MARKETING 475 001
SPECIAL PROBLEMS IN MARKETING SYLLABUS
DEPARTMENT OF MANAGEMENT & MARKETING,
NELSON RUSCHE COLLEGE OF BUSINESS
Summer 2020

PROFESSOR: Dr. Jason Reese, Associate Professor of MMIB

Course: MKT 475 001, Special Problems in Marketing

CLASS HOURS: Via Email

OFFICE HOURS: TBA

Office Location: 403B McGee (Business) Building
Class Location: TBA

PROFESSOR CONTACT INFORMATION: Office telephone: 936-468-1465; or email: reesejd1@sfasu.edu

Catalog Description: - 1-3 semester hours. Individual instruction in marketing

Prerequisites: Junior Standing and 15 hours of MKT Courses

Course Objective: To provide instruction in career development as student completes the course and gains experience in Marketing

Objectives: identify the Marketing and other business terms and concepts that are significant within the fields of Marketing, to be measured by performance on individual and term project;

understand the ideas and reasoning that underlie these concepts, to be measured by performance on examinations, individual and term projects;

demonstrate how to apply and use these concepts in Marketing and business, to be measured by performance the term project;
demonstrate preparation for entry into a career in Marketing to be measured by overall performance in meeting the course requirements.

**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 once a week.

**Text:** Supervising Professor’s Choice

**Reading & Study Materials:** Data bases available via SFASU Steen Library

**Evaluative Criteria:** Based on student’s ability to effectively research and prepare marketing strategy based on the research for: *Marketing Research and Events*

**Semester Schedule**

**Course Calendar:**

July 7, 2020  Classes begin - Meet with supervisor and advisor weekly

July 20, 2020  Midterm Rough Draft Due

**August 6th**  **FINAL REPORT DUE**  Present Results in Written and Oral format

**Grading Plan:**
75% - Written Paper  
25% - Oral Presentation

Please note that the syllabus may change based on guest speaker availability and specific meetings in which the University is represented.
Rusche College of Business

General Student Policies:

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 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/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.