

MARKETING AND MONEY

Instructor: Thuy D. Nguyen
Office: BLB 375E
Phone: (940) 369-8317

Class schedule: MTWTH 10:00AM – 11:50AM BLB 255
Office Hours: MW 1:00PM – 2:00PM
E-mail: thuy.nguyen@unt.edu

UNT Catalog Description: ***MKTG 3700. Marketing and Money.** 3 hours. Students are taught to understand and appreciate the money implications and impact of marketing decisions. The teaching method is “intensively hands-on” and makes use of mini-cases, problems and exercises in the context of market opportunity analysis, market segmentation, and planning and implementing a marketing mix. Prerequisite(s): Junior standing + MKTG 3650 (concurrent OK, but completion is recommended).*

If you do not meet prerequisites, you will be dropped during an audit!

I assume that you have basic familiarity with Excel and PowerPoint, 2010 or 2007. For business majors, this should not be a problem, since you would have already completed BCIS 2610. For others, it is your responsibility to acquire the basic familiarity with both of these software products. See below.

Text and Other Needed Material:

1. There are no required textbooks for this course. However, students lacking basic skills in using Microsoft Excel must take remedial action prior to the very first homework assignment of this course. You may either refer to (1) one of several paperbacks widely available and priced at less than \$20, OR, (2) Google "Excel tutorial" and use one of several basic intro to Excel online tutorial resources available. These optional resources are intended to help those of you who have not taken the required background course stated above OR have forgotten what they learned when they took one.
2. The UNT Blackboard Learn website is mandatory and may be accessed via the physical BLB or virtual machine COB labs. Please go to <http://www.cob.unt.edu/lab/virtuallab.php> and locate instructions for installing the PC and MAC Virtual Machine clients on your computer.
3. A notepad, a calculator and a flash drive dedicated to MKTG 3700 are an absolute must!

Distribution of Important Files for Graded Assignments:

When needed, this will be done using a zip file collection attached to each assignment under the Graded Assignments folder on Blackboard. On occasion, files may also be distributed via the Blackboard Discussion Board, under the relevant forum for an assignment.

The UNT “Blackboard Learn” homepage (<http://learn.unt.edu>) for MKTG 3700 M&M:

All discussions and clarifications on graded assignments **MUST** be **ONLY** via the Blackboard Discussion Board. **DO NOT** e-mail assignment questions to me. Post to the correct Discussion Board forum and thread.

Your Eaglemail (yourname@my.unt.edu) e-mail account:

For personal issues only, you may email me at thuy.nguyen@unt.edu. I shall also email you on occasion. This will go to your Eaglemail account. In Blackboard, you may auto forward such emails to your preferred address via My Places at the top of the screen, then Personal Information followed by Edit Personal Information.

Course Objectives:

We seek to learn analytical methods that you will be called upon to do in (a) senior level marketing classes, and (b) possibly in your future careers. We shall use simple mathematical techniques rarely, if ever, going beyond: +, -, *, /, %, some ^ and working with index numbers. However, there will be lots of hands-on, very intensive analysis. An unstated, but important objective is to pay careful attention to detail in all the assignments. Not being meticulous = bad consequences!

Grading:

This class carries a total of 1000 points. Your semester percentage will be based on this total.

<u>Component</u>	<u>Max Points</u>
Excel Homework Assignment # 1	100
Excel Homework Assignment # 2	100
Quiz # 1	100
Quiz # 2	100
Quiz # 3	100
Challenge Excel Case:	200
Final Examination on Campus	<u>300</u>
Semester Total	1000

End-of-semester Letter Grades:

Letter grades will be assigned based on earned cumulative semester % (your semester total/1000, expressed as a percentage after rounding up 0.5% or higher), using the following cutoffs. The following letter grades and their interpretations are typical for the COB. If you are a non-COB major, your passing grade requirements will be determined by your own college/program of major.

90%+	= A	Means "Excellent"	60% - 69%	= D	Means "Failing"
80% - 89%	= B	Means "Good"	less than 60%	= F	Means "Failing"
70% - 79%	= C	Means "Passing"			

Online Quizzes

- Quizzes will be administered via Blackboard in the Sage Hall Testing Center on the 3rd floor..
- 1 hour, 50 minute time limit for each quiz attempt from start time. You must complete the attempt in that time window. The clock will be ticking while you take breaks, if any.
- Restroom breaks will be allowed, one student at a time.
- 25 questions per quiz @ 4 point each, randomly selected from a large pool, for a maximum of 100 points.
- Missed quizzes will be scored as zeros.

Class Policies:

Honesty:	You may help each other by asking and answering questions before/after class and through the Blackboard Discussion Board. However, you may not share your own work or post your actual solutions etc. Each assignment <u>requires individual effort and the use of materials specifically prepared and distributed for it this semester</u> . Dishonest practices <u>will result in the immediate assignment of a failing semester grade for the recipient and giver of the unfair help</u> . Please see the attached UNT Academic Integrity Policy.
ADA Compliance:	COB complies with, and I am personally committed to, the Americans with Disabilities Act. If you need assistance, please see me.
Attendance:	I shall monitor class attendance. I might drop students with Very Poor attendance! Not showing up will also result in the loss of doles such as bonus points, curves etc.
Discussion Board:	The Blackboard Discussion Board supplements face to face contact. You MUST post all your questions related to course content and graded assignment here. Someone, including possibly a fellow student, will answer your question. This will allow the entire class to access the clarifications via the DB, which is organized by forum and thread.
Submitting Assignments:	All assignments are to be submitted in HARD COPY format and SHALL NOT be accepted in any other way. The deadline is always in class on its due date. I shall keep you informed of the receipt of your assignment.
Picking up Assignments:	Grades will be posted to Blackboard under the My Grades tab. Afterwards, the assignments will be distributed in class.
Back up Assignments:	Please maintain an exact electronic copy of your “as submitted” assignments on disk, clearly showing date and time of completion.
Non-submission of Quizzes	If you (1) do not complete all the required quizzes/examinations and/or (2) fail to submit any graded assignment, you will be denied all doles, curves etc. at the end of the semester and you will just have to settle for the grade you earned strictly per the syllabus!
My Grades:	I expect you to keep track of your grades (via the Blackboard MyGrades tab) and alert me in a timely manner about missing or incorrect grades. For example, do not wait to ask me questions about the Excel HW1 grade until the last week of the semester!

Important Notice International Students on the F-1 visa

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course. If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

Additional notes to F-1 students:

While this is not an online class, it is my understanding that F-1 students are not allowed to take more than a certain number of classes via that format. Please clarify with the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu.)

In the present security environment, and as a former International Student, I strongly advise all international students to be in full, 100% compliance with U.S. Immigration rules and requirements that govern you. If you do, there will be no hassles whatsoever and you can concentrate on your main purpose of being here, i.e. to study!

TENTATIVE Schedule for the Semester (Subject to Revision)

The following schedule is tentative and may be revised. It is intended to provide guidelines for the topics to be covered in class. Depending upon the level of difficulty the class is having, certain topics may require more time than others, and the class may deviate from the schedule occasionally. If such changes do take place, they will be announced or distributed in class. Dates of exams are less likely to change. At any time, the most recent schedule will supersede all prior schedules.

	Date	Topic	Readings	Case Discussion	Project
1	Jun 3	Introduction, Weighted Average, Balance Sheet, Income Statement	Module 1 & 2	-Swaaguth Inc.	
2	Jun 4	Channel Markups	Module 3	-Krispy Kreme Co. -Lone Star Lamp Company	
3	Jun 5	Channel Markups	Module 3	-Western Boot Co. 2 -Baby Magic	
4	Jun 6	Designing an Excel worksheet	Module 5		
5	Jun 7	Contribution Analysis & Breakeven Point	Module 4	-Widget -Bountiful Bakery	MAKE UP DAY FOR JULY 4
6	Jun 10	Contribution Analysis & Breakeven Point	Module 4	-Metro Manufacturing Co -Texas Bearing Co	Excel HW 1 due (Module 3)
7	Jun 11	Contribution Analysis & Breakeven Point	Module 4	-Galaxy Music -Athens Nurseries, Inc.	
8	Jun 12	Net Present Value	Module 11	-Project A vs. B -SI	
9	Jun 13	Quiz 1	Modules 1 & 2		Quiz 1 – Modules 1&2 (SAGE 334 & 335)
10	Jun 17	Net Present Value (hand out Challenge case)	Module 11	-Widgets -GGK Corp.	Excel HW 2 due (Module 4)
11	Jun 18	Applied Analysis: Price	Module 9	-Lone Star Lamp Company -Target Pricing	
12	Jun 19	Applied Analysis: Price	Module 9	-Shaaka For Life -Elasticity	
13	Jun 20	Quiz 2	Module 3		Quiz 2 – Module 3(SAGE 334 & 335)
14	Jun 24	Applied Analysis: Place	Module 10	-Secured Craft Incorporated (A)	Challenge Excel Case due
15	Jun 25	Applied Analysis: Place	Module 10	-Secured Craft Incorporated (A)	
16	Jun 26	Quiz 3	Module 4		Quiz 3 – Module 4 (SAGE 334 & 335)
17	Jun 27	Applied Analysis: Promotion	Module 8	-Texas Grills Inc. -BFV-10 -Finn Fones Inc.	
18	Jul 1	Applied Analysis: Promotion	Module 8	-Baja Foods Inc. -Golden State Petroleum Co.	
19	Jul 2	Applied Analysis: Product	Module 7	-Wipra Inc. -Aztec	
20	Jul 3	Applied Analysis: Product	Module 7	-Hannibal -Turfex	
21	Jul 4	NO CLASS			
22	Jul 5	Final Exam	Modules 3, 4, 7 -11		10:00AM – 12:00PM (SAGE 331 & 333)

UNT ACADEMIC INTEGRITY POLICY

DEPARTMENT AND UNIVERSITY POLICIES

Each student should be aware of the guidelines for academic honesty as outlined in the UNT Code of Student Conduct and Discipline which provides penalties for misconduct by student, including academic dishonesty.

YOU MUST DO YOUR OWN WRITTEN AND ANALYTICAL WORK FOR EACH ASSIGNMENT labeled as an individual assignment. You may discuss individual assignments, other than exams, with other students but the content of the submitted individual paper must be your own analysis and conclusions. Dishonesty, including but not limited to cheating on tests, plagiarism or receiving unauthorized help with your papers or exam, is taken seriously and will be investigated. The minimum penalty for academic misconduct is an “F” on the assignment. The maximum penalty is an “F” in the course and referral to the Dean of Students for disciplinary action which may include expulsion from the University.

Academic dishonesty includes cheating and plagiarism. The term “cheating” includes, but is not limited to, (1) use of unauthorized assistance in taking an exam; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

The examination instructions are very clear regarding what materials may be used on the exam. **If you “preprogram” your calculator, use any materials other than those permitted on the exam, talk with other individuals during the exam, exchange information about an exam with an individual that has not taken the exam, or copy or use material from another individual’s exam, you will receive a failing grade for the course.**

According to University policy, if you become aware of any misconduct related to academic integrity, you should inform me or another proper authority such as the department chair or associate dean.

The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling (or disseminating) of term papers or other academic materials. (Source: Code of Conduct and Discipline at the University of North Texas.)