



UNIVERSITY OF CENTRAL ARKANSAS

COLLEGE OF BUSINESS

VISION, MISSION, AND CORE VALUES STATEMENT

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.

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 the application and creation of knowledge in business practice and education.
- 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 promote life-long and experiential learning, research, service, and community interaction.

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 3350	
Course Name: Principles of Marketing	
CRN: 17057	
Semester: Fall	
Location: Online	
Class Hours: TBA.	

Instructor Information

Name: Susan Myers	
Office Location: COB 312D	
Work Email: smyers@uca.edu	
Phone: 450-5323	Please email for quickest response.
Office Hours:	MWF 8:30-9:00; 10:00-11:00; 12:00-2:00 or by appointment

Prerequisites:

ACCT 2310, 2311; ECON 2320, 2321; QMTH 2330. All prerequisites must be completed or YOU WILL BE DROPPED from the course.

Textbook and Instructional Materials Required:

MKTG 8 (with CourseMate with Career Transitions Printed Access Card), 8th Edition

- **AUTHORS:** Lamb/Hair/McDaniel
 - **ISBN-10:** 1285432622
 - **ISBN-13:** 978-1285432625

This version of the book also includes a keycode to the Cengage Website. Do not buy a used book unless you are 100% sure that it contains a working keycode.

Key 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. This course is offered online. Thus, it is the responsibility of the student to familiarize himself/herself with both the blackboard and Cengage Brain sites.

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 Marketing Management 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:

Encourage academic thought.

Expand competence in academic writing.

Course Delivery Method:

Course uses a mixture of chapter summaries, quizzes, and assignments.

Grading:

Grades will be assigned according to the following scale:

A	≥ 90	810 points
B	≥ 80 and $< 89.9\%$	720 points
C	≥ 70 and $< 79.9\%$	630 points
D	≥ 60 and $< 69.9\%$	540 points
F.	< 59.9	

The various components of your grade are weighted as follows

Exam1	100 points
Exam 2	100 points
Exam 3	100 points
Final (not comprehensive)	100 points
Online Assignments	100 points
Graded Quizzes (cengage)	100 points
Discussions	100 points
Journals	100 points
Media Quizzes (cengage)	100 points

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

Description of Major Deliverables/Course Requirements:

Class Schedule:

M	9-15	Exam 1	Relevant chapter assignments, quizzes, and discussions are due.
F	10-10	Exam 2	Relevant chapter assignments, quizzes, and discussions are due.
F	11-7	Exam 3	Relevant chapter assignments, quizzes, and discussions are due.
W	11-24	Journals Due	
M	12-8	Final Exam	Relevant chapter assignments, quizzes, and discussions are due.

Evaluations

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

EXAMS

There will be four exams for this class. The final exam is not comprehensive. If you fail to complete an exam at the scheduled time, you will receive a zero for the exam.

A make-up exam for individuals missing any exams will be available only under the following conditions: 1) The individual notifies the instructor the day before the exam or before class on the day of the exam; and 2) has an official university excused absence or a written doctor's excuse. (Make-up exams

will not be permitted without written documentation of the absence!) Exams will NOT be given early because of travel, etc, but they may be given early for extenuating circumstances. Please contact me well in advance to make these arrangements. The make-up exam will be scheduled at the professor's discretion. If such procedures are not followed, a zero will be assigned for a missed exam. Make-up exams will be essay.

Tests will be worth 100 points each and the format will be the professor's discretion, although they will most likely be multiple choice. **Tests must be completed online on the day scheduled.**

If you are concerned about a test grade, please do not wait until the end of the semester to discuss it with me. I am more than happy to discuss your exams with you during my office hours or other mutually convenient times. However, any test concerns should be raised within two class meetings following the return of the exam.

Special care will be given during the preparation of exams to avoid typographical and other errors. However, mistakes do happen, and the instructor may choose to exclude any questions that may contain inadvertent errors. But this is dependent solely on the discretion of the instructor. If you disagree with any type of scoring in the context of a test, please see me during my regular office hours or during a mutually agreed upon appointment time. Bring a written explanation of your concern. Any such questions must be brought to my attention within two class meetings from the day a test score is provided.

ASSIGNMENTS

The professor will give relevant assignments to be completed outside of class or on blackboard. All assignments will be either posted on blackboard or emailed to you through blackboard. IT IS YOUR RESPONSIBILITY to keep up with these assignments. You will be able to do the assignments at your discretion, but all assignments will be due before the exam date for the chapters covered (Chapters 1-4 will be due prior to exam 1, etc). ALL relevant work should be turned in before or on the test date. Late work will not be accepted.

Your assignment point score will be based on your percentage assignment points earned. Some assignments will be graded, while others will be given credit for completion.

GRADED QUIZZES

Your Quiz score will be based on your quiz score on the Cengage Brain site. A key should be included with your text. If it is not, it is YOUR RESPONSIBILITY to purchase and REGISTER for this site. This requires that you create an account with Cengage Brain and enroll in the course. The course key is available on blackboard.

MEDIA QUIZZES

Also on cengage, you will find a media quiz for each of these chapters. After watching the video, you will be expected to answer quiz questions.

DISCUSSIONS

Each chapter will have a discussion board assignment on blackboard. Most assignments require that you post your answer along with commenting on other users' posts.

JOURNAL ASSIGNMENT

20 journal entries are expected. To foster your creativity and understanding of the Marketing curriculum, you will be responsible for completing a journal outlining interesting things that you have noticed related to the concepts that you are learning in the text book. These observations can come from your television viewing time, your trip to the grocery store, your commute to school, etc. I expect you to make journal notes for each of the chapters online on blackboard. They should be based on seeing something that is interesting and relating to what we are learning in the book. Journals are due Monday, December 2, 2013.

How long should a journal entry be? Well, first you need to explain the phenomenon (what is it that you noticed), then you need to explain how it relates to the book (what concept is it), then you need to spend a little bit of time elaborating on your personal opinions. Because I want these journals to be more about the practical implications of marketing in your daily activities, I will not grade them for grammar or writing. BUT, I will deduct points for lazy or interesting work.

LATE WORK

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. I suggest you begin now to develop good work habits. In the case of truly extenuating circumstances, please see me as soon as possible!

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).

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: <https://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: None

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

Students should be aware of the global environment

Learning Objective:

Students will be able to identify cultural/global perspectives among stakeholders

Measure:

Students will take a pre-test and a post-test of questions regarding global perspectives

Benchmark:

There will be a statistically significant improvement in the mean score of all students assessed between the pre-test and the post-test.