MKT 475.003 Syllabus
Nelson Rusche College of Business
Department of Management, Marketing and International Business

Course: MKT 475.003 Special Problems in Marketing  Semester: Spring 2018

Supervising Professor: Dr. Charlotte Allen
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Office: McGee 403J
Office hours: TBA
Meeting time and place: TBA

Bulletin Description: Instruction in special topics in marketing

Topic: Opportunity Analysis of the Retail Boating Industry in Tyler, Texas

Student Learning Outcome:
- To provide instruction on a topic area either not offered as a course or that will not be offered within a time frame reasonable for the student's graduation.

Text and Materials: No required textbook

Course Requirements:

This study would be an analysis of the retail boating market in the Tyler, Texas area with a focus on the possibility of opening a new retail venture in the area.

Areas addressed in the paper:
Analysis of the competitors in the market along with a SWOT analysis of each major competitor
Analysis of the market potential in the area- overview of the demographics and psychographics of the target market along with purchasing power.
Analysis of the opportunity of a new retail business entering the market.

Late Work:

The student is responsible for having all work turned in on time. Any projects or assignments that are turned in after the due date and time will be considered late. No late papers or assignments will be accepted. If the student has a university approved absence that corresponds with a due date, the student must meet with the instructor to make appropriate arrangements

Grading:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Points</th>
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<tbody>
<tr>
<td>Outline</td>
<td>2/1/18</td>
<td>10 points</td>
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<tr>
<td>Rough Draft</td>
<td>3/1/18</td>
<td>30 points</td>
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Grading Scale: A (90% and above), B (80% - 89%), C (70% - 79%), D (60% - 69%), and F (less than 60%). At the professor's option, a grade may be curved by adding points across the board.

Attendance Policy:
The student is expected to contact or meet with the professor at least once a week during the summer session. Times to be set later based on instructor and student schedules.

Rusche College of Business
Syllabus Addendum

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://cobweb.sfasu.edu/plo.html.

General Student Policies:

Academic Integrity (A-9.1)

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

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 to aid in achieving a better grade on a component of a class; (2) the falsification or invention 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 your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp.

Withheld Grades Semester Grades Policy (A-54)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, 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. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**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), Human Services Building, and Room 325, 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/](http://www.sfasu.edu/disabilityservices/).

**Acceptable Student Behavior**

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 Student Conduct Code, policy D-34.1). 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 Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.