## Course Syllabus

**Alma Mintu-Wimsatt**  
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Office: Off-site  
Office Hours: teleconferencing only. M-F 9:00 a.m.-2:00 p.m. or by appointment  
Phone: 214 534 1494

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).

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### 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.

### 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.

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### General Policies for Dr. Mintu’s Web-Based MKT 567

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.

This course is designed to provide MBA students with the KNOWLEDGE, UNDERSTANDING and/or APPRECIATION of the mindset of the global consumer. This involves looking into the dynamic environment surrounding the consumer, the consumer buying process and the important psychological as well as sociological variables that influence and motivate today’s global consumer.

Specifically, the course will expose students with the following topics:

1) The consumer as an individual;
2) The consumer as a decision maker;
3) The consumer within the context on his/her macro environment;
4) The concept of consumerism;
5) Changes in the marketing business environment that impact the study and practice of Consumer Behavior such as ethical consumerism, conspicuous consumption, and austerity marketing.

All these will be accomplished through assigned readings, case analysis, class discussions and a team project.

IMPORTANT NOTE:

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."

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**Textbook**


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

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**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.

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**Course Schedule**

The following schedule has been provided for your convenience.

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topics/Chapters/Due Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week #1*</td>
<td>Jan. 14 - Jan. 19</td>
<td>Chap. 1: Consumers Rule</td>
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<tr>
<td>-----------</td>
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<tr>
<td></td>
<td></td>
<td>Discussion Forum:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Topic (1) Introduce yourself;</td>
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<tr>
<td></td>
<td></td>
<td>Topic (2) Questions on course requirements/structure</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Week #2*</th>
<th>Jan. 20 - Jan. 24</th>
<th>Two Approaches of CB: Rational and Non-Rational</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Non-Rational Approach - Impulsive, Compulsive and Subliminal</td>
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<tr>
<td></td>
<td></td>
<td>Discussion Forum:</td>
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<tr>
<td></td>
<td></td>
<td>Jan. 24th by noon CT - Deadline to submit team members’ names (only one member has to e-mail Dr. Mintu the team composition)</td>
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</tbody>
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<table>
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<tr>
<th>Week #3**</th>
<th>Jan. 27 - Jan. 30</th>
<th>Chap. 2: Perception</th>
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<tbody>
<tr>
<td></td>
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<td>Chap. 3: Learning &amp; Memory</td>
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<td></td>
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<td>Discussion Forum:</td>
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<tr>
<td></td>
<td></td>
<td>Topic (1) A Picture is Worth.... (Marketing Management, August/Summer, 2012, p.30)</td>
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</tbody>
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<tr>
<th>Week #4</th>
<th>Feb. 3 - Feb. 6</th>
<th>Chap. 4: Motivation &amp; Values</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Chap. 5: Self</td>
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<tr>
<td></td>
<td></td>
<td>Case #1: Campaigning For More Than Beauty (p.160)</td>
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<tr>
<td></td>
<td></td>
<td>Case Due Date: No later than NOON CT on Feb. 6th</td>
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<td></td>
<td></td>
<td>Discussion Forum:</td>
</tr>
</tbody>
</table>
| Week #5 | Feb. 10 - Feb. 13 | Topic (1) Case #1  
Chap. 6: Personality & Lifestyle  
Chap. 7: Attitudes & Persuasion  
Discussion Forum:  
Topic (1) Behind Every Great Woman (Bloomberg Businessweek, Jan. 9-15, 2012, p. 54) |
|---------|------------------|--------------------------------------------------|
| PROJECT | Feb. 17 - Feb. 20 | Part 1: Target Market Analysis  
Part 1 due by NOON CT on Feb. 20th |
| Midterm Exam | Feb. 24 - Feb. 27 | Midterm: Due by Feb. 27th by NOON CT - Chaps. 1, 2, 3, 4, 5, 6, 7 and Non-rational decision making.  
SECTION 3: Consumers as Decision Makers |
| Week #6 | Mar. 3 - Mar. 6 | Chap. 8: Decision Making  
Chap. 9: Buying & Disposing  
Discussion Forum:  
| Springbreak | Mar. 10 - Mar. 13 | Enjoy and be safe!  
Chap. 10: Groups  
Chap. 11: Household Decision Making (starting on p. 425 - The Family)  
Case #2: Children: The Final Frontier... For Cell Phones (p. 448)  
**Case Due Date: No later than NOON CT on Mar. 20th**  
Discussion Forum:  
Topic (1) Case #2  
NOTE: We will not discuss the first part of Chap. 11 dealing with organizational |
| Week #8 | Mar. 24 - Mar. 27 | Chap. 12: Income & Social Class  
Chap. 13: Ethnic, Racial & Religious Subcultures  
Discussion Forum:  
Topic (1) Poor Forever (Bloomberg Businessweek, July, 9, 2012, p. 50); and,  
End of Upward Mobility? (Newsweek, Jan., 26, 2009, p. 64) |
| Week #9 | Mar. 31 - April 3 | Chap. 14: Age Subcultures  
Discussion Forum:  
Topic (1) Segmentation by Generation (Marketing News, May 15, 2011, p.20) |
| Week #10 | April 7 - April 10 | Chap. 15: Cultural Influences on CB  
Discussion Forum:  
| PROJECT | April 14 - April 17 | Part 2: New Product Analysis  
Part 2 due by April 17th by NOON CT  
Peer Evaluation is due by April 17th by NOON CT  
Power Point Presentation: To be uploaded (in Doc Sharing and Drop Box) is due by April 17th by NOON CT |
| Final Exam | April 21 - April 24 | Final Exam: Due by April 24th by NOON CT - Chaps. 8, 9, 10, 11 (part of), 12, 13, 14, 15 |
| Week #11 | April 28 - May 1 | Class discussion on all Projects by viewing Power Point Slide Presentation via Doc Sharing  
NOTE: Discussion will be devoted to viewing |
Lectures

Discussion Postings

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 Wednesdays 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 Wednesday before midnight. After the Wednesday 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.

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.

Participation is going to be crucial to the success of this online marketing
course. The discussion forum is intended to help students interact with each other and learn from each other’s opinions. 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 567 students are expected to effectively communicate their ideas and opinions in class. A total of 50 pts. is available as your discussion grade to be determined by Dr. Mintu at the end of the semester (when all discussion sessions have been completed). However, as the semester progresses (typically around the midterm), you are welcomed to check with Dr. Mintu on the status of your participation grade.

Each week, Dr. Mintu will outline 3-5 questions found at the end of your lecture notes. You are expected to answer at least 3 of these lecture questions and post your answers during the discussion. Answers to these questions are to be posted in one single thread. 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 Wednesdays (4-day cycle) – all on Central Time. 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 35 points out of a total of 50 points at the end of the semester. This means that each student is expected to post at least 3 times each discussion cycle/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 4-day discussion cycle either by responding to your colleagues' or Dr. Mintu's postings;
- **Posting #3** - Interact during the 4-day discussion cycle either by responding to your colleagues' or Dr. Mintu's postings.

The quality of your postings, the number of answered questions, and sub-thread responses posted per week throughout the semester will determine how close to 50 points a student can obtain. Note that for Week #1, the minimum will not apply.

**Grading Rubric (50 points):**

45 - 50 pts. Provides substantive contributions and actively engaged
throughout each 4-day discussion cycle;
36 - 44 pts. Answers more than 3 discussion questions and interacts more than twice per Topic;
35 pts. Minimum requirement fulfilled (see above)

The citation for articles is provided for specific topics – you are encouraged to read these articles. If you are unable to locate these articles, use OTHER references. The questions for the discussion forum will be presented in such a way that each student can respond using other resources.

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.
7) Follow Netiquette policy as indicated at the end of your syllabus.

8) Former MKT 567 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 567 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). To guide you in your case analysis, be sure to read the appropriate chapters/lecture notes. Submit your answers to the suggested questions found at the end of each case's text. For example, for Case #1, Campaigning For More than Beauty, the questions for the case analysis can be found on p. 160 (at the end of the case text).

During a case week, the questions for discussion will [obviously] be different from those you will have to submit as part of your case analysis. Cases will be evaluated base on the following: (1) Use of case facts to validate our recommendations/suggestions, and (2) Integration of previous chapter concepts into the analysis.

Each case is worth 10 points. Cases are due by NOON Central Time on the 4th day (Wednesday). No late submissions! Dr. Mintu will typically have your cases graded and comments e-mailed to you within 24-48 hours after the deadline.

IMPORTANT CASE SUBMISSION RULES:

1) Be sure to type and save your case submissions in Word document form (using Office 2010 or earlier) – page limit is one page. You will be penalized if your exceed the page limit.

2) To submit your case, go to “Dropbox” and upload the case by using appropriate case title. Proper case submission process is critical. Failure to assign proper “Dropbox” association will result in significant delays OR your case submission may NOT be graded!

3) If using references, following APA style.

4) Any work submitted that cannot be opened/read by your instructor will NOT be graded.
Exams

There will be two exams in this class: Midterm and Final. Each exam is worth 50 points. Sample questions and exam guidelines will be provided the week before the midterm/final exams. **The time limit for each exam is TWO HOURS.** Exams are due by NOON Central Time on the 4th day (Wednesday).

The exam will be comprised of two parts:

- 10 items (20 points) - True/False (you need to justify your "false" answers)
- 3 essay questions (30 points)

Team Project: Understanding Today's American Consumer

The US consumer market is quite complex (see "Growing Numbers, More Opportunity To Spend," Marketing News, 4/30/2009, p. 22). Marketers are constantly trying to define American consumers as well as understand their needs/wants. This project is an attempt to better understand different consumer groups and cater to their needs and wants.

**NOTE:** If you need some form of justification on the merits and/or validity of this project - refer to The New Boys' Club (Bloomberg Businessweek, Jan. 17, 2011, p. 72). Obviously, you cannot use this product idea as your project. Instead, use the article to direct your ingenuity and creativity.

**TEAM MEMBERS:** As soon as the semester starts, each student should start contacting and formalizing his/her team. Given the online nature of this course, Dr. Mintu has found that contacting colleagues via e-mail is preferred by most students unless you have agreed that you would rather talk/meet with each other.

Students will be responsible in forming their own teams to work on this project. There will be THREE-FOUR students per team (4 is preferred number). It is Dr. Mintu's opinion (as well as based on feedback from former students) that working in a 4-person team is most effective for this particular course requirement (e.g., easier to manage schedules and dividing workloads). **By Jan. 24th, one member of the team should e-mail Dr. Mintu informing her of the team composition.**

**PEER EVALUATION - Due on April 17th by NOON CT**

At the end of the semester, each student will evaluate and grade his/her team members' value-added. In other words, you will grade everybody in your team except yourself. In your Drop Box - write down each member's [complete] name, corresponding grade and a 1-sentence justification for the grade you have assigned.
Peer evaluation is worth 20 points. Failure to submit your peer evaluation will result in YOU receiving 0/20 regardless of how your teammates rate your contributions. This needs to be submitted via the Drop Box (designated as "Peer Evaluation") on April 17th by NOON CT.

**WRITTEN PROJECT:** There will be 2 parts to our Project: Part 1 and Part 2.

A 3-4 page 12-pt font single-spaced TEXT will be required for EACH part of the Project (Parts 1 & 2). Each team will submit one copy to Dr. Mintu via the drop box (designated as either Part 1 or Part 2). The cover page, table of contents, appendix and bibliographic references (use APA style) do not count as part of the ‘text.’

Each part of the Project will be evaluated based on the following rubric:

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>20</td>
</tr>
<tr>
<td>Organization/Creativity</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
</tr>
</tbody>
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Note: Parts 1 and 2 will be submitted by Dr. Mintu to Turnitin.com for plagiarism/referencing concerns.

**PART 1: Target Market Analysis - Due Feb. 20th by NOON CT**

Each team will choose one specific segment of the US consumer market. Among the choices are: Generation X; Generation Y; Baby Boomers; LGBT (lesbians, gays, bisexual, transgender); teenagers; Hispanics; African Americans; Asian Americans; Geographic-based regional groupings (East Coast, West Coast, South, Mid-West, etc).

If you have a particular segment in mind not listed above, please let Dr. Mintu know for approval as soon as possible.

Each team will then conduct a thorough research on the chosen segment. The research should include information that would help any marketer better understand the segment, such as a thorough definition of the segment (i.e., the Who’s and What’s of the segment), key demographic trends, census information if available (at census.gov), different sub-groups [if any] within the segment, anticipated changes, and future trends. To insure thorough and current research on the assigned segment – the bibliography should include at least 10 current (2008-present) source materials.
Submission Format - Part 1

The following will be expected in your Part 1 submission:

Executive Summary
Part 1: Segment Analysis
Conclusion
Bibliography – References

NOTE: The 3-4 page limit includes the Executive Summary, Segment Analysis & Conclusion only. Bibliographic references/cover page/appendix do NOT count towards the limit.

PART 2: New Product Analysis - Due April 17th by NOON CT.

Now that the team has a thorough understanding of its target segment, the next task is to introduce a NEW CONSUMER PRODUCT that will appeal to the segment discussed in Part 1 (e.g., teenager segment) or a sub-set of the segment (e.g., 14-17 year old sub-group).

The proposed product may be: (1) an entirely new physical good; (2) a significant modification of a physical good currently in the marketplace; (3) an entirely new service; or, (4) a significant modification of a service currently in the available in the marketplace. Provide a thorough description of the proposed product/service, the 'fit between the proposed product/service and the target, and justify why this product will be a success. There is NO minimum requirement for references for Part 2 of your project.

Submission Format - Part 2

The following will be expected in your Part 2 submission:

Executive Summary
Part 2: New Product Analysis
Conclusion
Bibliography – References (Similar to Part 1, bibliography/cover page/appendix are not included in the page limitation)

IMPORTANT PROJECT SUBMISSION RULES:

1) Be sure to type and save your Project work in Word document form (using Office 2010 or earlier version) – page limit 3-4 pages will be strictly followed.

2) To submit your Project, go to “Dropbox” and upload using the
appropriate title (only one submission per team).

3) Failure to assign proper “Dropbox” association will result in significant delays OR your case submission may NOT be graded!

4) Any work submitted that cannot be opened/read by your instructor will NOT be graded.

POWER POINT PRESENTATION - Due on April 17th by NOON CT

Each team will be required to provide a power point presentation (PPT) on their segment and proposed new product. This will be the basis of the class’ discussion during Week #11 (April 28-May 1).

Each team will be responsible in (1) submitting the team's presentation using the designated dropbox for Dr. Mintu to grade, AND (2) uploading your PPT file via Document Sharing for the rest of the class to review (see information below on document sharing). This will give the entire class an opportunity to view your project. Both submissions will be due on or before April 17th. The class discussion on your presentation will have NO bearing on how Dr. Mintu will evaluate your PPT work.

Each presentation will be limited to 5-6 slides only (no one wants to view meaningless slides) - so be creative in how you present your segment and the new product. As important as content is in your presentation, feel free to add other features to make it more interesting - such as audio, music, graphics, etc. However, make sure that the rest of the class will have no problems viewing your document (e.g., right font size, colors used, uploading music). Your power point presentation is worth 20 points.

DOCUMENT SHARING - When uploading your powerpoint presentation using Doc Sharing, be sure to minimize reference of team names. This way, the entire class can view your presentation without knowing who conducted the research. This will make our discussion on April 28th more objective and less intimidating.

Grading Scheme

Grade Components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two exams</td>
<td>100</td>
</tr>
<tr>
<td>Two cases</td>
<td>20</td>
</tr>
<tr>
<td>Discussion/participation</td>
<td>50</td>
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Project
Written Part 1  30
Written Part 2  30
Power Point Presentation  20
Partner Evaluation  20

TOTAL  270 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.**

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 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. Therefore, each student should always check his/her e-mail account regularly. **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 is usually within 24-48 hours after the deadline.

**NOTE: Please remember that Dr. Mintu has 4 concurrent online MBA classes this semester - so it is incumbent on the student to pay close attention to the syllabus.**

I am sure most of you have asked around about Dr. Mintu's class. Some of you will enjoy the class (specially 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 567 and the only way I can balance everything is to follow a regimented schedule.

Also, understand that I have taught online MKT 567 for several years. 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.

4) Always check the “Course Announcement” section (main student screen) for other announcements. 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.