SYLLABUS: MKT 475. 004, Special Problems in Marketing

Spring Semester, 2018

Student: XXXX XXXXX, ID# XXXXXXXX

Course: Marketing 475, Special Problems in Marketing, 3 credit hours

Department of Management and Marketing

Two Notes: 1. This syllabus is provided to you as a guide for the class content and expectations this semester. It is not a contract, and is subject to change as necessary.
2. Also, before this class starts each student must write a one page proposal/outline that must be approved by the marketing faculty member. The proposal/outline should briefly cover the topic/subject matter of the Report, and briefly outline the content of the Final Written Report due at the end of the semester.

Description

Individual instruction in Marketing - Retailing

Prerequisite

Senior standing, 15 hours of Marketing and approval of supervising Instructor and Department Chair

Professor

Dr. Larry O’Neal

Office

403K, McGee Business Building, office phone: 468-4103, e-mail address: loneal@sfasu.edu

Office Hours

Tentative: MW 10-11am, and MW 3:45-4:45pm, also TR 10-11am, and TR 1:45-3:45pm, or by appointment.

Accommodations

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
Course Objectives

Write a report about Marketing under the supervision of Marketing faculty member (Dr. Larry O’Neal). The written report should include a description and application of business/marketing ideas, concepts, and/or strategy.

Learning Objectives

1. Identify the marketing and business terms, ideas and concepts that are significant within business/marketing, or the industry and/or career field in which the student studied, to be measured by performance in meeting the course requirements.
2. Demonstrate how to apply and use these concepts in marketing and/or business situations, to be measured by performance in meeting the course requirements.
3. Demonstrate preparation for entry into a career in business/marketing, to be measured by overall performance in meeting the course requirements.

Text

None

Attendance

You are to attend all class meetings with the marketing faculty member in accordance with the policies of the University.

Professional Conduct

Twenty percent of your grade will consist of attendance and professional conduct during this entire Special Problems in Marketing project.

Evaluation

Your final grade will be based on your scores for a written report, and your attendance and professional conduct during the Special problems course.

Attendance/professional conduct = 200 points
Written report for faculty member = 800 points
Total = 1,000 points

Final Grade

Your final grade will be determined strictly on this basis:
A = 89.50% to 100% of perfect total score
B = 79.50% to 89.49% of perfect total score
C = 69.50% to 79.49% of perfect total score
D = 59.50% to 69.49% of perfect total score
F = below 59.50% of perfect total score

Exam Style:

No exams in this class

Academic Misconduct:

This class will follow official University Policy with regards to academic misconduct. For example, any form of cheating, such as turning in papers that are not your own work, will not be tolerated.

Special Problems Project (Written Report)

Your Special Problems Project will consist of two written reports. The first report will be named Introduction to the Term Project, and will be due at mid semester. The Introduction will cover about half of the topics/subject matter listed in the Proposal/outline written by the student at the start of the semester. Your Final Report will be due at the end of the semester. The Final Report will be a written report that covers all the topics/subject matter listed in the Proposal. Late assignments will be penalized.

(continued on next page)
Grading the Written Report of this Special Problems Course,

50% = **Introduction**: Due by Week of October 23-27. A 5-8 page written report (type-written, double spaced) with at least 4 outside information sources cited and listed in your report and in your Bibliography, along with at least 2 of your sources must not have been originally published on the web. Your Introduction should cover the first half of your Proposal including: an overview of the Industry your firm belongs to, names of competitors, and a brief description of one key competitor, names and brief description of key products/services produced by the company, brief description of key company customers, and, **If working**: the name and contact information for the student’s employer, the student’s job title, job duties and name and title of job supervisor, a brief description of supervisors job duties, and any other relevant information about the job or employer that is important for this report. The Introduction must also include a Bibliography page (at least 6 sources), and an Appendix with at least one current periodical article about the company/industry studied.

This Introduction will be graded, and edited by the faculty member, who will give written suggestions for improving the report. The student must rewrite the Introduction which will become about the first half of the Final Report. Also, the student is required to save and turn in their graded Introduction, to be placed in the back of the Final Report.

50% = **Final Report**: Due by Wednesday, Dec. 6. A written report of 10 to 20 pages (double spaced) in length that will be in hard copy/paper format and bound. First, the student will re-write and improve the Introduction which will become the first half of the final report. The Final Project will cover all the topics in your Proposal, and include a Bibliography page (at least 8 sources), an Appendix which includes at least two current periodical articles about the company/industry the student studied.

Your Final Report will be graded based on: 1) overall appearance, organization, grammar, spelling, etc. 2) Quality and detail of the industry/company/and, **If working**, a job description, including any other relevant information about the job or employer that is
important to this report. 3) A brief description of the significant/important things the student learned while working on this report. 4) At least 8 outside information sources (4 not originally published on the web) must be cited in your Final Report and listed on your Bibliography page. 5) Copies of at least two current periodical articles about the company/industry must be placed in your appendix at the end of your report.

Also, the student is required to save and turn in their graded Introduction which will be placed in the back of the final report.

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://www.sfasu.edu/cob/ug-plo.asp.

Academic Integrity (4.1):
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 (5.5):
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.

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 10-4). 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.

January 10, 2014
**Tentative Schedule of Classes, MKT 475.003, Special Problems in Marketing**

**Fall Semester, 2017, Student: XXXX XXXXX, # XXXXXXXXX**

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATES</th>
<th>CHAPTER/ASSIGNMENTS</th>
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<tbody>
<tr>
<td>1</td>
<td>Jan 16-19</td>
<td>Meet with Faculty Member, Complete Forms</td>
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<tr>
<td>2</td>
<td>Jan. 22-26</td>
<td>Work on report, meet with faculty member</td>
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<tr>
<td>3</td>
<td>Jan 29- Feb 2</td>
<td>Work on report, meet with faculty member</td>
</tr>
<tr>
<td>4</td>
<td>Feb 5- 9</td>
<td>Work on report, meet with faculty member</td>
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<tr>
<td>5</td>
<td>Feb. 12- 16</td>
<td>Work on report, meet with faculty member</td>
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<tr>
<td>6</td>
<td>Feb 19- 23</td>
<td>Work on report, meet with faculty member</td>
</tr>
<tr>
<td>7</td>
<td>Feb 26- Mar 2</td>
<td>Work on report, meet with faculty member</td>
</tr>
<tr>
<td>8</td>
<td>Mar 5- 9</td>
<td>Work on report, meet with faculty member</td>
</tr>
<tr>
<td>9</td>
<td>Mar 12- 16</td>
<td>Spring Break</td>
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<tr>
<td>10</td>
<td>Mar 19- 23</td>
<td>Work on report, meet with faculty member</td>
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<tr>
<td>11</td>
<td>Mar 28- 30</td>
<td>Work on report, meet with faculty member</td>
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<tr>
<td>12</td>
<td>Apr 2- 6</td>
<td>Work on report, meet with faculty member</td>
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<tr>
<td>13</td>
<td>Apr. 9-13</td>
<td>Thanksgiving Holliday</td>
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<tr>
<td>14</td>
<td>Apr. 16- 20</td>
<td>Work on report, meet with faculty member</td>
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<tr>
<td>15</td>
<td>Apr. 23- 27</td>
<td>Work on report, meet with faculty member</td>
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<tr>
<td>16</td>
<td>Apr. 30- May 4</td>
<td>Final exam week, end of semester</td>
</tr>
<tr>
<td>17</td>
<td>May 7-11</td>
<td>Final exam Week, Final Report Due</td>
</tr>
</tbody>
</table>

*Mid-term Report due week of Mar 5-9
*Final Report Due on or before Monday May 7
*Student must turn-in bound, hard copy report to Dr. O'Neal, and send report to Dr. O'Neal on-line by Dec. 6. Student may turn-in report early.
Sign and Return the following Certification: for XXXX XXXXX, #XXXXXXXX

I certify that I have received a copy of the Course Syllabus for MKT 475, Section 003, for the Spring Semester, 2018. I have read and understand all of the Course Syllabus, and I further certify that I have met the prerequisites as listed in the Course Syllabus.

Signature:__________________________________ Date:_____________________

Printed Name: _______________________________ ID#_____________________

Email address:______________________________ cell phone:__________________