MARKETING 475 002
Syllabus
Special Problems in Marketing
DEPARTMENT OF MANAGEMENT and MARKETING
NELSON RUSCHE COLLEGE OF BUSINESS
Fall 2018
27 August through 14 December

PROFESSOR: Dr. Marlene Kahla, Professor
COURSE: MKT 475 002
CLASS SCHEDULE AND LOCATION:

MKT 351 001, 8:00 AM – 9:15 AM, TR, BU 455
MKT 351 002, 11:00 AM – 12:15 PM, TR, BU 477
MKT 352 001, 2:00 PM – 3:15 PM, TR, BU 124
MKT 475 002 TBA

OFFICE HOURS: 10:00 AM – 11:00 AM, 1:00 PM – 2:00 PM, TR
9:00 AM – NOON, 1:00 PM – 4:00 PM, W
OR, by appointment

OFFICE LOCATION: BU 403C

PROFESSOR CONTACT INFORMATION: Office telephone: 936-468-4103,
mobile: 936-526-3731,
or email: mkahla@sfasu.edu

Course Description: Specifically developed marketing challenge that involves research
and problem solving skills in addressing marketing challenges.

Prerequisite: Junior standing

Course Objective: The overall objective of this course is for you to learn about the
basic principles of marketing as practiced by small and large organizations in a modern,
high level economy. The course will emphasize domestic as well as international
marketing.

Note: The syllabus presented here is a guide for class content and activities. It is
subject to change. Please bring your copy of the syllabus to class for each meeting.

Text: TBA
Course Content: Definitions, concepts, and strategies as they relate to marketing within
organizations, nations, and society.
Grades

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<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Points</th>
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<tbody>
<tr>
<td>Meet with professor once each week. Emails, texts and in person meetings represent a “meeting.”</td>
<td>Each meeting is valued as 20 points and will be required for 10 of the 17 weeks of the semester.</td>
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<td>Points for grades:</td>
<td>A 180 - 200 points</td>
<td>B 160 – 179 points</td>
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<td>C 140 - 159 points</td>
<td>D 120 - 139 points</td>
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<td>F less than 120 points</td>
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Schedule

<table>
<thead>
<tr>
<th>Week One</th>
<th>email professor</th>
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<tr>
<td>Week Two</td>
<td>meet with communications/art students</td>
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<td>Week Three</td>
<td>review the NSAC challenge</td>
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<td>Week Four</td>
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<td>Week Five</td>
<td>Plan of action for research</td>
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<td>Week Six</td>
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<td>Week Eight</td>
<td>Begin research</td>
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<td>Week Nine</td>
<td>Continue research</td>
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<td>Week Ten</td>
<td>Review results</td>
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<td>Week Eleven</td>
<td>Develop conclusions</td>
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<td>Week Twelve</td>
<td>Present to professor</td>
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<tr>
<td>Week Thirteen</td>
<td>Present to communications/art</td>
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<td>Week Fourteen</td>
<td>Thanksgiving Holidays</td>
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<td>Week Fifteen</td>
<td>Return to University</td>
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Week Sixteen

Week Seventeen

Student Learning Objectives

Upon completion a student should be able to:

--identify the foundation terms and concepts that are commonly used in marketing, as indicated by performance on tests.
--give the reasoning that underlies these terms and concepts, as indicated by performance on tests.
--ascertain which of these terms and concepts apply to selected marketing situations, including, but not limited to international marketing examples, as indicated by performance on tests and case analyses.
--explain the significance of these terms and concepts for selected marketing situation examples, including, but not limited to international marketing examples, as indicated by performance on case analyses.
--determine and justify which of these terms and concepts would be appropriate for dealing with selected marketing situation examples as indicated by performance on case analyses.
--appreciate the value of an ethical approach to marketing activities, as indicated by ethical formulations in case analyses and communications in class.
--demonstrate preparation to comprehend the basic marketing concerns that might be addressed in inter-functional analyses even if not a marketing professional, as indicated by overall performance in the course requirements.

Program Learning Outcomes:
Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://www.sfasu.edu/cob/ag-plo.asp.

1. The student will demonstrate effective oral and written communication skills by (1) composing a professional quality business document, and (2) preparing and delivering a professional presentation on a business topic. (Written Communication, Oral Communication)
2. The student will demonstrate knowledge of fundamental information technology tools and concepts. (Technology)
3. The student will exhibit an understanding of ethics and social responsibility. (Ethics)
4. The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. (Critical Thinking)
5. The student will demonstrate multicultural and diversity understanding. (Diversity)
6. The student will demonstrate an understanding of teamwork as it occurs in business situations. (Teamwork)
7. The student will effectively apply knowledge and skills in the functional areas of business. (Business Knowledge)
8. The student will effectively apply knowledge and skills in Consumer Behavior, International Marketing, Marketing Research, and Marketing Strategy (Marketing Core)
9. The student will effectively apply knowledge and skills in the functional specialties of marketing (Functional Knowledge)

Syllabus Addendum
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one’s own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one’s paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at http://www.sfasu.edu/policies/student_academic_dishonesty.pdf

Course Grades (University Policy 5.5)
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at http://www.sfasu.edu/policies/course-grades.pdf.

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Conduct (University Policy 10.4)
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.pdf.) Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.