

MKTG 3700 MARKETING AND MONEY 2014 MAYMESTER

Instructor: Thuy Nguyen **Sec:** 001 MTWR 1:00-4:50 in BLB 040
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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 very 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 and PowerPoint must take remedial action prior to the very first homework assignment of this course. You may either refer to (1) one of several inexpensive paperbacks widely available for each software, OR, (2) Google "Excel tutorial" or "PowerPoint tutorial" and use one of several basic intro online tutorial resources available for each software. 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. We shall be using Excel for PC in class and all assignments. If you are a MAC student, please access and use Excel for PC via the Virtual Lab. Learn how to do this.
4. Bring your laptop to class to facilitate hands-on Excel work.
5. A notepad, a calculator and a flash drive dedicated to MKTG 3700 are highly recommended.

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.

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>Due On</u>	<u>Component</u>	<u>Max Points</u>
May 19	Excel Homework Assignment #1	100
May 22	Excel Homework Assignment #2	100
May 26	Challenge Case: Create and solve your own xlsx	200
read on!	Online Quiz # 1 (Modules 01 and 02)	200
read on!	Online Quiz # 2 (Modules 03 and 04)	200
read on!	Final Examination (Modules 07 through 11)	200
Semester Total		1,000

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"			

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 special arrangements, 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 all doles such as bonus points, curves etc., <u>even if earned</u> . My judgment is final!
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.
Picking up Assignments:	Grades will be posted to Blackboard under the My Grades tab. Afterwards, the graded assignments will be returned to you in class.
Backup of Assignments:	Please <u>maintain an electronic copy</u> of all assignments “as submitted”, clearly showing the 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. <u>Grades will not be discussed during the Final exam week.</u>
Bonus Points and Grade:	If you fail to avail of bonus point opportunities and fall short of a better semester letter grade, no matter how close, you have to settle for it!

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)

It is YOUR responsibility to be “current” with material posted online!
VERY important to keep up with my announcements and the Discussion Board!

<u>Week of</u>	<u>BB Module</u>	<u>Topic</u>
May 12		Introduction to M&M
	01	(online, self-taught) Correct handling of percentages
	01	(online, self-taught) Weighted Average
	02	(online, self-taught) Balance Sheet and Income Statement
	03	Channel Markups
	04	Contribution Analysis and Breakeven Point
	05	Designing an Excel worksheet from scratch
May 19	11	Assessing Market Opportunity: Net Present Value
	09	Applied Analysis: Marketing Mix, Price
	10	Applied Analysis: Marketing Mix, Place
May 26	08	Applied Analysis: Marketing Mix, Promotion
	07	Applied Analysis: Marketing Mix, Product
		Catch-up and Review
May 29		Online Final Examination in class. MUST BRING LAPTOPS!

Important Drop Dates:

May 14	A student who wishes to drop a course must first receive written consent of the instructor. Last Day for student to receive automatic grade of W for nonattendance.
May 15	Last day for change in pass/no pass status. Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing.
May 16	Beginning this date instructors may drop students with a grade of WF for nonattendance. Last day to drop with either W or WF.
May 22	Last day for a student to drop a course with consent of the instructor. Last day to Withdraw (drop all classes). Last day for an instructor to drop a student with a grade of WF for nonattendance.
May 23	Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.

Online Quizzes

- Open book but own effort. You may refer to class as well as all Blackboard materials, but NOT other students.
- Please take the quizzes at a non-BLB, non-UNT computer lab location. At home, work, via your own laptop accessing the campus WiFi network are all OK. Do not take the quiz in the labs. That would inconvenience other students.
- Two quizzes will be scheduled @ 200 points each.
- 2 hour time limit per 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.
- 25 questions per quiz @ 8 point each, randomly selected from a large pool, for a maximum of 200 points.
- Missed quizzes will be scored as zeros.

Three Day Availability Window for Online Quizzes

Quiz#	Topic	Opens Saturday	Closes Sunday
01	Modules 01 and 02	May 16	May 18
02	Modules 03 and 04	May 23	May 25
All quizzes remain open for 3 days.			
Each quiz will BEGIN @ 12:01 am on the first date and END @ 11:59 pm on the second date!			
example: Quiz 01 begins at <u>12:01 am</u> on May 16 and ends at <u>11:59 pm</u> on May 18			
Please identify a convenient single block of 2 hours during the availability window of each quiz to take it.			
Avoid quiz attempts during the 11:00 pm Saturday to 02:00 am Sunday Blackboard maintenance window.			
Quizzes “auto-submit” when time expires. Hence, time management is VERY important!			
You may take each quiz twice and the better score is retained.			
Your score will post as soon as you submit a quiz and complete feedback will be available after the first attempt.			

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.)

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