SPRING 2020

MKT/MGT 100 001
“Overview of Marketing: Trends and Functional Specialties”
Department of Management and Marketing
College of Business, Stephen F. Austin State University

Dr. Jason D. Reese
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Phone: 936-468–1465
Email: reesejd1@sfasu.edu
Class Time: TR 11:00–11:50am
Location: BU 458

Office Hours (all online)
Monday: 8:30am–11:30am & 1:00pm–5:00pm
Wednesday: 8:30am–11:30am
Tuesday, Thursday, & Friday: By Appointment Only

Text and Materials: No Required Textbook – Reading Material Provided Through Bright Spaces (D2L)

Course Descriptions:

**MKT 100** – Specialized course designed to provide students with an overview of functional areas of marketing studies, trends and current events within these areas, as well as general qualification and responsibilities required within the marketing profession to meet the changing environment of modern society and organizations. May not be used to fulfill major or minor requirements in marketing.

**MGT 100** – Specialized course designed to provide students with an overview of functional areas of management profession, trends and current events within management, as well as general qualification and responsibilities required within the management profession to meet the changing environment of modern society and organizations. May not be used to fulfill major or minor requirements in management.

Program Learning Outcomes: You may access the program learning outcomes for your major and particular courses in the Curriculum Management Handbook at [http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources](http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources)

Student Learning Outcomes: Upon completion, students should be able to:
1) Understand the functional specialties that exist in the field of marketing and management
2) Identify the trends that are occurring in modern society and business
3) Understand the impact these trends have on marketing and management as an organizational function and as a profession.

Student's Responsibility: The student should come to class prepared to discuss the assigned readings. Students have significant weekly reading assignments, are required to submit seven written case summaries throughout the semester, and watch pre-recorded video content. These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

Attendance Policy: Class attendance is mandatory and will be recorded during each class meeting. Therefore, please plan to attend all sessions. For every unexcused absence you incur, a deduction of 2 points will be taken from your final grade.

Grading Policy: The course grade for this class will be determined from the scores on two exams (midterm and final exam), Attendance, Job Application, LinkedIn Assignment, Video Interview, and Outside of Class Activities. All grades will be averaged with the following weights:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Exams</td>
<td>300 pts (2 exams = 150pts each)</td>
</tr>
<tr>
<td>Attendance</td>
<td>270 pts (27 days/activities x 10 pts)</td>
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Job Application (Resume and Cover Letter)  140 pts
LinkedIn Assignment                        100 pts
Video Interview                            100 pts
Outside of Class Activities                90 pts

Total Points                               1000 pts

*Final grades will be determined using the policy outlined by the University:
  A = 894.5-1000 (89.45 – 100%)
  B = 794.5-894.4 (79.45 – 89.44%)
  C = 694.5-794.4 (69.45 – 79.44%)
  D = 594.5-694.4 (59.45 – 69.44%)
  F = 594.4 or below (59.44% or below)

Course Requirements:

Exams: There will be two exams; a midterm and final exam. Each exam is worth 150 points (15%). The
final is not comprehensive. Exams will be a combination of multiple choice, matching, true/false, short
answer, and essay questions.

Attendance: Class attendance is mandatory and will be recorded during each class meeting. Therefore,
please plan to attend all sessions. There are 15 class days, with 12 days of activity online. Attendance for
each of these are worth 10 points. If a student misses class for an unexcused reason, 10 points will be
deducted (out of 270 total points), equivalent to 1% of the final grade. If a student misses more than 33% (9
absences or more), the student will fail the course with a 0%. The final 12 days of activity (due to changes in
university mandated online delivery) will be counted in full if the student participates in all activities due
during each week. In other words, each week counts as two attendance days. If the student completes the
assignment for that week, they will be given 20 points toward attendance.

Job Application: Students will be asked to search for, research, and apply for a real job that relates to a
discipline discussed in this class. This job can be an internship, part-time position, or full-time position. This
job application will include the creation, critique, and submission of a Resume and Cover Letter. This
assignment is worth 140 points (14%) of the final course grade. Instructions for the creation and critique of
these documents will be provided throughout the semester.

LinkedIn Assignment: Student will be asked to complete a professional LinkedIn profile. This assignment
is worth 100 points (10%) of the final course grade. Instructions and support will be provided during the
semester.

Video Interview: Many organizations within the industry are now requiring a video interview as part of the
job application process. Students will complete a recorded video interview. This will include answering pre-
determined questions about themselves, their career aspiration, the value they can add to an organization,
and more. This part of the class is worth 100 points (10%) of the final course grade.

Outside of Class Assignments: Active engagement with professional development activities is important
for student success. Therefore, each student must:
  • Attend at least one Rusche College of Business student organization information session (30 points)
    ○ This requirement has been waived due to campus closing.
  • Attend at least two Passport Program events (15 points each = 30 points)
    ○ Passport Events will be held virtually.
  • Attend at least two Center for Career and Professional Development educational sessions (15 points
each = 30 points)
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- CCPD offers virtual professional development opportunities.

This part of the class is worth 90 points (9%) of the final course grade. Extra credit will be provided to those students who actively participate in a Rusche College of Business student organization.

**Late Work / Make-Up Policy:** Assignments turned in late will not be accepted. Students missing assignments for university excused absences must make arrangements to turn in assignments on or before the due date.

Note: 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.*

**TENTATIVE COURSE CALENDAR**

Tuesday and Thursday: 11:00am – 11:50am

<p>| Module 1 - The Disciplines (January 16 - March 5) |
|---|---|
| Date | Topic |
| 16-Jan | Introductions - Welcome! |
| 21-Jan | The Rusche College of Business Mission - Dean Bisping |
| 23-Jan | Guest Speaker - Jimmy Mize and Brad McGuire - Commercial Bank of Texas |
| 28-Jan | What is Marketing? - Dr. Jason Reese |
| 30-Jan | Guest Speaker - David Robertson - Marketing of Texas/Motorhomes of TX |
| 4-Feb | What is Management? - Dr. Gina Harden |
| 6-Feb | Guest Speaker - Kirk Phillips - Wintrust |
| 11-Feb | What is International Business? - Dr. Rajat Mishra |
| 13-Feb | Guest Speaker - Chris Peden - Boumatic (Dairy Farming Innovations) |
| 18-Feb | What is Entrepreneurship? - Dr. Raymond Jones |
| 19-Feb | <strong>Mandatory Attendance - SFA Career and Internship Expo (1-4pm)</strong> |
| 20-Feb | Guest Speaker - Kurt and Cindy Kalkomey - Kalkomy (Web Applications) |
| 25-Feb | What is Sports Business? - Dr. Rob McDermand |
| 27-Feb | Guest Speaker - Professional Sports Partnerships - Stephanie Weaver |
| 3-Mar | Review for Exam |
| 5-Mar | Midterm Exam |
| Mar 9 - 13 | <strong>SPRING BREAK</strong> |</p>
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<tr>
<th>Date</th>
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<tbody>
<tr>
<td>Mar 16-22</td>
<td>Careers in Business Overview</td>
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<tr>
<td>Mar 23-29</td>
<td>LinkedIn Video</td>
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<tr>
<td>Mar 30 - Apr 5</td>
<td>Complete Virtual Mock Interview</td>
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<tr>
<td>April 6 - 12</td>
<td>Watch CCPD Presentation - First Impressions and Personal Branding</td>
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<td></td>
<td>Watch CCPD Presentation - Resume Construction &amp; Cover Letter Workshop</td>
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<tr>
<td>April 13 - 19</td>
<td>Watch CCPD Presentation - General Job Search Strategies</td>
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<tr>
<td>April 20 - 26</td>
<td>Job Applications Due &amp; Final Exam</td>
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Note: The schedule may be altered at the discretion of the professor. Students will be informed in advance of scheduling changes that affect student grades. Per SFA policy 5.4, the amount of work required per semester credit hour is two hours of outside work per hour of class time. Therefore, this class being a 1-hour credit (for fifteen weeks), you should spend 2 hours per week studying and completing outside of class work.
General Student Policies:

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/4.1-student-academic-dishonesty.pdf.

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. For additional information, go to http://www.sfasu.edu/policies/course-grades-5.5.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), 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/.