SPECIAL PROBLEMS IN MARKETING, MKT 475 004
Department of Management and Marketing
Nelson Rusche College of Business
Spring 2020
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W 2:30 PM – 6:30 PM;
R 3:30 PM – 4:30 PM; or, by appointment.
Department: Management and Marketing
Class, location and hours: MKT 475 004 report to professor via email, text, Boynton 209 from 2:00 PM – 3:15 PM TR and/or 403C.
For three hours credit the student is expected to devote approximately 150 minutes each week to the project “in class” and 360 minutes each week outside of class to the project. The National Student Advertising Competition is the focus of this particular special problems course for two students.

TEXT: Journals, articles, interviews relevant to subject that is the focus of the special problems course.

COURSE DESCRIPTION
MKT 475 is an independent study that the student and faculty directing the student agree deserves additional study and reporting. In the specific study for the student will develop marketing strategy that will enhance the overall effectiveness and presentation of the complete campaign for Adobe new products to media buyers for NSAC 2020.

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

**Student Learning Outcomes**
These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness.

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. 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)

**CLASS RULES**
Following these few rules will help to maximize your learning experiences and those of your classmates:
- Attend each class.
- Be on time to class, team meetings and events related to the project.
- Read the assigned material, turn in all required work on the day it is due.
- Participate in individual and group activities and discussions.
- Treat everyone in the class with respect and courtesy.
- Demonstrate professional behavior and use language appropriate for classroom learning.
- Cell phones and other electronic devices should be turned off and put away during class unless instructed to use them for specific fact finding relating to projects and boosting social media as they relate to the project.
- Ask questions!

Communication: Please check your SFA.Jacks.Edu mail at least once a day.
You may email the professor at mkahla@sfasu.edu; or text at (936) 526-3731. If you text, please identify yourself in the text.

**GRADES**
The following tasks will be completed during the semester:
1. Outline the proposed work.
2. Review the outline with the faculty director, me.
3. Discuss the outline.
4. Follow the outline, make changes as the student and faculty see the need. For example, research may suggest that the outline needs to be changed.
5. Complete secondary research.
6. Complete any primary research, i.e., telephone interviews with medical professionals that make decisions regarding medical equipment.
7. Report the results.
9. Summary and conclusions.
10. References and appendices (if any, i.e., lengthy tables, etc.)
SCHEDULE

Week One
Begin investigation of marketing strategies currently in place for Children’s Assessment Center of Harris County.

Weeks Two through Eight
Continue investigation, may include additional sources.

Week Nine
Spring holidays
Weeks Ten through Fifteen
Dead week.
• Debriefing regarding your contributions to the completed project

Week Seventeen
Final: Receive grade

Academic Integrity (4.1)
Please copy and paste the following information regarding Academic Integrity into your syllabus. In addition, you may include your own guidelines for academic integrity as appropriate.

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)
Please copy and paste the following information regarding Withheld Grades into your syllabus. Add additional information as needed to meet your departmental or course needs.

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
Please copy and paste the following statement and place in your course syllabus.

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/

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.