COURSE: Special Problems in Marketing, MKTG 4175 001
Meet each week during office hours, or by appointment

PROFESSOR: Marlene Kahla, Ph. D., Professor
Office: 403C
Office Phone: 936-468-1555
Email: mkahla@sfasu.edu
Mobile: 936.526.3731

TEXT: Articles as relevant to individual study

OFFICE HOURS: Monday 4:30 P.M. – 6:30 P.M.
Tuesday 11:00 A.M. - 2:00 P.M.
Wednesday 4:00 P.M. – 6:00 P.M., virtual
Thursday 11:00 A.M. – 2:00 P.M., or by appointment

COURSE DESCRIPTION AND OBJECTIVES

This course is created for each student seeking to earn credit for the upper-level marketing course, Special Problems in Marketing, MKTG 4175 001.

The materials are tailored for each student. For example, the student working on the National Student Advertising Competition will be using an array of marketing and advertising texts and articles relevant to the complete campaign for the client.

The student earning credit in a leadership position in the American Marketing Association will be using an array of AMA information from https://www.ama.org pages and leadership and marketing articles provided by the faculty.
ATTENDANCE & CLASS PARTICIPATION

You are expected to respond to emails and/or texts from the professor within an acceptable time frame based on the immediacy of the email.

For example, if a deadline is nearing for either NSAC or AMA, either on campus, nationally or regionally, then you are expected to respond to the professor’s email within 24 hours, possibly sooner depending on the need.

Follow through and responding to communication is relevant to being successful in this course.

NSAC and AMA each have specific dates of when things are due to participate and compete. As appropriate, each of you will provide the professor of those dates and annotate your schedule.

Reports required for participating in the respective national organization: 50 points
Communicating with faculty director within acceptable, professional guidelines: 50 points
Total: 100 points

90 to 100 points: A
80 – 89 points: B
70 – 79 points: C
60 – 69 points: D
Less than 60 points: F

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.

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or
permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

In any business profession, ethics is of upmost importance, as numerous stakeholders rely on their employees to make important decisions. These decisions include accounting, management, human resources, marketing and any other aspect of the business world. It is the intent of the Department of Management and Marketing to foster and encourage integrity in all aspects of our classes. Therefore, there will be no tolerance of academic dishonesty, including but not limited to, plagiarism, cheating on examinations, papers, or other course-related work, copying or collaborating on assignments without permission, or other inappropriate conduct. Any instances of such academic dishonesty will be documented and reported to the Dean of the Rusche College of Business and the student might receive an F in the course.

STUDENT WELLNESS and WELL-BEING

SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
The Dean of Students Office (Rusk Building, 3rd floor lobby)
SFA Human Services Counseling Clinic  Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

Crisis Resources:
- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741