

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

Class begins online August 26th ends December 8th

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:	Every Tues 3:30 to 6:30 p, also Text me, or arrange appointment by Zoom, Messenger, Skype®, or by phone
Course Dates:	Face to Face Meeting Dates – Tuesday, 6:30 PM
Location of Class:	Frisco Campus, Room 107, but double check front desk when you enter
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:



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) major 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 major 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. The instructor also uses an active learning method called “Student Leadership” explained online and in class.

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 module is open now. The instructor will open the remainder of the class modules via announcement in class and 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

A 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. Example: Week 1 – **due** by Sunday, September 1 before 11:59:00PM – however students will not earn a zero for missing this any requirements until Module 1 is closed on Sunday, September 8th before 11:59:00PM – Student attendance is noted online via observing when students complete graded requirements. Student attendance in class is observed in person attendance.

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

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

Grade Recorded:	# Attempts	What?	How Many?	Value Each	Total Points:
Highest grade	3 attempts	Syllabus Quiz	1- Bonus	Max Possible	20
Average Grade	Unlimited	Chapter quizzes	17	15	255
	Unlimited	Discussions	4	20	80
	465	Project Phase 1	1	65	65
		Project Phase 2	1	100	100
		Project Phase 3	1	75	75
		Project Phase 4	1	125	125
		Project Phase 5	1	100	100
Highest grade	3 attempts	Mid-term	1	100	100
Highest grade	3 attempts	Final-Exam	1	100	100
		Total Points Estimate:			1000

Students are given Grading Rubrics for Graded activities in the first week. Questions on how grades are determined must be cleared up with Dr. Mims before the close of the first Module.

DETAILED WEEKLY SCHEDULE IS IN CANVAS- Please expect this Detail to post at 1st Class Meeting

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 is not graded- **but is monitored**. Expectation is that students access and complete weekly requirements. See UNT Attendance Policy for absences.

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

STUDENT LEADERSHIP

As indicated under instruction methods, Student Leadership is a voluntary activity that students can use to demonstrate their knowledge about the course content. Student Leadership is described in a Powerpoint presentation, our first face to face class discussion, and is only available after the cohort is clear on how this activity based learning method works. The instructor reserves the right to remove this method of learning.

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.

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 one 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: 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. Students are informed the providing copies of test questions in any form is also a U.S. Copyright violation.

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. 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.

LATE ASSIGNMENTS POLICY No late assignments are accepted past grade closing deadlines. This instructor's policy is zero tolerance for late work or make up work. Reason: 1) every assignment has multiple upload attempts on papers, 2) **every CANVAS chapter test has unlimited attempts** permitted, and 3) **every Mid-term or Final exam has three attempts**. 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 is an outline for this course in terms of its objectives, expectations, tasks and activities, schedule of classes, assessment and evaluation criteria. We will try to adhere to this as much as possible. However, depending upon the need of the particular cohort, the instructor reserves the right to change these plans, including adding/removing material, assignments, or 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.

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

Dr. Mims' cell is 469-951-3200