

UNT G. Brint Ryan College of Business Undergraduate Course Syllabus

Syllabus – MKTG 4890 – SPRING2021- 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 Jan 11th at 8am, course closes at 11:59:00pm Tues Apr 27th
Office Hours: Feel free to call any Tuesday between 1 and 4 pm – or arrange additional meeting times
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

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Quizzes or Exams), Discussions, Assignments, Labs, and especially and interactive comprehensive marketing plan created by your team. All tests require Respondus Lockdown browser with Video capture (see in Canvas links provided to access), also see under required materials.

Skills required for the course:

1. **Ability to work in a team setting!**
2. Read, write, and perform math at a undergraduate junior or higher level
3. Specifically, can add, subtract, multiply and divide, calculate marketing metrics
4. Determine break-even and graph break-even
5. Determine profit/Loss and estimate profit/loss
6. Investigate and identify Situation Analysis (External, Internal, Customer)
7. Organize Situation Analysis data into Strengths/Weakness; Opportunities/Threats
8. Identify, examine, investigate marketing problem within the marketing mix
9. Evaluate market mix strategies & make clear, actionable, measurable, accountable recommendations, with cost/benefit
10. Knowledge of CANVAS its uses, and technical requirements
11. Knowledge of Google Docs its uses, and technical requirements
12. Investigate and find information using UNT Library databases and other credible resources
13. Ability to prepare for exams (aka test, quizzes) using Respondus Lockdown Browser with Video Capture when required
14. Utilize the grading rubrics made available
15. Profit from all materials made available to the student
16. Participate/attend in the online and face to face classroom (when/if this class meets in person)
17. 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 Official Course Schedule- 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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OFFICIAL COURSE SCHEDULE MKTG 4890 ALL SECTIONS - SPRING 2021 version 10Jan2021								
Located in is this Course Objective (CO)	Week #	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 DATE:	DUE**	Time of Day graded task is due (Central Time)	Point Value of Required Graded Task	
Students read through all START HERE information, READ PARCO data provided, REVIEW Resources								
Module 1	Week 1	Discussion Forum #1	Individual	Sunday, January 17, 2021		11:59:00PM	25	
		Confidentiality Agreement	Individual	Sunday, January 17, 2021		11:59:00PM	25	
		Academic Integrity Agreement	Individual	Sunday, January 17, 2021		11:59:00PM	25	
	JAN 19 UNIVERSITY CLOSED							
	Week 2	Earn Google Analytics Certificate	Individual	Wednesday, January 20, 2021		11:59:00PM	50	
		Zoom Meeting-7 to 8 PM Central Overview of Course	Individual (either attend or watch recording)	Thursday, January 21, 2021		7 TO 8 PM CT	25	
Test on syllabus, expectations, all required reading on Day 1.		Individual	Sunday, January 24, 2021		11:59:00PM	25		
Course Objectives 2 & 3: Demonstrate student knowledge of Profirma Evaluation, Problem identification, investigation, Situation Analysis & SWOT Analysis								
Module 2	Week 3	Team Selection COMPLETED (self sign up)	Individual	Wednesday, January 27, 2021		11:59:00PM	25	
		Zoom Meeting-7 to 8 PM Central-Covers Draft 1 and Case Analysis	Individual (either attend or watch recording)	Thursday, January 28, 2021		7 TO 8 PM CT	25	
		Create a GroupMe - Invite Dr. Mims	GROUP	Sunday, January 31, 2021		11:59:00PM	10	
	Week 4	Case Analysis	Individual	Sunday, January 31, 2021		11:59:00PM	50	
		Knowledge Check	Individual	Wednesday, February 3, 2021		11:59:00PM	50	
		CAPSTONE: 1st Draft (Phase 1) - Intro, Prob statement, Situation Analysis	Group	Sunday, February 7, 2021		11:59:00PM	50	
Course Objectives 2 & 3: Demonstrate student knowledge of Marketing Metrics, Break-even analysis, Problem identification, investigation, Situation Analysis & SWOT Analysis								
Module 3	Week 5	Discussion #2- Roles & Responsibilities report	Individual	Wednesday, February 10, 2021		11:59:00PM	25	
		Zoom Meeting-7 to 8 PM Central CASE-ATA Case	Individual	Thursday, February 11, 2021		11:59:00PM	25	
			Individual	Sunday, February 14, 2021		11:59:00PM	75	
	Week 6	1st Teammate Rating /Assessment	Individuals receive 1st peer grade of up to 25 pts from their teammates.	Wednesday, February 17, 2021		11:59:00PM	25	
			Group	Sunday, February 21, 2021		11:59:00PM	60	
		CAPSTONE: 2nd Draft (Phase 2)- revise draft 1 plus SWOT analysis	Group	Sunday, February 21, 2021		11:59:00PM	60	
Course Objectives 4 & 5: Demonstrate student marketing mix knowledge, and communication, cooperation, critical thinking skills								
Module 4	Week 7	Knowledge Check	Individual	Wednesday, February 24, 2021		11:59:00PM	50	
		Zoom TBD	Zoom TBD	Zoom TBD			25	
		Case - Social Media	Individual	Sunday, February 28, 2021		11:59:00PM	50	
	Week 8	2nd Teammate Rating/ Assessment	Individuals receive 2nd peer grade of up to 50 pts from their teammates.	Wednesday, March 3, 2021		11:59:00PM	50	
			Group	Sunday, March 7, 2021		11:59:00PM	100	
		Complete Draft #3	Group	Sunday, March 7, 2021		11:59:00PM	100	
Course Objective 6: Financial Analysis & Projection skills for marketing plan								
Module 5	Week 9	Discussion Forum #4- 3rd Report on Capstone Group Project	Individual	Wednesday, March 10, 2021		11:59:00PM	25	
		3rd Teammate Rating/ Assessment	Individuals receive 3rd peer grade of up to 75 pts from their teammates.	Sunday, March 14, 2021		11:59:00PM	75	
			Group	Sunday, March 14, 2021		11:59:00PM	75	
	Week 10	Knowledge Check	Individual	Wednesday, March 17, 2021		11:59:00PM	50	
		Zoom TBD	Zoom TBD	Zoom TBD			25	
		Complete Draft 4	Group	Sunday, March 21, 2021		11:59:00PM	125	
Course Objective 7: Professionally present marketing plan through oral & written methods of communication								
Module 6	Week 11	Zoom TBD	Zoom TBD	Zoom TBD			25	
		Knowledge Check	Individual	Sunday, March 28, 2021		11:59:00PM	50	
		4th Teammate Rating/ Assessment	Individuals receive 3rd peer grade of up to 75 pts from their teammates.	Wednesday, March 31, 2021		11:59:00PM	100	
	Week 12		Group	Sunday, April 4, 2021		11:59:00PM	150	
		Complete Draft 5	Group	Sunday, April 4, 2021		11:59:00PM	150	
			Group	Sunday, April 4, 2021		11:59:00PM	150	
Course Objective 7: Professionally present marketing plan through oral & written methods of communication								
Module 7	Week 13	Discussion Forum #5- Plan for PowerPoint	Individual	Wednesday, April 14, 2021		11:59:00PM	25	
		Knowledge Check	Individual	Sunday, April 11, 2021		11:59:00PM	50	
		Zoom TBD	Zoom TBD	Zoom TBD			25	
	Week 14		Group	Sunday, April 18, 2021		11:59:00PM	150	
		Complete Draft 6	Group	Sunday, April 18, 2021		11:59:00PM	150	
			Group	Sunday, April 18, 2021		11:59:00PM	150	
Module 8	Week 15	5th Teammate Rating/ Assessment	Individuals receive 4th peer grade of up to 100 pts from their teammates.	Sunday, April 25, 2021		11:59:00PM	100	
		PPT- Upload (PPT type file only)	Group	Tuesday, April 27, 2021		11:59:00PM	100	
TOTAL POINTS POSSIBLE THROUGH ALL ASSIGNED GRADED TASKS THIS SEMESTER:							2010	
Total points assigned to peer assessments of your team work							350	
Total value of all graded tasks related to the Capstone Course Project							1485	
Asterisk Notes =								
*Missing the MODULE CLOSING deadline earns automatic zero, no chance to submit								
**Missing due date it's late, once Module Closes earns Zero, no chance to submit								

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

LATE is defined as "any graded requirement submitted after its due date and time due". CANVAS time stamp rules.

Based on student input from previous classes this LATE POLICY is essential to understand. It is essential students balance personal needs versus course requirements, therefore here is the LATE POLICY for this semester:

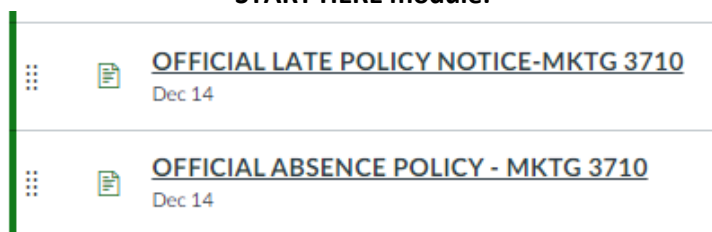
DUE DATE/TIME IS LOCATED IN THE **OFFICIAL COURSE SCHEDULE**. ANY LATE SUBMISSION RECEIVES A 20% DEDUCTION EACH DAY LATE.

Students can submit any work up until the Module Closes. Once the Module closes, not additional submissions are possible.

ABSENCE POLICY and how “ABSENCE” is defined.

Any Due Date/Time missed = 1 absence each.

Read all the details about the LATE POLICY and the ABSENCE POLICY posted in CANVAS under the **START HERE** module:



Attendance is monitored. Anytime any student is LATE they are ‘absent’. **More than 2 absences causes a report to the Dean of Students to investigate to see if you are okay.**

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.

University Policies



Academic Integrity Policy

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

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. If plagiarism is found during the semester, the instructor may report the student to the Dean of Students for a violation of academic integrity investigation.

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ADA Policy

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of 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 accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the [ODA website \(https://disability.unt.edu/\)](https://disability.unt.edu/).

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

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

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

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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.

COVID-19 Impact on Attendance

While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class.

If you are experiencing any symptoms of COVID-19 (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

Class Materials for Remote Instruction

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a [webcam and microphone – faculty member to include what other basic equipment is needed] to participate in fully remote portions of the class. Additional required classroom materials for remote learning include: [list specific software, supplies, equipment or system requirements needed for the course]. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>.

Face coverings are required in all UNT facilities.

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

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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 through the use of 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 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 has a form available that you may use for this purpose.

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

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:

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Main Switch Board- Denton 940-565-2000
Business Librarian, Yvonne Dooley 940-565-2013
UIT Help Desk: UIT Student Help Desk site (<http://www.unt.edu/helpdesk/index.htm>)
Email: helpdesk@unt.edu
Phone: 940-565-2324
In Person: Sage Hall, Room 130
Walk-In Availability: 8am-9pm
Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit Canvas Technical Help
(<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

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.

☺ 'Repeating' 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*