

**UNT University College of Business Graduate Course Syllabus
MKTG 5150 Marketing Management – Section 501 Dr. Mims**

Class begins online August 24th ends December 6th

A Blended course with both Online & Face to Face, meets every Tuesday

Get to know your instructor and how to reach her:

Name of the Instructor:	Tina C. Mims, Ph.D, IES®, GAC, ASB
Title:	Lecturer
Contact:	call or text me- 469-951-3200 or 4699513200@tmomail.net (texting is preferred method of initial contact)
Office Location:	Frisco Campus – Room 146
Office Hours:	To be announced
Course Dates:	100% Online/Remote
Course Credits:	3 hours- This course is a <i>Graduate</i> level class


Course Description: MKTG 5150 Marketing Management

Catalog Description: Application of concepts, tools and procedures employed by practicing marketing managers. Specific attention is given to product development and management, promotion development and management, channel selection and management, physical distribution management, and price setting and management. Students acquire skills in the essentials of case analysis and written as well as oral presentation of their analysis. Oral presentations may be made using electronic media. Groups may be required.

Prerequisite(s): MKTG 3650 or MKTG 5000; ACCT 5020; or consent of department.

Student Learning Objectives:

Upon successful completion of this course, students are to:

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1. Identifying how marketing is useful to a company and to society
 2. Obtain a working knowledge of basic marketing terminology and concepts. Exams emphasize a basic understanding of the major terms and concepts to ensure that students know the “language of marketing.”
 3. Explain the elements in the marketing mix and how each of these impact planning
 4. Determine where marketing plans fit within the business planning process and strategic planning process in larger firms
 5. Describe the scope of the job faced by marketing managers in today's complex and highly competitive global business environment
 6. Practice building an actionable Marketing Plan

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 class there is a combination of activities to do each week that may include any of these: Quizzes (or tests), Exams, Discussions, Assignments, Labs, Writing Assignments. There are or may be in class quizzes, writing assignments, activities, research or reports. There is one (1) course project for students to demonstrate their knowledge of marketing. All work submitted in this course is for an individual grade, *but students are required to work in a group for the Course project.* This means that students are expected to conduct themselves with their group as a fully participating group member. An individual student’s grade **WILL** be negatively impacted by peer review reports indicating a lack of participation by any group member. The instructor reserves the right to remove students from groups or assign students to groups.



Make no assumptions for extensions, or incompletes for this class- UNT policies prevail at all times.

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

Materials (what you'll need in this course)

REQUIRED TEXTBOOK:

TITLE: Framework for Marketing Management
AUTHOR: Kotler and Keller
EDITION: 6e
YEAR: 2016
PUBLISHER: Pearson



REQUIRED ONLINE ACCESS: All chapter tests are delivered online through Canvas.

Software & Mobile app suggestions for success: MSWord, MS PowerPoint, MS Excel, GroupMe, GoogleDocs

This course does not include instruction in using Canvas, Office software, or how to use University of North Texas Library resources and databases.

Be Prepared for Success in this Class:

COURSE PREPARATION REQUIREMENTS

Prerequisite skills for this course-Junior level classification

Expectation is that students have the following abilities for performance:

1. Can read, write, and perform math at a 10th grade or higher level
2. Specifically, can add, subtract, multiply and divide
3. Sufficient study skills
4. Sufficient time management skills
5. Knowledge of CANVAS its uses, and technical requirements
6. Ability to research using UNT Library databases and other credible resources
7. Ability to prepare for exams
8. Demonstrate adequate understanding of material
9. Utilize the grading rubrics made available
10. Profit from all materials made available to the student
11. Participate/attend in the online and face to face classroom (when/if this class meets in person)
12. Follow and use the APA in-text citations style and the APA Reference list style



Expectation is that students 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 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.

The first three modules are open now, but you must complete the work in sequential order. As the instructor opens the remainder of the class modules students receive an announcement online. If and when you have access to additional modules students can, 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. Please provide a courteous heads up to Dr. Mims if there are any typos and broken links to repair=).

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.** Campuses also have computer labs for student use of necessary equipment for this course.

Other materials students may need: video/audio player as well as a video/audio recorder, mobile applications.



This course **does not** include instruction in using Canvas, using Office software, nor how to use University of North Texas Library resources, databases, nor APA citation styling even if required in the course. Please review the learning 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, or group communication applications. 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 in CANVAS 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

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 in CANVAS.

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

Grading Rubrics available in CANVAS explain expectations for Written Assignments/Projects and Discussion Forums and tests. 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.

There are GROUP GRADES in this course. Students' individual grade can be negatively impacted by the survey results of a poor peer review.

ACCEPTABLE FILE FORMATS:

This course uses **APA in-text and reference section 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 or double spaced, 12-point font please:



- MSWord (.doc or .docx)
- PDF
- MS PowerPoint
- MPEG4

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

1. Emailing any graded requirement to the instructor, under no circumstance email any work
2. Failing to complete all graded tasks on time *by grade closing dates provided in Canvas*
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, plagiarizing is a serious civil and criminal offense under Title 17 U.S. Law
9. Failing to upload files as required,
10. Missing the Module deadline for all activities required in the Module, and
11. 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 technical 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 the posting is deemed inappropriate or fails to follow acceptable professional decorum. My hope is this class is N-Etiquette perfect! Class-room etiquette is explained in your UNT Student Handbook.

COURSE SCHEDULE

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: Identifying how marketing is useful to a company and to society & Objective 4: Determine where marketing plans fit within the business planning process and strategic planning process in larger firms							
Module 1	6-Sep	Syllabus test - 3 attempts	Individual	Sunday, August 30, 2020	11:59:00PM	25	
		Chapter 1 test - unlimited	Individual	Sunday, August 30, 2020	11:59:00PM	25	
		Discussion #1	Individual	Wednesday, September 2, 2020	11:59:00PM	25	
		Chapter 2-unlimited	Individual	Sunday, September 6, 2020	11:59:00PM	25	
Course Objective 2: Obtain a working knowledge of basic marketing terminology and concepts							
Module 2	20-Sep	Discussion Forum #2-Group interests-personal skills	Individual	Wednesday, September 9, 2020	11:59:00PM	25	
		Chapter 3 test - unlimited	Individual	Sunday, September 13, 2020	11:59:00PM	25	
		Self Enroll into a Group	Individual	Sunday, September 13, 2020	11:59:00PM	25	
		Zoom Meeting	Individual	To Be Determined/Announced		10	Bonus
		Chapter 4 & 5 test unlimited	Individual	Sunday, September 20, 2020	11:59:00PM	25	
		GROUP: Draft - Prob statement, Situation Analysis	Group	Sunday, September 20, 2020	11:59:00PM	50	
Course Objective 2: Obtain a working knowledge of basic marketing terminology and concepts							
Module 3	4-Oct	Chapter 6 test- unlimited	Individual	Sunday, September 27, 2020	11:59:00PM	25	
		1st Teammate Rating /Peer Assessment	Individuals receive 1st peer grade of up to 25 pts from their teammates.	Wednesday, September 30, 2020	11:59:00PM	25	
		Zoom with Class	Individual	To Be Determined/Announced		10	Bonus
		Chapter 7 & 8 Test - Unlimited	Individual	Sunday, October 4, 2020	11:59:00PM	25	
		GROUP - Revise Draft 1, submit Draft 2 (includes revisions).	Group	Sunday, October 4, 2020	11:59:00PM	50	
Course Objective 3: Explain the elements in the marketing mix and how each of these impact planning							
Module 4	18-Oct	Case - Social Media	Individual	Wednesday, October 7, 2020	11:59:00PM	50	
		Mid-Term Exam (Ch's 1 - 9) - 3 (three) attempts	Individual	Sunday, October 11, 2020	11:59:00PM	100	
		Zoom with Class	Individual	To Be Determined/Announced		10	Bonus
		2nd Teammate Rating/ Assessment	Individuals receive 2nd peer grade of up to 50 pts from their teammates.	Wednesday, October 14, 2020	11:59:00PM	50	
		Chapter 10 test- unlimited	Individual	Sunday, October 18, 2020	11:59:00PM	25	
		GROUP- Revise Draft 1 and 2, submit Draft 3	Group	Sunday, October 18, 2020	11:59:00PM	75	
Course Objective 3: Explain the elements in the marketing mix and how each of these impact planning Last Day to Drop the Class - November 2nd							
Module 5	1-Nov	Discussion Forum #3- Report on Group Project	Individual	Wednesday, October 21, 2020	11:59:00PM	25	
		Chapter 10	Individual	Sunday, October 25, 2020	11:59:00PM	25	
		Zoom meeting	Individual	To Be Determined/Announced		10	Bonus
		Complete Draft #3, Improvements to Drafts 1 and 2, plus Draft 3 requirements	Group	Sunday, November 1, 2020	11:59:00PM	100	

Module 6	15-Nov	Course Objective 5: Describe the scope of the job faced by marketing managers in today's complex and highly competitive global business environment					
		Discussion	Individual	Wednesday, November 4, 2020	11:59:00PM	25	
		Chapter 11 test-unlimited	Individual	Wednesday, November 4, 2020	11:59:00PM	25	
		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	
		Zoom meeting	Individual	To Be Determined/Announced		10	Bonus
		Chapter 12 test - unlimited	Individual	Wednesday, November 11, 2020	11:59:00PM	25	
Module 7	29-Nov	Course Objective 6: Practice building an actionable Marketing Plan					
		Chapter 13 test-unlimited	Individual	Wednesday, November 18, 2020	11:59:00PM	25	
		Zoom meeting	Individual	To Be Determined/Announced		10	Bonus
		Complete Draft 4	Group	Sunday, November 29, 2020	11:59:00PM	125	
		Chapter 14 and 15 test-unlimited	Individual	Sunday, November 29, 2020	11:59:00PM	25	
Module 8	6-Dec	Chapter 16 - test unlimited	Individual	Wednesday, December 2, 2020	11:59:00PM	100	
		No Zoom Meetings Offered					
		Final Exam Ch's 10 through 17	Individual	Sunday, December 6, 2020	11:59:00PM	150	
TOTAL POINTS POSSIBLE THROUGH ALL ASSIGNED GRADED TASKS:						1400	
Total points assigned to peer assessments of your work ?/1560						150	10.7%
*Missing the MODULE CLOSING deadline earns automatic zero, no chance to submit							
**Missing due date loses 20% points each day it's late, once Module Closes earns Zero, no chance to submit							
<i>Zeros automatically issued to students emailing any graded task for submission.</i>							

The detailed Course Schedule is published in CANVAS. 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 closes at 11:59:00p.m.
3. *Every week has requirements, to keep up in the course, meeting the weekly requirements helps 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 quiz/lab in Canvas and at the External Test site has a time limit.
6. Every quiz/lab in Canvas and at the External Test site must be completed on the first attempt.
7. Every quiz/lab in Canvas and at the External Test site attempt must be **the student's best effort**.
8. **Unlimited attempts available on all chapter quizzes** at the external site, **average grade prevails**
9. **Three attempts** available on syllabus, mid-term and final exam in Canvas, highest grade prevails.
10. **Absolutely No resets of tests** quiz/exams/labs in Canvas -contact UNT Help Desk if you had a technical issue **before** making a second (or another) attempt on a quiz/test/lab in Canvas.
11. If and when additional modules are open, students may move ahead at their own peril, but missing MODULE deadlines, aka closing dates, for any or all activities in the Module means receiving a zero..

GRADING SCALE

Based on the total number of possible points for this class, this grading scale applies (recall no curving):

Grading Scale	
" A "	= earning 90% or more of all required points possible
" B "	= earning 80% - 89% all required points possible
" C "	= earning 70% - 79% all required points possible
" D "	= earning 60% - 69% all required points possible
" F "	= earning 59% or less all required points possible

Students are given Grading Rubrics to review before any submissions. Questions on how grades are determined must be cleared up with Dr. Mims.

Students, please 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.

ATTENDANCE



Attendance is expected- **and is monitored**. Expectation is that students access and complete weekly requirements. Missing due dates is considered an “absence”.

After 2 missed due dates, as per UNT policies, the student is reported to the “Dean of Students” to investigate any and all absences (for health, safety, concerns=).

Make no assumptions for extensions, or incompletes for this course- UNT policies prevail at all times.

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.

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 course, 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 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 in-text 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 activities required constitute a specific percentage of students' grades. Attendance is monitored for student’s overall performance, two absences are more are reported to the Dean of Students.

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 it is feasible for the student to successfully complete remaining assignments after the semester per a specific agreed upon timeline. Pursuant to university policy, student must apply for a university excused absence, following the procedure of the Dean of Students. Failing to obtain a Dean of Student excused absence notice results in keeping zeros.

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’
- All times, are Central Time Zone.
- When Module closes, 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

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). For all Foundations student that text me include your SECTION number =).

Dr. Mims’ cell is 469-951-3200