



UNIVERSITY OF CENTRAL ARKANSAS COLLEGE OF BUSINESS VISION, MISSION, AND CORE VALUES STATEMENT

COB Vision

Our vision is to be a recognized leader in developing business talent and ideas that create growth and opportunity in Arkansas and globally.

COB Statement of Mission and Core Values

We educate a diverse population of current and future business professionals to successfully and ethically meet the challenges of the global business environment. Through active engagement with the local, regional, national, and global communities, our faculty strive to deliver a high-quality business education via experiential education, a relevant curriculum, and scholarly contributions. We pursue continuous improvement opportunities to add value for our College and its stakeholders.

In carrying out this mission, the College of Business is guided by the following core values and expects the following outcomes:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote and impact the application, creation and dissemination of knowledge through contributions to business practice, learning and pedagogical research, and discipline-based scholarship.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to impact and promote life-long and experiential learning, research, service, and community engagement.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.

- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number:	MKTG 3350
Course Name:	Principles of Marketing
CRN:	24835
Semester:	Spring 2019
Location:	Online
Class Hours:	TBD

Instructor Information

Name:	Bill Doshier
Office Location:	COB 312Q
Work Email:	bdoshier@uca.edu
Phone:	501-450-5828
Office Hours:	MW 9:00am – 1:00pm, TR 11:00am – 12:00pm. Or by appointment

Prerequisites

ACCT 2310, 2311; ECON 2320, 2321; QMTH 2330. All prerequisites must be completed with a cumulative “C” average.

Textbook and Instructional Materials Required

MKTG Edition 12 Principals of Marketing

AUTHORS: Lamb/Hair/McDaniel

ISBN-10: 1337407631

ISBN-13: 978-1337407632

Course Description

A required course for all business majors in the business core. The course examines the role of marketing and marketing processes. The student will acquire an understanding of marketing concepts, terminology, associated technologies, practical applications, and how marketing relates to other business functions.

Course Objectives

Marketing is a practice with which we are all familiar. It also plays a vital role in the modern business environment. The main objective of this course is for students to gain a thorough understanding of the Principles of Marketing as it relates to the classic marketing mix concept: product, price, place and promotion activities in both profit and nonprofit organizations; analysis of the external environment as it affects marketing and the impact of the emerging digital age.

In addition, this course is meant to:

1. Encourage academic thought.
2. Expand competence in academic writing.
3. Challenge your life assumptions |

Course Delivery Method

| Online |

Grading

| Grades will be assigned according to the following scale:

A	89.5 - 100
B	79.5 - 89
C	69.5 - 79
D	59.5 - 69
F	Below 59.5

The various components of your grade are weighted as follows:

Introduction Post	10pts
Current Event Assignments	200pts (2 each. 100 points each.)
Discussion Board Posts	190pts (19 Chapters from MKTG12. 10 points each)
Individual Project	150pts
Module Exams 3 @ 100pts eac	300pts
Word Cloud Assignment	25pts
Dream Job Assignment	25pts

There will be a total of 900 points for the class. Semester grades will be reported through normal university channels with no exceptions. I do not provide grades via e-mail or phone.

- Please familiarize yourself with the syllabus, requirements, tasks, and tentative due dates. Remember, exact due dates are communicated via assignment listings on Blackboard. Please note the Individual Project is due by the last day of classes. Familiarize yourself with this assignment. It is located at the bottom of the online classroom tab. Also, familiarize yourself with the “online classroom” tab on Blackboard. The discussion board assignments are in each module provided.
- Watch the video located at the top of the online classroom tab. You will be guided through all the important areas of the course.
- Review the current event document found in the “Online Classroom” tab on blackboard to see what chapter and current event you are responsible for. Each student will provide current event reports throughout the semester for others students in your group to comment on as part of the discussion board. Those current events should correspond with your designated chapters from the textbook. Carefully read the chapter for which you are assigned, and find content from a reputable publication whose subject matter corresponds in some way to the chapter for which you have been assigned. You must submit these reports by midnight the class period before discussion board interaction begins on that current event. Current event posting and commenting due dates are communicated via assignment listings on Blackboard.

- Click on the Individual Project folder below the all four modules in the Online Classroom Tab. Click on the Exercises folder and go through each exercise so that you understand what is expected of you this semester.

DESCRIPTION OF MAJOR DELIVERABLES/COURSE REQUIREMENTS

Tentative Class Schedule – Hard dates delivered via blackboard and associated emails

MONTH 1 (est. January – Early February) Module 1

Introduction Discussion Board Post –

Introduce yourself by telling me, in a 200-300 word post, your answer to the following question.

If you were offered a job paying \$120,000 / year and all you were required to do was rise each morning and by 10:00am submit a 250-300 word blog post on one topic - what would you write about and why?

Do not go over 300 words. This introductory assignment is worth 10 points.

- Word Cloud assignment. You will find the submission link in the Individual Project Folder at the bottom of the Online Classroom Tab.

MKTG12 – Chapters 1 – 6
 Current Event Assignments
 Discussion Board Posts

- Module 1 Test – Chapters 1 - 6

Month 2 (est. February – Early March) Module 2

- Submit your Dream Job assignment. You will find the submission link in the Individual Project Folder at the bottom of the Online Classroom Tab.

MKTG12 – Chapters 7 - 13
 Current Event Assignments
 Discussion Board Posts

- Module 2 Test – Chapters 7-13

MONTH 3 (est March - April) Module 3

MKTG12 – Chapters 14-19
 Current Event Assignments
 Discussion Board Posts

March 18-22 Spring Break

- Module 3 Test – Chapters 14-19

Last week of Class - Wrap Up Project

Finals Week – April 29 (Monday)

- **Final Project Due at Midnight**

Assessment of Learning comes in four forms:

CURRENT EVENT REPORT AND FACILITATION

Each student is required to find a current article/news report related to a topic to be discussed on a given day in the semester. Current events must have appeared within one month of your presentation and should relate to the topic being discussed in class on the day of your presentation. There is a detailed assignment on Blackboard at the bottom of the Online Classroom tab (i.e., the Current Event Assignment Folder). You will also find a list of which current event chapters you are responsible for in that folder. You are also responsible for facilitating discussion during your current event. So, when someone makes a comment on your current event, you must respond to that person. Also, short videos from YouTube or anywhere else, make for great current events as well. Due to our busy class schedule, those students that miss their current event post date **will not** have a chance to make it up. Pay attention to the schedule as to when your current event is due.

Leaders, please free to think outside the proverbial box when choosing current event content. Choosing an article that simply defines marketing, for instance, will not be very interesting or promote much discussion. All leaders **MUST** submit by midnight by the date corresponding to their name.

NOTE: REPLYING TWICE IS THE BARE MINIMUM THAT MUST BE COMPLETED!!!!!! STUDENTS ARE ENCOURAGED TO ENGAGE IN DISCUSSION, WHICH WILL NECESSITATE MULTIPLE REPLIES TO MULTIPLE POSTS!!!!!! SIMPLY REPLYING TWICE TO A POST EACH WEEK WILL NOT ALLOW YOU TO EARN AN ‘A’ IN THIS SECTION OF THE CLASS. ENGAGE & CREATE DISCUSSION.

MODULE EXAMS – 3 open book module exams worth 100 points each will be administered at the end of each scheduled module.

INDIVIDUAL PROJECT (Submit in Assignments Folder)

Throughout the semester, you will be asked to complete a personal marketing plan by applying the concepts you are learning to the product you will market every day for the rest of your life: **YOURSELF!** After going through each exercise, you will gain not only experience thinking about the various aspects of a marketing plan but also a roadmap for pursuing your professional and personal objectives after graduation. You will be provided with all the exercises on **blackboard** in the folder entitled, “Project”. It is important to understand that this is not a project that you will be able to put off until the end. This is a very thoughtful, intrinsic, and difficult assignment. It takes many hours of self-reflection and qualitative research. If you have any questions throughout the semester, please **DO NOT** hesitate to come by my office or email me. Within each module in “online classroom” tab, you will see the exercises that you

should complete in the “project” folder. I do not require that you turn in any part of this project until the due date: **midnight Monday, April 29th. The first day of finals week.**

Also, although I would like your own flair for this project, you may refer to the file on *blackboard*, within the “online classroom” tab called, “Project Examples” in order to get some ideas. You **absolutely must have the following**, 1) a title page with a logo you’ve created to represent yourself or an idea; 2) a table of contents; 3) centered page numbers at the bottom of each page; 4) a color scheme; 5) the word cloud assignment due month 1; and 6) your dream job assignment due month 2. You must get items 5 and 6 done early so you don’t get behind. They frame the entire project. Your logo can be a picture, your initials, etc., but it needs to be unique and help you stand out. Anything beyond these requirements is your prerogative, but you will be evaluated on your creativity, differentiation, consistency, and ability to demonstrate a thorough analysis of the exercises assigned. Have fun with this! You will also be evaluated for grammar and sentence structure. It is my hope that you will be able to utilize this project for an interview in your near future.

I recognize this is an online course, but this is an important project that should serve you well for years to come. Please put the time and effort into this assignment and let me know if you have any questions at all. Also feel free to contract others in the class to see what approach they are taking. It is imperative that you stay on top of this assignment. I would argue that the “objectives” and “word cloud” assignments are the most important as they set the trajectory for the entire project. **The finished product (that includes the word cloud and dream job assignment) is due at midnight on Monday, April 29th. The first day of finals week.**

Evaluations (Fall & Spring)

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the thirteenth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

POLICIES AND PROCEDURES

Attendance and Drop policies

No face-to-face sessions in this class but students are expected to complete all assignments on time.

Your active participation in this course is expected and required for you to learn the material and earn a passing grade. In on-line courses, attendance/participation is assessed by progress towards the completion of the class. If you fail to regularly and actively participate (e.g., take weekly quizzes, submit weekly assignments, participate in on-line discussions, etc.) it will

demonstrate that you are not making a reasonable effort to complete this course, and you will be administratively dropped for non-attendance with a grade of W.

Many reasons are given for late work (e.g., flat tires, printer problems, illness, oversleeping, etc.) No matter the reason, the bottom line is 1) the work was completed and turned in on time or 2) the work was not completed and not turned in on time. There is, therefore, no provision for late work on any assignments. Plan and schedule your time and have back-up systems in place so you can complete your work on time. Meeting deadlines is critical to success in business. In the case of truly extenuating circumstances, please see me as soon as possible!

Assignment Submission

All assignments will be submitted via Blackboard.

Makeup Exams

There are no exams for this course.

Academic Honesty

Plagiarism is “stealing the ideas or words of another’s and passing it off as one’s own.” It includes using someone else’s work and not crediting the source properly. This means that anything published anywhere – including a Website – cannot be lifted and put in a paper with your name on it. For example, a discussion of the General Mills company at the GM website cannot be copied and pasted into your report. This is plagiarism and will be treated as such. What you can do is rewrite the paragraph IN YOUR OWN WORDS. Another option is to use a sentence as is and put it in quotes, and cite the source and the page number. You MUST include the site name in your reference list regardless of how you use the information, as long as the information is in your report. The professor regards ALL TYPES of dishonesty as serious and will pursue appropriate action in accordance with university policy. Please refer to the UCA Student Handbook for specific guidance relating to the Academic Honesty Policies (pp 40-42).

Plagiarism Examples:

<http://uca.edu/academicaffairs/files/2012/08Plagiarism.pdf>

Academic Integrity Statement

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-

related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Title IX

"If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <http://uca.edu/titleix>.

Emergency Procedures Summary (EPS)

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Required Materials/Competencies/Resources

Faculty may add other materials as necessary for their class

ACCREDITATION & ASSURANCE OF LEARNING

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.

Learning Goals

[]

Learning Objective

[]

Measure

[]

Benchmark:

[

]