


**UNT Ryan College of Business Undergraduate Course Syllabus
MKTG 3700 – Section 501 - Dr. Mims**

Class begins online August 26th and ends on December

This is Blended course meaning both Online and Face to Face

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 my preferred method of contact, we can always call each other after texting=)
Office Location: Frisco Room 146
Office Hours: Tuesdays, between 3:30 and 6:30 pm
Course Dates: Face to Face Meeting Dates – Wednesdays, 3:30pm Frisco Room 161

Course Description

Course Prerequisites: MKTG 3650 (Principles), and very solid knowledge of word processing, spreadsheet, PowerPoint and scanning or printing any of these file types into PDF.

If you do not meet prerequisites, you will be dropped when the class roll is audited.

Course Catalog Description: 3 hours. Students are taught to calculate, understand and interpret fundamental metrics or indicators of performance in marketing contexts. The pedagogical method is hands-on analysis of mini-cases, problems and exercises, using hand calculation as well as computer worksheets.

Student Learning Objectives:

This course aims to provide a basic, managerially relevant understanding of various marketing metrics, the benchmark measures of past or planned marketing performance, that guide managerial decision making.

1. Describe the metrics for marketing decision making
2. Recognize the data requirements for each marketing metric.
3. Compute each marketing metric correctly.
4. Interpret each marketing metric in managerial contexts
5. Explain how the metric, as interpreted, would inform and influence marketing decisions.
6. Construct worksheets to calculate various marketing metrics.

In this class, we shall use simple mathematical techniques such as +, -, *, /, %, some ^ (^ is power) and also learn to use index numbers. Almost every class has lots of hands-on, very intensive analysis emphasizing “learn by doing”. Hopefully, the knowledge you build up here will help you (a) in more advanced marketing classes, (b) in your marketing career, especially as you advance to managerial positions, and, (c) explore this topic further in the future.

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 a number of Cases in this course. We will complete many of the requirements for the course while we are in class together.
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 to complete graded requirements)



1) REQUIRED TEXTBOOK:

TITLE: An Introduction to Marketing Metrics

AUTHOR: Gopala (GG) Ganesh, MMGG

YEAR: 2020

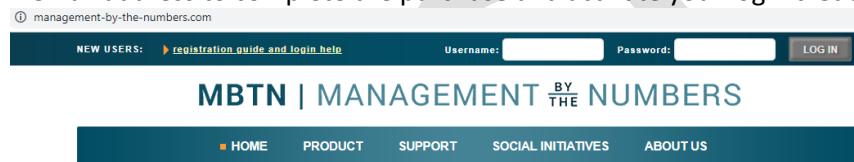
Price is about \$40, no royalty, price is breakeven on printing and binding. Please do not buy older editions. You need the 2020 book. A couple of places to check, UNT Bookstore and Voertman's.

2) REQUIRED ONLINE ACCESS:

Management by the Numbers (MBTN)

www.Management-by-the-Numbers.com

Purchase access to a specific set of 24 MBTN modules for about \$25.00. MBTN will contact you at your UNT email address to complete the purchase and activate your login credentials.



3) REQUIRED HARDWARE/SOFTWARE: Student must have the means to use MS Excel in Class.

4) The UNT Canvas website for this class is a mandatory and critical resource.

Note: I use Excel and PowerPoint for PC. If you are a MAC user, you will need to adapt as necessary. When I ask you to do so, please bring your laptop to class to facilitate hands-on Excel work. Also, I strongly recommend a notepad, a calculator and a flash drive dedicated to MKTG 3700.

All students are asked to attend Class on August 28, with their textbook, the ability to take notes and the ability to use MS Excel. Every student that attends this first class earns 5 bonus points toward the course 1000 points.

Students are to use the 2020 edition of the textbook required, older editions may or may not be of benefit to the course.

This course does not include instruction in using Canvas.

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 undergraduate sophomore 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, if asked
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, if asked

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 week contains its own unique combination of graded tasks.

The first few weeks of class are open now. I will remind you and announce in class when additional weeks are open or when exams and cases open. 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=). Thank you.

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 2016, 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, how to use University of Texas Library resources, databases, nor APA citation styling even if required in 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, Respondus 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) UNT provides sufficient resources 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 has specific attempts on all tests/quizzes/exams, 4) student agrees before beginning any test in CANVAS they understand *there are no resets*, and 5) 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, thank you!

GRADING

Each week has its own unique combinations of requirements. Canvas contains a list of all graded activities and a schedule for course content covered.

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:

Points Needed	Grading Scale
900+	" A " = earning 90% or more of all required points possible
800-899	" B " = earning 80% - 89% all required points possible
700-799	" C " = earning 70% - 79% all required points possible
600-699	" D " = earning 60% - 69% all required points possible
<600	" F " = earning 59% or less all required points possible

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 Tests/Quizzes, Lab Assignments, Projects and Discussion Forums. 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.

ACCEPTABLE FILE FORMATS:

Please note that the only acceptable file **types** for any written assignment submitted for grading are PDF



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 *before closing date*
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 file,
10. Missing the deadline for all activities required, 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

Detailed Course Schedule is in CANVAS. The class is constructed into “weeks”. Each week 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 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 is necessary to reduce student stress and adequately absorb the material
4. Every week contains a unique combination of activities
5. Every MBTN requirement has unlimited attempts, see MBTN grading rubric.
6. Every quiz/lab in Canvas has forced time limit.
7. Every quiz/lab in Canvas must be completed on the first attempt.
8. Every quiz/lab in Canvas attempt must be **the student’s best effort**.
9. Three attempts available on all exams in Canvas average grade prevails
11. **Absolutely No resets of tests** quiz/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.
12. Students may move ahead at their own peril, but missing deadlines for any or all activities means receiving a zero.

GRADED ACTIVITIES, VALUE IN THIS COURSE and TOTAL POINTS POSSIBLE:

<u>Due week of^a</u>	<u>Component</u>	<u>Max Points</u>
Sep 30	Management-by-the-Numbers (MBTN) exercise Set I	100
Oct 7	Challenge Case #1: Create and solve your own xlsx	50
Oct 21	Challenge Case #2: Create and solve your own xlsx	75
Nov 11	Challenge Case #3: Create and solve your own xlsx	125
Read on!	Three Online Quizzes (Q1=50, Q2=100, Q3=100)	250
Nov 25	Management-by-the-Numbers (MBTN) exercise Set II	100
Dec 9	Final Exam on the University date/time for your class, details later	300
Semester Total		1000

^a Challenge Case dates are subject change based on the needs of this particular class.

Students are given Grading Rubrics for Graded activities in Canvas. Questions on how grades are determined must be cleared up with Dr. Mims before the end of September, 2019.

Our content schedule as of August 26, 2019 is posted in Canvas- Subject to change depending on the Cohort. Dr. Mims will announce in changes in class and in Canvas if and when any changes are made to this schedule:

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.



Attendance is not graded- **but is monitored** and from time to time, bonuses may be given but only during attended class meetings. Students that do not attend regularly typically make a C or lower on their course grade reported to the registrar. *I respect your decision to attend or not.* Students that do not attend regularly typically make a C, D or F. Expectation is that students access and complete daily/weekly requirements. See UNT Attendance Policy for absences.

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

University Policies



Disability Support Policy Statement UNT Policy 16.001 : 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.

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. For more information read: <https://emergency.unt.edu/about-us>

Emergency Evacuation Procedures for UNT at Frisco – Hall Park:

- **Severe Weather** In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in the center corridor, restrooms, or rooms 145 and 146.
- **Bomb Threat/Fire** In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact on or more members of your

department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed across the street to the parking garage, lower level.

Academic Integrity UNT Policy 06.003 : 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 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, a judgment is made by an individual faculty member.

Instructor's practice in this course is: All required assignments in this course, where applicable, 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. Attendance is not graded, but absences are monitored for student's overall performance.

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 will earn a zero.

Student Attendance UNT Policy 06.039: The University of North Texas recognizes that student success is promoted by regular attendance and participation in class. It is the responsibility of the faculty member to notify students in writing of any special attendance requirements for the class. This policy applies to all modes of course delivery.

LATE ASSIGNMENTS POLICY: No late assignments are accepted past any designated closing deadline Make no assumptions for extensions, or incompletes for this class- UNT policies prevail at all times. Please review absence policy located at www.UNT.edu search Absence Policy.

This is not a legal contract. It the plan established 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 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:

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. For more information, please review the Registrar's office site at <https://registrar.unt.edu/frequently-asked-questions>, or call the Registrar.

☺ '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

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 in class or by mobile.

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

Dr. Mims' cell is 469-951-3200