources
8. Ability to prepare for exams
9. Demonstrate adequate understanding of material
10. Utilize the grading rubrics made available
11. Profit from all materials made available to the student
12. Participate in the online class on a daily basis

Expectation is that students will apply their own judgment to the course material when preparing their responses on any required graded task. Some questions may require application of required reading and viewing material; therefore, expect to use your best judgment to apply course information.

Expectation is that students will manage their own schedule, be aware of the due dates and times in the course schedule, understand that each module contains its own unique combination of graded tasks.

Every module is open after the first module closes. Students can see, move ahead, but may not fall behind.
Every effort for accuracy is applied to present the content of this syllabus and CANVAS. Any typos are unintentional. The syllabus will be the guide for any concerns that may arise.

Expectation is that students have or know how to download free 'readers' for reading/using MSOffice2007/2010 applications or PDF file formats. Contact Help Desk at https://it.unt.edu/helpdeskfaq for any assistance. The instructor for the course uses MSOffice 2013, Office 365, Adobe XPro and Adobe XIPro.

TECHNOLOGY UNT provides students with support via the UNT web (information available 24/7) and the helpdesk (940) 369-7394, hours posted on UNT web. Denton campus also has computer labs for student use of necessary equipment for this course.

Other materials students may need: video/audio player.

This course does not include instruction on using CANVAS, the UNT library, or technology that students may use the access the course.

Please review the objectives of the course and course description for the instruction provided.

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. 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 shall be solely responsible for ensuring that the equipment you choose to use and ancillary services are compatible with the CANVAS, the UNT website, UNT library site, any course materials provided and software required.

This particular instructor has a zero tolerance policy for technology excuses. Reasons that support this zero tolerance policy is: 1) sufficient resources are available 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 they understand there are no resets, and 4) the *student has an obligation to fix* any technology issues *before making additional test attempts* at any time – this requires time management skills on the part of the student.

GRADING

Each module has its own unique combinations of requirements. Best student practice is to review every module at the beginning of the course to become familiar with the content.

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.

Grading Scale	
A = 90% or 900 points or more	
B = 80-89% or 800 to 899 points	
C = 70-79% or 700 to 799 points	
D = 60-69% or 600 to 699 points	
F is 59% or lower (under 600 points)	

Source: Syllabus Winter 2018-19

Students may expect a grade relative to their accuracy, demonstration of meeting learning objectives, contribution to class, meeting syllabus/rubric/assignment/university requirements.

Grading Rubrics available in CANVAS explain expectations for Written Assignments/Projects and Discussion Forums. Graded samples also 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, LYNDA, Helpdesk, Write Cite, to name a few.

There are NO group grades and NO group assignments in this course. Students are encouraged to collaborate freely on the two Project – but be clear – only individual submissions and individual grades are issued =).

ACCEPTABLE FILE FORMAT:

This course uses APA citation style. A cover sheet is only required on the project(s). Please note that the only acceptable file **types** for any written assignment submitted for grading are single spaced, 12 point font please:

MSWord (.doc or .docx)

PDF

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

1. Emailing any graded requirement to the instructor,
2. Failing to complete all graded tasks on time as per the schedule in this syllabus,
3. Failing to exit the tests by the allotted time provided,
4. Failing to make best effort on each and every test attempt,
5. Making any copy or "print screen" of any test questions,
6. Sharing quiz content with classmates,
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
10. Failing to submit their work in the acceptable file formats listed above when asked.

EVERY GRADED DEADLINE IS AT 11:59:00 PM CENTRAL TIME

For more information or help, contact the Help Desk if you are unfamiliar with attaching a file in CANVAS when asked for a written assignment, finding and participating in the discussion board (if required in the course) or any other technical support question such as the exam freezing up, browser incompatibility, format types etc.

N-ETIQUETTE: Students should 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!

COURSE SCHEDULE

Below is the course schedule for this class. The class is constructed into "modules". Each module contains a unique combination of tasks. Students are expected to manage their own time to participate on time in this course. To that end, a simple schedule is maintained:

1. Each module deadline is Central Time (USA).
2. Each deadline/every deadline ends at 11:59:00p.m.
3. Every day has requirements, to keep up in this extremely short course, meeting the daily requirements is necessary to reduce student stress and adequately absorb the material
4. Every module contains a unique combination of activities due by that module's due date.
5. Every module is open after the first module closes.
6. Every quiz has forced time limit.
7. Every quiz must be completed on the first attempt.
8. Every quiz attempt must be *the student's best effort*.
9. Unlimited attempts available on all multiple choice, multiple answer, and true/false chapter and syllabus quizzes/tests, highest grade prevails.

10. **Absolutely No resets of tests**-contact Help Desk if you had a technical issue *before* making a second attempt on a quiz/test.

11. Students may move ahead at their own peril, but missing MODULE deadlines means receiving a zero.

12. Every student understands they are expected to complete all tests, assignments and participate.

13. Final Exam has One and Only One Attempt.

14. Student leadership helps students earn participation points and is completely voluntary. Student leadership points are a means to substitute chapter tests only- Student Leadership rules apply- students required to know how this method works

The course schedule of activities is (and subject to changed based on this cohort's capabilities):

Day Opened/Available	Day			Test	Discussion	Assignment/ Project
17-Dec		Module 1 *			Point Value	
	Day 1	17-Dec	Syllabus/Expectations	15	10	
	Day 2	18-Dec	Ch 1 and 2	25		
	Day 3	19-Dec	Chapter 3	25	30	
	Day 4	20-Dec	Chapter 4	50		25
	Day 5	21-Dec	Chapter 5	25	25	
	Day 6	22-Dec	Chapter 6	25		
	Day 7	23-Dec	Chapter 7	25	25	
		Module 2*				
	Day 8	24-Dec	-			
	Day 9	25-Dec	-			
	Day 10	26-Dec	Chapter 8	25	10	25
	Day 11	27-Dec	Chapter 9	25	20	
	Day 12	28-Dec	Chapter 10			25
	Day 13	29-Dec	Chapter 11	40	20	
	Day 14	30-Dec	PROJECT 1 SECONDARY RESEARCH IS DUE			100
		Module 3*				
	Day 15	31-Dec	-			
	Day 16	1-Jan	-			
	Day 17	2-Jan	SPSS	20	20	25
	Day 18	3-Jan	Chapter 12			25
	Day 19	4-Jan	Chapter 13 part 1			25
	Day 20	5-Jan	Chapter 13 part 2		20	25
	Day 21	6-Jan	Chapter 14 part 1	20		25
		Module 4*				
	Day 22	7-Jan	Chapter 14 part 2			25
	Day 23	8-Jan	Chapter 15 part 1	25		25
	Day 24	9-Jan	Chapter 15 part 2			25
	Day 25	10-Jan	Collaborate on Project 2			
	Day 26	11-Jan	PROJECT 2 SPSS & ANALYSIS DUE			100
					TOTAL COURSE POINTS = 1000	

Another copy of this schedule is also in CANVAS.

Students should contact the instructor well in advance of a deadline to seek counsel or if they are having difficulty with understanding the content. This course does not include instruction on CANVAS, how to use the library, conduct or use databases for research, nor how to use technology required for the course such as Microsoft office applications.

Group work is a violation of academic integrity on any type of test question(s). Any such activity revealed that violates academic integrity on tests is immediately reported to UNT according to academic policy. Students that demonstrate intentional poor efforts on tests/exams to learn test content may be reported to the Dean of Students for academic integrity investigation. Students must be capable of using Respondus Lockdown Browser on all Multiple Choice (MC), True False (TF) and Multiple Answer (MA) test questions in this course. See Schedule & CANVAS for more detail.

Voluntary Student Leadership (SL) as a Learning Method. Students may opt for student leadership roles to earn chapter test in this course. This voluntary option is covered in detail in CANVAS under the Leadership Explained tab in the course menu. Student leadership roles are limited and available only on a first come, first serve basis. Student leaders are rewarded by earning points in exchange for participation points required. See CANVAS for more information. There are plenty of topics to volunteer for throughout the semester. A student may not, under any circumstance, sign another student up for Student leadership topics. Students are penalized for dropping out and not notifying their team on CANVAS where the group sign up took place.

Attendance is not graded- but voluntary. See UNT Attendance Policy for absences.

COURSE POLICIES – University Policies

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.

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.

LATE ASSIGNMENTS POLICY   As a rule, no late assignments are accepted. This instructor's policy is zero tolerance for late work or make up work. Reason: 1) every assignment has multiple upload attempts on papers, 2) every syllabus and chapter tests have three attempts permitted and 3) everything is open after the first module closes affording students to move ahead providing ample time to manage their own schedule. Acceptance of late assignments are the prerogative of the instructor in accordance with UNT absence policy. Please review absence policy located in our CANVAS course or at www.UNT.edu search Absence Policy.

This is not a legal contract. It is only an outline for this course in terms of its objectives, expectations, tasks and activities, schedule of classes, 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 assessment as well alter other policy requirements included in this document and/or announced in class.

Courtesy List of Commonly used Support Services at UNT & phone numbers:

Help Desk	940-369-7394
Main Switch Board- Denton	940-565-2000
Business Librarian, Yvonne Dooley	940-565-2013

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.

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