UNT University College of Business Undergraduate Course Syllabus
MKTG 3710 – ALL SECTIONS SPRING 2020

Get to know your instructor and how to reach her:	
Name of the Instructor:	Tina C. Mims, Ph.D
Email:	call or text me- 469-951-3200 or 4699513200@tmomail.net (text or calling is preferred method of contact)
Office Location:	Denton BLB 399b, Thursday's 2p-5:30p
Office Location 2:	Frisco, room 145, Tuesday's 4-6p (I'm also in McKinney in the evening)
Other times:	Text me, or arrange appointment by Skype®, or by phone
Course Dates/Locations:	Denton **Section 001**-Tu/Th 12:30-1:50p BLB245,
	Frisco **Section 501**-Tu 6-8:50p Room 112
	Denton **Section 002**-Th 6-8:50p, BLB 260
Course Credits:	3 hours- This course has two Prerequisites the Instructor will NOT WAVE

Course Description from College of Business:

Course Prerequisites: MKTG 3710 is a Junior-level class. MKTG 3650 (Principles), DSCI 2710 (Stat 1), and very solid knowledge of word processing, spreadsheet, and PowerPoint software.

Course Catalog Description: Examination of marketing information technologies and marketing research. Students learn why and when to do marketing research, the types and sources of primary and secondary data available, methods for collecting data, the construction of data gathering instruments (e.g. questionnaires), the use of measurement scales, basic sampling, and data analysis techniques. Class emphasizes the use of secondary data sources, especially online, electronic sources of marketing information.

Semester Course Student Learning Objectives:

Upon successful completion of this course, students are to:
1. Identifying a market or marketing problem
2. Defining the problem, both in terms of Market planning and Marketing Research (as opposed to symptoms),
3. Identifying and collecting relevant information or data (secondary and primary),
4. Analyzing and interpreting data gathered by primary or secondary methods,
5. Interpreting the data to arrive at conclusions, and
6. Communicating the findings of analyses to the relevant stakeholders
7. Practice collecting, entering, writing, analyzing, and professional reporting of research.

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: There are weekly **required activities** that may include any combination of these: Quiz, Discussion, Assignments, Challenges, or Labs. Note: Quiz also means Test or Exam. Students are required to demonstrate their ability on 'real' concepts explained during the course.

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

This course does not include instruction on using CANVAS, using UNT's virtual private network to access required SPSS software, does not teach any MS word or excel technology nor APA style guide or library resources.

Materials (what you'll need)

REQUIRED TEXTBOOK:
TITLE: Marketing Research
AUTHOR: Burns, Veeck and Bush
EDITION: Eighth (8e) COPYRIGHT YEAR: 2017 ISBN: 9780134167404 (other ISBN's for other formats exist)
SPSS Software – MS Excel – MSWord – Ability to take Snapshots / screenshots and print

A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. Be aware that the same textbook may also be available from an independent retailer, including an online retailer. A free copy of the textbook may be available online

Being Prepared for Success in this Class by having the following skills (if you do not have these skills – consider dropping the course:

Prerequisite skills for this course-MKTG 3650, and DSCI 2710-complete these before taking this course.
Expectation is that students have the following skills/abilities for average or higher performance:

1. Can read, write, and perform math at a undergraduate sophomore or higher level
2. Open and use MSExcel to use Functions in Excel as well as build calculations
3. Specifically, can add, subtract, multiply and divide
4. Sufficient study skills
5. Sufficient time management skills
6. Knowledge of CANVAS its uses, and technical requirements
7. Knowledge of accessing UNT's virtual private network to use SPSS
8. Ability to research using UNT Library databases and other credible resources
9. Ability to prepare for exams
10. Demonstrate adequate understanding of material
11. Utilize the grading rubrics made available
12. Profit from all materials made available to the student
13. Participate in the online class on a daily basis- activity by day is monitored
14. Ability to meet deadlines, which are the 'due' dates in this course

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 module contains its own unique combination of graded tasks.

Each Module builds on the previous activities, therefore as a student completes the requirements in the 1st module, the 2nd module expects the students to pass a level of understanding for the previous.

Expectation is that students have or know how to download free 'readers' for reading/using MSOffice2007/2010 applications or PDF file formats. Expectation is that student have or know how to access IBM SPSS Statistics software through the UNT virtual private network. 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 940-565-2324, **hours posted on UNT web**. Denton and Frisco campus also have computer labs for student use of necessary equipment for this course.

Other materials students need: video/audio player.

This course does not include instruction on using CANVAS, the UNT library, or MSWord or MSExcel, nor does this course teach how to access remotely the UNT network to use IBM SPSS Statistics. Please re-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 course on CANVAS. 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 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

Each module has its own unique combinations of requirements. Each business day has its own unique combination of tasks, activities and requirements.

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 and grade samples provided in CANVAS.

Grading Scale	
A = 90% or 900 points or more	
B = 80-89% or 800 to 899 points	
C = 70-79% or 700 to 799 points	
D = 60-69% or 600 to 699 points	
F is 59% or lower (under 600 points)	

Source: Syllabus Winter 2019-2020

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

Grading Rubrics available in CANVAS explain expectations for TYPES OF TEST QUESTIONS, WRITTEN ASSIGNMENTS/CHALLENGES/LABS AND DISCUSSIONS. Graded samples may also be provided. 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, LYNDA, Helpdesk, Write Cite, to name a few.

There are NO group grades and NO group assignments in this course. Students are encouraged to collaborate freely on assignments, challenges, labs – but be clear – only individual submissions and individual grades are issued =). Student found sharing test information are reported to the Dean of Students.

ACCEPTABLE FILE FORMAT:

This course uses APA 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 spaced, 12 point font please:

MSWord (.doc or .docx)

PDF

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

1. Emailing any graded requirement to the instructor,
2. Failing to complete all graded tasks on time as per the schedule in this syllabus,
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. Posting quiz content on any external site (this is unlawful under U.S. Copyright!)
8. Using references that are from wiki's or crowd sources,
9. Plagiarizing,
10. Failing to upload files in CANVAS for all Graded assignments,
11. 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 information or help, contact the Help Desk if you are unfamiliar with attaching / submitting 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 will 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 deemed the posting is deemed inappropriate or fails to follow acceptable professional decorum. My hope is this class is N-Etiquette perfect!

COURSE SCHEDULE

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 ends at 11:59:00p.m.
3. <mark>Expect that every week there are graded requirements.</mark>
4. Every quiz has forced time limit.
5. Every quiz must be completed on the first attempt.
6. Every quiz attempt must be *the student's best effort*.
7. Unlimited attempts available on all multiple choice, multiple answer, essay and true/false chapter and syllabus quizzes/tests, highest grade prevails.
8. **Absolutely No resets of tests**-contact Help Desk if you had a technical issue *before* making a second (or another) attempt on a quiz/test.
9. Students may move ahead at their own peril, <mark>but missing MODULE deadlines for all activities in the Module means receiving a zero</mark>.

The course schedule of activities is (and subject to changed based on this cohort's capabilities):

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 Winter classes to avoid any confusion.

It is essential students balance personal needs versus course requirements, therefore here is the LATE POLICY for this SPRING 2020 Semester:

STUDENTS THAT SUBMIT 50% OR MORE OF ALL GRADED REQUIREMENTS LATE HAVE THEIR COURSE GRADE DROPPED ONE LETTER GRADE

Example: If there are 20 graded tasks during the semester and a student has an "A" or 90% or better course grade and 11 submissions are turned in "LATE", the student's course grade drops from an A to a B for the FINAL COURSE SEMESTER GRADE reported to the registrar. REASON: Student input indicates for fairness students that turn in work on time can earn the potential for an "A" grade.

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

What this course does not include: This course does not include instruction on CANVAS, how to use the library, conduct or use databases for research, nor how to use 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*. Late policy exists to motivate students to maintain a level of daily activity in the course to afford adequate learning of the material.
BONUS POLICY FOR BEING ON TIME 75% OF ALL DUE DATE EARN 2% OF COURSE GRADE

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

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.

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. Students must provide appropriate citations in either APA format-with the requirements for spacing/font indicated in this syllabus. This course uses APA 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 classroom activities is required and will constitute a specific percentage of students' grades.

Absences do not exempt students from academic requirements. Excessive absences, even if documented, may result in a student failing the course. An incomplete may be granted if the student has a passing grade, but only if the instructor determines that it is feasible for the student to successfully complete remaining assignments after the semester. Pursuant to university policy, student must apply for a university excused absences, following the procedure of the Dean of Students. Failing to provide documentation of an excused absence will earn a 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 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:

       Help Desk   940-565-2324

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.

😊 'Repearting' 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*