



COB Vision

Our vision is to be recognized as the business college of choice for undergraduate and masters programs among public business colleges in Arkansas and the region, with national recognition in selected fields or areas.

COB Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current, responsive, and innovative curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the local, regional, national, and global business community.

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. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number:	MKTG 4320
Course Name:	Creative Consulting
CRN:	27664
Semester:	Spring 2014
Location:	COB I&E Lab
Class Hours:	Tu and Th 9:25 – 10:40

Instructor Information

Name:	Bill Doshier
Office Location:	COB I&E Lab
Work Email:	bdoshier@uca.edu
Phone:	501.352.9385
Office Hours:	Before and After Class as Required or Requested

Prerequisites: MKTG 3350 or MKTG 2350

Textbook and Instructional Materials Required:

Textbook! Ain't nobody in this class got time for a textbook. We're creating the new Internet. Navigating uncharted waters. There's no documentation or textbook to work from.

Course Description: **Create.Buzz**

Internet System, New Top Level Domains, Branding, Product Development, Social Media Strategy, Product Launch Strategy, Marketing and Sales.

Course Objectives:

Understanding Internet Naming System and Web Development Basics -

1. Orienting to and understanding the Internet Corporation of Assigned Names and Numbers (ICANN), the Domain Name System (DNS) and new Top Level Domains (TLD).
2. Personal Domain Name Selection.

Developing a Social Media Marketing Strategy for the Launch of the .Buzz Top Level Domain.

The Spring 2014 Creative Consulting course offers participants the opportunity to be an integral part of the upcoming Internet name expansion. The term TLD stands for Top Level Domains. This is the official term for the last part of a web page name. Currently, the most common Top Level Domains are (.).dotCom, (.).dotNet and (.).dotOrg. Over 100 million web page names are currently registered ending with .com. Beginning in April 2014, approximately 1000 new Top Level Domains will be introduced to the Internet naming system over the next two years.

Instructor and his Conway startup company dotStrategy will be launching its entry into the new Internet naming system during the first quarter of 2014. DotStrategy is the operator for the new Top Level Domain (.).dotBuzz.

Creative Consulting 2014 provides the opportunity for students to become directly involved with dotStrategy in developing a social media strategy for the successful launch of the .Buzz Top Level Domain. Doshier will work with participants to identify and understand the target .buzz market, learn about and blow away the competition, differentiate the .Buzz message, design slick promotional items and programs, educate customers on the value of a .buzz name, and most importantly use their experience in- and enjoyment of- social networking to launch and take viral the .buzz global Internet product. All the favorite social marketing platforms are fair game for use. Name your weapon of choice: Facebook, Twitter, LinkedIn, Pinterest, Vine, Instagram, YouTube etc.

Course Delivery Method:

Fast Paced, create as we go – This is leading edge stuff – can't be predicted or structured.

Group Participation

Guest Speakers

Internet Tools and References

Social Media Use

Individual Activities

Homework

Grading:

Grades will be assigned according to the following scale:

A. = 89.5

B. ≥ 79.5 and < 89.5

C. ≥ 69.5 and < 79.5

D. ≥ 59.5 and < 69.5

F. < 59.5

The various components of your grade are weighted as follows:

10% Individual Domain Name Selection.

70% Group Project – Social Media Strategy Design and Participation
Assignments defined as strategy evolves.

20% Quizzes, Homework, Turned In Assignments

100%

Description of Major Deliverables/Course Requirements:

Class Schedule:

Week 1 – 2	Introduction / Internet Naming System / Register A Domain Name
Week 3 –	New .Buzz Product Strategy Development. Launch Process, Important Dates.
Week 4 – 7	Develop and Launch .Buzz Social Media Strategy–Trademarks /Business / Brands
Week 8 – 9	Develop .Buzz Social Media Strategy for General Availability Names
Week 10-11	Global Launch .Buzz Social Media Strategy General Availability Names
Balance -	Monitor Results, Feedback, Review Analytics – Make adjustments
Last Week	Final Test - Summary Paper on continual development of plan from each student.

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:

Be present every class prepared to participate. Project based, group efforts cannot be made up from reading a text that does not exist. Demonstrate a passion and excitement for the opportunity to participate in the development of your own ideas, opinions and creativity. Participate in the direction of this course.

Attendance will be taken each day. Barring official excuses – submitted by email or phone to instructor – miss 3 classes and drop a letter grade for the course. If you are late to class, this too will count as an absence.

Assignment Submission:

As directed in class

Makeup Exams:

No

Classroom Policies:

Work together. Respect each other, and the opinions and ideas of each class participant. Be prepared, ask questions and understand responsibilities as class progresses.

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.

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:

Accreditation & Assurance of Learning

Learning Goal(s) Assessed in this Class

☒ There is no formal assessment activity scheduled in this class.

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Learning Goals:

Learning Objective:

Understanding and competency around the new Internet naming structure. Participate in actual product development for Internet business application from idea development to launch. Creative Consulting 2014 provides the opportunity for students to become directly involved with Conway, AR startup dotStrategy in developing a social media strategy for the successful launch of the .Buzz Top Level Domain.

Measure:

Benchmark: