SPECIAL PROBLEMS IN MARKETING, MKTG 4175  
(previously MKT 475)  
Section 002  
Department of Management and Marketing  
Nelson Rusche College of Business  
Fall 2020

PROFESSOR
Name: Marlene Kahla, Ph. D.
Email: mkahla@sfasu.edu
Phones: (936) 468-1555 (office); (936) 468-4103 (department); (936) 526-3731 (mobile)
Office: 403C, McGee Business Building, fourth floor
Office hours: TR 7:00 AM-8AM, 9:30 AM-10:30 AM, 12:30 PM-1:30 PM, face-to-face or zoom;  
W 1:00 PM-5:00 PM, zoom only; or by appointment.
Zoom invitation to office hours will be posted in d2l.

COURSE DESCRIPTION
Each student is working on learning more about a specific topic in marketing by researching, interviewing and reporting. The completed work will be submitted in written form to the professor at the specific due date.

Contact the professor at least once weekly with a report about what is being learned and applied in the actual setting.

GRADES AND SCHEDULE
The third week of the semester, submit an outline of your project. 10 points

The sixth week of the semester, submit a rough draft of your project based on professor suggestions from your outline. 20 points

The ninth week of the semester, submit a working paper of your project based on professor suggestions from your rough draft. 20 points

The remainder of the semester, you will be making improvements to your project based on professor suggestions. 20 points
Submit the completed project by 1 December 2020, 11:30 PM. 20 points

Debriefing will be 8 December 2020. 10 points

Grand total: 100 points.

You are expected to abide by the mask wearing policy presented by your internship supervisor at work. The following are basic SFASU policies.
Mask wearing policy by SFASU:

Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed.

Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave the class.

All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities.

Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.


Procedures for reporting COVID19: When a student tests positive for COVID:

Students must report when they receive a test for COVID, (there is a link on their mySFA).

From the SFA Open SFA guidelines say (http://www.sfasu.edu/fall2020):

General Guidelines for Employees and Students about COVID19:

Student

If:

- You are tested for COVID-19, or
- You have been diagnosed with or received a positive test result for COVID-19;

you must:

- stay home,
- notify your faculty members of your absence, and
- immediately complete the COVID-19 Test Report Form (selecting "Self" as the reporter.)
You must stay home if you are experiencing any COVID-19 symptoms (as listed on the CDC website); or you have been in close contact (within 6 feet for at least 15 minutes) with someone who has or is suspected to have COVID-19, or someone in your household (including a roommate or housemate) has been diagnosed with or received a positive test result for COVID-19, you must stay home and notify your faculty members of your absence. Students who suspect that they may have COVID-19 are also encouraged to contact the SFA Student Health Clinic or their preferred health care provider for health advice.

Course Requirements
Students are required to learn about the various tasks involved in the internship as described by the supervisor. Students are to exhibit learning throughout the internship.

PROGRAM LEARNING OUTCOMES
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) Emphasis on Ethics, Diversity and Introduction of Business Knowledge

LEARNING OUTCOMES
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/ugplo.asp.

Student Learning Outcomes:
(SLOs) [also referred to as course objectives] for this course including the course specific student learning outcomes that support the PLOs above.

In general, SLOs in a course that support the PLOs are specific and include the exact knowledge, skill or behavior taught in the course that supports the more global PLOs.
For additional information on meaningful and measurable learning outcomes see the assessment resource page http://www.sfasu.edu/assessment/index.asp

Note: The syllabus presented here is a guide for class content and activities. It is subject to change.

Student Academic Dishonesty
(University Policy 4.1) 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 it 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/appropriate 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.