

UNT G. Brint Ryan College of Business Undergraduate Course Syllabus

Syllabus – MKTG 4890 – FALL 2020- ALL SECTIONS

100% online - Asynchronous

CAPSTONE for MARKETING

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 for any class related questions.
Office Location: Meetings are Virtual. Please contact me to schedule a meeting.
Course Dates: Begins Monday Aug 24th at 8am, course closes at 11:59:00pm Sun. Dec. 6th.
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, and MKTG 3710 courses before enrolling in this course. No concurrent enrollment. No prerequisite waiver.
CATALOG DESCRIPTION: 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 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 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 as an individual **and in a Team**
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 Lockdown browser with Video capture (see in Canvas links provided to access), also see under required materials.

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

Tests	1 (individual grade)
Discussions	5 (individual grade)
Cases	3 (individual grade)
Capstone	1 (group grade)
Capstone drafts	3 (group grade)
Zoom meeting	At least 5 are planned w/teams, See Absence Policy (group bonus)
Participation/peer assessments	--4 (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 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 in person)
16. Follow and use the APA in-text citations style and the APA Reference list style



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, late policy and times in the course schedule, understand that each module contains its own unique combination of graded tasks.

Course Schedule – (Copy available in Canvas)

Here is our schedule as of Aug. 24, 2020- Subject to change depending on the Cohort/UNT/COVID etc. Dr. Mims will announce in changes in Canvas if and when any changes are made to this schedule:

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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** DUE DATE:	Time of Day graded task is due (Central Time)	Point Value of Required Graded Task	% Value in Course
Course Objective 1: Demonstrate student knowledge of Marketing Strategy							
Module 1	Sunday, September 6, 2020	Discussion Forum #1	Individual	Wednesday, September 2, 2020	11:59:00PM	25	1.6%
		Team Selection - self sign up Confidentiality Agreement	Individual	Thursday, September 3, 2020	11:59:00PM	25	1.6%
		Earn Google Analytics Certificate	Individual	Saturday, September 5, 2020	11:59:00PM	25	1.6%
		Create Team GroupMe invite Dr. Mims	Group	Sunday, September 6, 2020	11:59:00PM	50	3.2%
		Test on syllabus, expectations, all required reading on Day 1.	Group	Sunday, September 6, 2020	11:59:00PM	10	Bonus per individual
			Individual	Sunday, September 6, 2020	11:59:00PM	25	1.6%
Course Objectives 2 & 3: Demonstrate student knowledge of Proforma Evaluation, Problem identification, investigation, Situation Analysis & SWOT Analysis							
Module 2	Sunday, September 20, 2020	Discussion Forum #2-1st Report on Capstone Group	Individual	Wednesday, September 9, 2020	11:59:00PM	25	1.6%
		Case Analysis-Harper & Zoom Meeting #1 - with Team representatives	Individual	Sunday, September 13, 2020	11:59:00PM	100	6.4%
		CAPSTONE: 1st Draft - Intro, Prob statement, Situation Analysis	Group (a minimum of 2 people must)	Sign Up in Discussion Area-M2	Schedule w/each group	10	Bonus per individual
			Group	Sunday, September 20, 2020	11:59:00PM	50	3.2%
Course Objectives 2 & 3: Demonstrate student knowledge of Marketing Metrics, Breakeven analysis, Problem identification, investigation, Situation Analysis & SWOT Analysis							
Module 3	Sunday, October 4, 2020	Discussion Forum #3 2nd Report on Capstone Group	Individual	Wednesday, September 23, 2020	11:59:00PM	50	3.2%
		CASE-ATA Case	Individual	Sunday, September 27, 2020	11:59:00PM	100	
		1st Teammate Rating /Assessment	Individuals receive 1st peer grade of up to 25 pts from their teammates.	Sunday, September 27, 2020	11:59:00PM	25	1.6%
		Zoom Meeting #2 - with Teams 10am to 10pm	Group (a minimum of 2 people must)	Sign Up in Discussion Area-M3	Schedule w/each group	10	Bonus per individual
		CAPSTONE: 2nd Draft - revise draft 1 plus SWOT analysis	Group	Sunday, October 4, 2020	11:59:00PM	60	3.8%
Course Objectives 4 & 5: Demonstrate student marketing mix knowledge, and communication, cooperation, critical thinking skills							
Module 4	Sunday, October 18, 2020	Case - Social Media	Individual	Wednesday, September 30, 2020	11:59:00PM	100	6.4%
		Zoom meeting with Team	Group (a minimum of 2 people must)	Sign Up in Discussion Area-M4	Schedule w/each group	10	Bonus per individual
		2nd Teammate Rating/ Assessment	Individuals receive 2nd peer grade of up to 50 pts from their teammates.	Wednesday, October 7, 2020	11:59:00PM	50	3.2%
		Complete Draft #2/ - Improvements to draft 1 + draft 2 Requirements	Group	Sunday, October 18, 2020	11:59:00PM	100	6.4%
Course Objectives 4 & 5: Demonstrate student marketing mix knowledge, and communication, cooperation, critical thinking skills							
Module 5	Sunday, November 1, 2020	Discussion Forum #4- 3rd Report on Capstone Group	Individual	Wednesday, October 14, 2020	11:59:00PM	25	1.6%
		Zoom meeting with Team	Group (a minimum of 2 people must attend)	Sign Up in Discussion Area-M5	Schedule w/each group	10	Bonus per individual
		Complete Draft #3, Improvements to Drafts 1 and 2, plus Draft 3	Group	Sunday, November 1, 2020	11:59:00PM	125	8.0%
Course Objective 6: Financial Analysis & Projection skills for marketing plan Last Day to Drop the Class - November 2nd							
Module 6	Sunday, November 15, 2020	3rd Teammate Rating/ Assessment	Individuals receive 3rd peer grade of up to 75 pts from their teammates.	Wednesday, November 4, 2020	11:59:00PM	75	4.8%
		Zoom meeting with Team	Group (a minimum of 2 people must)	Sign Up in Discussion Area-M6	Schedule w/each group	10	Bonus per individual
		Complete Draft #4, all Improvements plus Financial Section	Group	Sunday, November 15, 2020	11:59:00PM	150	9.6%

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Course Objective 7: Professionally present marketing plan through oral & written methods of communication								
Module 7	Sunday, November 29, 2020	Discussion Forum #5- Plan for PowerPoint & Video	Individual	Saturday, January 14, 1900	11:59:00PM	25	1.6%	
		Zoom meeting with Team	Group (a minimum of 2 people must attend)	Sign Up in Discussion Area-M7	Schedule w/each group	10	0.6%	
		Revision to Final Draft #4 if any	Group	Students may increase their grade-see criteria				
		PPT- Upload (PPT type file only)	Group	Sunday, November 29, 2020	11:59:00PM	100	6.4%	
Course Objective 7: Professionally present marketing plan through oral & written methods of communication								
Module 8	Sunday, December 6, 2020	4th Teammate Rating/ Assessment	4th peer grade of up to 100 pts from their teammates.	Wednesday, December 2, 2020	11:59:00PM	100	6.4%	
		No Zoom Meetings Offered-If your team needs additional assistance please contact Dr. Mims						
		Upload Video ALLOW TIME for UPLOAD, Plan Ahead=)	Group	Saturday, December 5, 2020	11:59:00PM	150	9.6%	
TOTAL POINTS POSSIBLE THROUGH ALL ASSIGNED GRADED TASKS:						1560		
Total points assigned to peer assessments of your work ?/1560						250	16.0%	
Total value of all graded tasks related to the Capstone Course Project ?/1560						1100	70.5%	
Asterick Notes =								
*Missing the MODULE CLOSING deadline earns automatic zero, no chance to submit								
**Missing due date looses 20% points each day it's late, once Module Closes earns Zero, no chance to submit								
Zeros automatically issued to students emailing any graded task for submission								

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 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.

COVID-19: COVID has impacted the lives of all of us, and we at the University have dedicated additional resources to serve as many student needs as possible. Please review our COVID 19 page at UNT.edu. The University is dedicated to the safety and support of its students, faculty, staff, administrators and visitors. *At the time of this writing, all individuals coming on to any UNT campus must wear a face mask covering and practice social distancing. Turn to the COVID 19 page at UNT.edu for current information and requirement.*

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," aid students in completing their written assignments (if any) with integrity. The instructor has zero tolerance on plagiarism issues and will issue zeros. Students must provide appropriate citations in APA format-with the requirements for spacing/font indicated in this syllabus. This course uses APA citation style. Students are informed that providing copies of test questions in any form is also a U.S. Copyright violation.

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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 absence, following the procedure of the Dean of Students. Failing to provide documentation of an excused absence may earn a zero.

Here is the written notice to each student that for this course, 'absence' is defined as:

- ✓ missing a 'due' date on any requirement,
- ✓ missing team meetings,
- ✓ missing Zoom meetings with your team, however, you can make up this absence by watching the ZOOM recording of the meeting you missed and completing the survey provided to you at the end of the recording,
- ✓ not catching up with your team if you have conflicts in your schedule when the team meets (you must 'work out' your ability to meet with your team/catch up on your group meetings)-Bottom line, you must demonstrate an active-full- interest in the team's needs for this course, and
- ✓ not completing your portion of work within you team (any time your team reports you failed to provide your portion of work- on time to your group, you are 'absent').

This definition of absence for this course is included in the syllabus test to demonstrate you understand how critical your participation is in your team this semester.

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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 20% 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.
- If a student begins a test at 11:40 pm and the test allows 40 minutes, the student cannot go past the due date/time of 11:59:00pm just because they 11 more minutes of ‘test time’ remaining
- All times, are Central Time Zone.
- When Module closes, there is zero potential for submitting ‘late’ work, any submission past the module closing date/time is an automatic zero.

This is not a legal contract. It is an outline for this course in terms of its objectives, expectations, tasks and activities, schedule of classes, assessment and evaluation criteria. We will adhere to this as much as possible. However, depending upon the need of the particular cohort, COVID conditions, and 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 course.

Courtesy- Here is a 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 course to CANVAS. Final course grades provided to a student by a faculty member are not “official”.

Students may only access their “official” final course 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’ an important point, typos or ‘complete goofs’ by the instructor are unintentional. As a courtesy please, let me know if you see something that does not seem just right. Gratefully, Dr. M

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Please remember to text me, yes, that's right, text me *if you need me to address a question, concern*. I am here to help you absorb the material in a multitude of methods because, not everyone learns the same way=). Please, please do not email me about course questions. I want to address your questions as quickly as possible by mobile means.

Please include your FIRST and LAST Name when you TEXT ME, AND the Course (i.e. Foundations, Retailing, Marketing, Info Systems, Finance).

Dr. Mims' cell is 469-951-3200



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