

Syllabus

Course Syllabus

Alma Mintu-Wimsatt

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Office: Off-site

Office Hours: Via teleconferencing only. M-F 9:00 a.m.-2:00 p.m. or by appointment

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Dr. Alma Mintu-Wimsatt, Professor of Marketing, received her Ph.D. in Marketing from the University of Kentucky in 1990. Dr. Mintu joined TAMU-Commerce in 1992. Since joining TAMU-C, Dr. Mintu-Wimsatt has been recognized both in research and teaching. Of her accomplishments, Dr. Mintu is most proud of her Texas A & M Spring (2012, 2011) and Fall Teaching Excellence Awards (2011, 2010, 2009), Paul W. Barrus Distinguished Faculty Award for Teaching and H.M. Lafferty Distinguished Faculty Award for Scholarship and Creative Activity. Dr. Mintu was also named in the 2004 Texas Monthly's Guide to Texas Colleges & Universities as one of the best instructors to take at TAMU-C.

PICTURE: Picture of Dr. Mintu's family taken in San Sebastian, Spain (Summer, 2012).

Note on the Time Zone Used - Central Time

The platform of eCollege uses Central Time. We will be using CT as the default for opening and closing times/dates/deadlines. Please make the necessary adjustments if you are in a different time zone.

Academic Honesty Policy

All students are required to read, sign (electronically - meaning that you type out your name) and date TAMU-C's Academic Honesty Policy. Be sure to upload the signed copy to your "drop box." This is designated as such in your dropbox. Do not email your submission to me.

The AHP will be e-mailed to you as an attachment by Dr. Mintu during the first day of class. It can also be found under your "Doc Sharing" tab. The AHP has to be returned immediately during the first week of class.

General Policies for Dr. Mintu's Web-Based MKT 521

Dr. Mintu reserves the right to administratively drop any student who does not log into the class web site for **five consecutive days** after the course officially starts (1/14/2013).

Dr. Mintu urges registered online students to familiarize themselves with eCollege by going through the student tutorial process (i.e., see your Homepage). This will ensure that each student will have sufficient knowledge on how to accomplish the requirements of the course. It is NOT Dr. Mintu's responsibility to teach students on how eCollege works. **Dr. Mintu assumes that each student has a working knowledge of eCollege and has access to their e-mail address.**

Students who encounter technical problems should contact the eCollege HelpDesk,

available 24 hours a day, seven days a week. The HelpDesk can be reached by sending an e-mail to helpdesk@online.tamuc.org or by calling 866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information.

Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, contact the Office of Advisement, BA Building, Room 314 at (903) 886-5133.

**Course
Description/
Objectives**

This course is designed to provide MBA students with the KNOWLEDGE, UNDERSTANDING and/or APPRECIATION of:

- 1) The role of micro and macro marketing in an organization and the development/planning of a marketing strategy;
- 2) The elements that influence buyer behavior;
- 3) The essentials of the 4P's: Product, Place, Price, Promotion;
- 4) What defines an effective implementation of the marketing strategy;
- 5) Development of student communication skills and critical thinking.

All these will be accomplished through assigned readings, class discussions, and cases.

IMPORTANT NOTE:

There seems to be a STRONG belief among some students that web-based classes are easier than traditional face-to-face classes. This is not true at all – especially in Dr. Mintu's class!!! For this MKT 521 course, you will find that the schedule we will follow is quite rigorous; a degree of structure has been established; students are expected to keep up with the course's requirements; and, the exams are very challenging.

All deadlines are absolute and no extra credit is awarded. A detailed syllabus is provided for your direction. Students are strongly advised to keep a hard copy of this syllabus handy at all times. E-mail Dr. Mintu (preferred) or use the Virtual Office for additional questions you may have.

Please read and review this syllabus carefully. *If you think that the set-up of this specific course will not work with your own schedule/style, please reconsider your enrollment and look for another option.* If you intend to drop this course, please make sure that all administrative requirements for dropping are completed. Otherwise, if your name appears in the class roster at the time grades are to be submitted - you will receive an "F."

Textbook

A customized version of Perreault, Cannon and McCarthy (2011), Basic Marketing (customized version): A Marketing Strategy Planning Approach, 18th edition (ISBN: 978-0-07-757798-8), McGraw-Hill Irwin, Chicago, IL, will be utilized in all MKT 521 sections. This customized book is available only at our bookstore and

is SIGNIFICANTLY cheaper when compared to buying the 18th edition in its entirety. Please contact the Univ. bookstore for purchase.

NOTE: Should you desire to buy the textbook (18th edition) in its *entirety*, the ISBN is 978-0-07-352995-0.

I strongly encourage students to read the mainstream press (e.g., Marketing News or Bloomberg Businessweek) to stay current in the marketing field. Additionally, I urge students to listen and watch news/informational shows. Share this information with the class.

**Discussion
Forum
Articles**

Articles have been highlighted in the discussion forum section to supplement our discussion. These articles can be found using the TAMU-C library's electronic databases. It is your responsibility to look/research these articles.

Specifically for Bloomberg Businessweek (formerly known as Business Week) articles, if you are searching using their website - Businessweek.com, note that dates/title may vary from the hard copy reference provided in your syllabus. However, if you use the library's electronic database for Bloomberg Businessweek - then the provided citation should be accurate.

If for some reason you are unable to find some articles, use other related sources/references. You will find that the discussion can be enhanced by using other sources as well. If you encounter library-related issues (especially for students residing abroad or will be accessing the library database from abroad), please contact:

Sarah H. Northam
Interim Head of Reference
TAMU-Commerce Libraries
Sarah.Northam@tamuc.edu
(903) 886-5714

Dr. Mintu has included the library link in your eCollege tab for easy access. Use your CWID for username and your eCollege [original] password.

**Course
Schedule**

The following schedule has been provided for your convenience.

Week	Date	Topics/Chapters/Due Dates
Week #1*	Jan. 14 - Jan. 19	Chap. 1: Marketing's Value Discussion Forum:

		Topic (1) Introduce yourself Topic (2) Questions on course requirements/structure
Week #2*	Jan. 20 - Jan. 23	Chap. 21: Ethical Marketing Discussion Forum: Topic (1) The Trouble With Ethics (Business Week Online, June 22, 2007, http://www.businessweek.com/print/bwdaily/dnflash/content/jun2007/db20070622_221291.htm)
Week #3**	Jan. 27- Jan. 29	Chap. 3: Evaluating Opportunities Case #1: Swan's Ice Arena (p. 656) Case Due Date: No later than NOON Central on Jan. 29th Discussion Forum: Topic (1) Case #1
Week #4	Feb. 3- Feb. 5	Chap. 4: Focusing Marketing Strategy Discussion Forum: Topic (1) Lego is For Girls (Bloomberg Businessweek, Dec. 19-25, 2011, p. 68)
Week #5	Feb. 10- Feb. 12	Chap. 5: Demographic Dimensions Discussion Forum: Topic (1) Lunch Hour Party People (Bloomberg Businessweek, May 14-20, 2012, p. 85)
Week #6	Feb. 17- Feb. 19	Chap. 6: Final Consumers Case #2: McDonald's Seniors Restaurant (p. 648) Case Due Date: No later than NOON Central on Feb. 19th Discussion Forum: Topic (1) Case #2
Week #7	Feb. 24- Feb.	Chap. 9: Elements of Product Planning Discussion Forum:

	26	Topic (1) Porsche's Identity Crisis (Bloomberg Businessweek, July 9-15, 2012, p. 22)
Midterm Exam	Mar .3- Mar .5	Midterm exam due no later than NOON Central on March 5th - Chaps. 1, 21, 3, 4, 5, 6, and 9
Spring Break	Mar .10- Mar .12	Enjoy!
Week #8	Mar. 17- Mar. 19	Chap. 10: Product Management Discussion Forum: Topic (1) Tim Cook's Freshman Year (Bloomberg Businessweek, Dec. 10, 2012, p. 62)
Week #9	Mar. 24 - Mar. 26	Chap. 11: Place & Channel Systems Case #3: Office Supplies, Inc (p. 659) Case Due Date: No later than NOON Central on Mar. 26th Discussion Forum: Topic (1) Case #3
Week #10	Mar. 31- Apr. 2	Chap. 14: Promotion Discussion Forum: Topic (1) Branded for Life (Bloomberg Businessweek, Oct. 1, 2012, p. 60)
Week #11	Apr. 7- Apr. 9	Chap. 16: Advertising, Publicity & Sales Promotions Case #4: Ralston Valley Volunteer Fire Department (p. 665) Case Due Date: No later than NOON Central on April 9th Discussion Forum: Topic (1) Case #4
Week #12	Apr. 14- Apr.	Chap. 17: Pricing Objectives Discussion Forum:

	16	Topic (1) The Price is Right, or is it? (Marketing Management, Spring/February, 2012, p. 21)
Week #13	Apr. 21- Apr. 23	Chap. 19: Implementing & Controlling Discussion Forum: Topic (1) What Machines Can't Do (Bloomberg Businessweek, Dec. 17-23, 2012, p. 4)
Final Exam	Apr. 28- Apr. 30	Final exam due no later than NOON Central on April 30th - Chaps. 10, 11, 14, 16, 17 and 19

Footnote:

* **Irregular schedule because it is the first week of classes and MLK Holiday.**

** **First full week of the 3-day Sunday (12:01 a.m.) to Tuesday (11:59 p.m.) discussion cycle.**

Schedule Details - When to Access

LECTURE NOTES:

Each week, lecture notes will be open for access and review the Wednesday PRIOR to the start of the discussion week, except for Week #1. For example, for Week #2, the lecture notes/discussion questions will be accessible by Wednesday, Jan. 16th. This will give you plenty of time to look at the discussion questions and conduct some research, if you so desire.

DISCUSSION:

Discussions will be open for review and posting for three days – starting on Sundays at 12:01 a.m. until Tuesdays at 11:59 p.m., except for Weeks #1 and #2 (see schedule footnote). In other words, the weekly cycle runs from Sunday morning to Tuesday before midnight. After the Tuesday deadline, postings can be viewed on a "Read Only" basis.

It is the responsibility of each student to keep track of the course schedule. All deadlines will be on Central Time. Any student who will not be able to log into the class web site for more than 5 days (i.e., because of an extended business trip or other extenuating situations) should contact Dr. Mintu in advance to avoid an inadvertent drop from the course.

Lectures

It is the responsibility of each student to keep up with the chapter designated for a given week as well as assigned readings. Additional chapter notes will be provided

by Dr. Mintu. This can be found under "Lecture" tab for the given week. These notes are intended to reinforce materials in the corresponding chapter as well as provide other current/relevant information. It will also contain the discussion questions/forum for each week.

Discussion Postings

Participation is going to be crucial to the success of this online marketing course. The discussion forum is intended to help students interact with Dr. Mintu as well as with each other. The objective of the forum is to create critical and sophisticated discussion on relevant and interesting topics

Just like in traditional face-to-face classes, online MKT 521 students are expected to effectively communicate their ideas and opinions in class. A total of 100 pts. is available as your discussion grade to be determined by Dr. Mintu at the end of the semester (usually posted the day before you take your final exam). However, as the semester progresses (typically around the midterm), you are welcomed to check with Dr. Mintu on the status of your participation grade. An e-mail will be sent to the class before you take your mid-term exam regarding this matter.

Each week, Dr. Mintu will outline 3-5 questions found at the end of your Lecture notes. You are expected to answers at least 3 of these discussion questions and post your answers during the discussion as one thread (do not post answers to each question separately). Dr. Mintu will add other queries throughout the duration of the weekly discussion. The discussion board will be open on Sundays by 12:01 a.m. and terminate by 11:59 p.m. on Tuesdays (around midnight) – all on Central Time except for Weeks #1 & 2. Once the discussion threads are closed - your only access to the discussion will be on a "Read Only" basis.

REQUIREMENT: If a student answers the minimum number (3) of questions per Topic found at end of your lecture notes and responds/interacts **AT LEAST** two times to their colleagues' or my comments - they can expect to receive a grade of at least 75 points out of a total of 100 points at the end of the semester. This means that each student is expected to post at least 3 times each week.

In other words, the **MINIMUM weekly** requirement is as follows:

Posting #1 - Answer at least 3 topic questions found at the end of your lecture notes (post as one thread);

Posting #2 - Interact during the 3-day discussion cycle either by responding to your colleagues' or Dr. Mintu's postings;

Posting #3 - Interact during the 3-day discussion cycle either by responding to your colleagues' or Dr. Mintu's postings.

The quality of your postings, the number of answered discussion questions, and sub-thread responses posted per week throughout the semester will determine how close to 100 points a student can obtain. Note that for Week #1, the minimum will

not apply.

Grading Rubric (100 points):

90-100 pts. Student provides substantive contributions and actively engaged throughout each 3-day discussion cycle;

76-89 pts. Student answers more than 3 discussion questions and interacts more than twice per Topic;

75 pts. Student fulfills minimum requirement (see above).

It is critical that students read ALL the postings for each topic. This will ensure that you not only respond to Dr. Mintu's weekly topic questions as well as her additional comments during the discussion, but to your colleagues' comments as well. Also, it will help in ensuring against anyone plagiarizing your work.

IMPORTANT POSTING RULES/NOTES:

- 1) You will find that Dr. Mintu is very engaged (i.e., participate a lot) in your discussions. Therefore, students are expected to be as engaged as well.
- 2) Postings may be a few sentences or a couple of paragraphs in length. The key to a quality post is that it provides clear analysis and insight into the topic or questions. Dr. Mintu carefully reads each of your postings and may respond directly to you regarding your comments.
- 2) In the past, Dr. Mintu has encountered plagiarism among students (copying each others' postings). Please note that TAMU-C has explicit rules regarding plagiarism and will be subject to penalties. Students are advised to carefully read everyone's postings to ensure that no one has plagiarized your answer.
- 3) Students with very FEW or NO SUBSTANTIVE postings will not receive any credit. There is NO make-up for missed postings.
- 4) Proof read your postings - eliminate any offensive references, poor sentence syntax, misspelled words, etc. Keep errors to a minimum. Once posted, students are unable to completely delete their comments.
- 5) Try to have fun in your postings as well - some sense of humor is appreciated.
- 6) Be sure to include your references when citing other sources. If using references, adhere to APA style.
- 7) Follow Netiquette policy as indicated at the end of your syllabus.
- 8) Former MKT 521 students have suggested that students save the discussion threads. They have found the discussions quite informative and potentially useful in their work environments.

9) Very important - Please note that the discussion component for MKT 521 is weighted just like an exam. Dr. Mintu's exams are very challenging - and I strongly urge students to do well in the discussion component to help your overall grade.

Cases Each student will be required to submit a 1 page (page restriction will be strictly observed), single-spaced, 12-pt. font type-written case analysis (TEXT only not including references). References can be placed on page 2. If using references, adhere to APA style.

To guide you in your case analysis, be sure to read the appropriate chapters/lecture notes and review the discussion questions provided at the end of your lecture notes. Submit your answers to the questions found at the end of each case's text. For example, for Case #1, Swan's Ice Arena, the questions for the case analysis can be found on p.657 (in italics at the end of the case in your textbook).

During a case week (such as Week #3), the discussion questions Dr. Mintu will [obviously] be different from those you will have to submit as part of your case analysis. As mentioned above, the [case] discussion questions can be found at the end of your lecture notes.

Each case is worth 25 points. **Cases are due by NOON Central Time on the 3rd day (Tuesday). No late submissions!** Dr. Mintu will typically have your cases graded and comments e-mailed to you within 24-48 hours after the deadline.

Cases will be evaluated base on the following:

- (1) Use of case facts to validate your recommendations/suggestions -
10 points
- (2) Integration of previous and/or current chapters' concepts into the analysis -
10 points
- (3) Organization of the analysis -
5 points

IMPORTANT CASE SUBMISSION RULES:

1) Be sure to type and save your case submissions in Word document form (using Office 2010 or earlier version) – page limit is one page.

2) To submit your case, go to “Dropbox” and upload the case by using appropriate case title. Proper case submission process is critical to ensure that you get proper credit. You will receive an e-mail when your case is submitted properly.

3) Failure to assign proper “Dropbox” association will result in an 0/25 grade.

4) **Any work submitted that cannot be opened/read by Dr. Mintu will NOT be**

graded and the student will automatically get a zero grade.

Exams There will be two exams in this class: Midterm and Final. Please note that the Final is NOT a comprehensive exam! Each exam is worth 100 points.

Each exam will be composed of the following:

20 multiple choice questions - 40 points

10 True/False questions - 20 points

4 Essay questions - 40 points

Sample questions and exam guidelines will be provided the week before the mid-term/final exams. **The time limit for each exam is TWO HOURS.** Exams are due by NOON Central Time on the 3rd day (Tuesday).

Grading Scheme Grade Components:

Two exams 200 points

Four cases 100

Discussion/participation 100

TOTAL 400 points

The assignment of letter grades will follow be as follows: 90% cut-off for an A, 80% cut-off for a B, 70% cutoff for a C unless a "curving" of grades is deemed necessary by Dr. Mintu. **No extra credit will be available.**

Class Communication Always check the "Course Announcements" posted by Dr. Mintu. These announcements will be dated, so you will be aware of any changes.

All questions and/or comments regarding the class should be directed to Dr. Mintu as soon as possible via e-mail. In case of an emergency, call her on the number indicated at the top of your syllabus. Dr. Mintu REGULARLY checks her e-mail – so you can expect a prompt response. **Dr. Mintu will attempt to respond to your e-mails within 24 hours, except during the weekends.**

Dr. Mintu believes in keeping in constant contact with her students. Deadline and reminder e-mails will be sent out periodically. Once the week's discussion has been terminated, an e-mail will be sent summarizing the comments of the class as well as any personal opinions Dr. Mintu may have. This weekly feedback is usually sent out within 24-48 hours after the end of the cycle. Therefore, each student should always check his/her e-mail account regularly each week.

What to Expect From Dr. Mintu I am sure most of you have asked around about how I conduct my class. Some of you will enjoy the class (especially if you like a more practical approach) and some of you won't. Regardless, be cognizant of the fact that I am a stickler for schedules

and deadlines. Like most of you, I have a life outside MKT 521 and the only way I can balance everything is to follow a regimented schedule.

Also, understand that I have taught online MKT 521 since we offered it online at TAMU-C. I have a pretty good grasp of what works and what does not. As a result, the course is structured as such. *If you think that the set-up of this specific course will not work with your own schedule/style, please reconsider your enrollment and look for another option.*

- 1) Occasionally, current events may occur that have great relevance to marketing. E-mails may be sent to the class with additional questions for discussion.
- 2) Dr. Mintu grades ALL your submissions herself. Typically, your submissions will receive her feedback (i.e., grades/comments) within 24-48 hours after the deadline, unless otherwise noted.
- 3) Dr. Mintu will also send (constant) reminders regarding the upcoming class schedule and weekly feedback – check your e-mail regularly. All deadlines are absolute!
- 4) Always check the “Course Announcement” section (main student screen). Dr. Mintu updates this page on a regular basis.
- 5) Have a sense of humor - try to enjoy and absorb the practical applications of marketing - this can be a fun class.

**Netiquette -
Student
Guidelines**

Netiquette is the new way of defining professionalism through network communication. Students who violate proper Netiquette will be administratively dropped by Dr. Mintu from the course.

Here are some Student Guidelines for the class:

- Do not dominate any discussion.
 - Do not use offensive language.
 - Never make fun of someone’s ability to read or write.
 - Use simple English.
 - Use correct spelling and grammar.
 - Share tips with other students.
 - Keep an “open-mind” and be willing to express even your minority opinion.
 - Be aware of the University’s Academic Honesty Policy.
 - Think before you push the “Send” button.
 - Do not hesitate to ask for feedback.
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