

FOUNDATIONS OF MARKETING PRACTICE
MKTG 3650.007 – INET
WebCT Vista
<https://webctvista.unt.edu>
Spring 2006
Dr. Hasty

Welcome to MKTG 3650 Foundations of Marketing Practice course via WebCtVista. I hope you enjoy the course.

First let me state that the policies stated in the syllabus are very important and I adhere to them closely.

I hope you understand that you will be required to do as much work as you would in my on-campus live classes. You gain the convenience of the online world and opportunity to review the materials several times if you not understand a concept. However, you must be self-disciplined to succeed. I have facilitated the learning through web courses for several thousand students. I have structured this course with your success as my goal.

Please read each syllabi and the quiz/exam schedule carefully.

Reminder: Your first exam is a SYLLABUS QUIZ, which counts in your grade!!! The syllabus quiz includes the syllabus content, the assignment/quiz schedule information and the content of this letter.

You must use your Eaglemail account to communicate with me. (To activate your Eaglemail account go to <http://eaglemail.unt.edu>. Your user name is your EUID and your password is your unique UNT ID unless you have changed it

IMPORTANT: I will not open your email coming from yahoo, AOL, hotmail, etc., even if it gets through the spam filters, since I will not know you are a student. An Eaglemail message gets first priority in being answered. When exams are open I make every effort to check my email several times a day from 7:00 AM through 10 PM.

IMPORTANT: EMAIL ETIQUETTE AND VERY SPECIFIC REQUIREMENTS. This is a business course and the expectation is that you will conform to appropriate business letter writing practice in all of your email to me. The following are the basics.

1) put the course number and section in the subject line 2) In the message box use an inside address that includes: the date, your full name, EUID, course number and section, and the assignment number, quiz, or exam number which is the subject of your email. NOTE instructions below regarding email about quiz or exam questions. I do not debate individual questions. The syllabus indicates how a statistical analysis is used to examine each question. 3) Use a proper salutation: Dear Dr. Hasty: 4) In your message you must use proper sentence structure, capitalization, spelling and punctuation. 5) Use a proper closing. 6) I will return your email without comment if the email etiquette requirements are not met.

Another important thought. The WebCt platform offers instructors many options. You may have had instructors who have setup their web based course differently than I have for this one. If you don't feel you can adhere to the policies and practices outlined for this course, please drop and take a different course.

Finally, I want a word about you.

I want you to succeed! Every lesson and assignment in your course is planned to quickly and thoroughly give you the ideas, information and concepts that you need to complete the course and develop your basic knowledge about this area of business.

All I ask is that you do your part. Read and follow the course procedures in the syllabus. Reach each lesson carefully. Study those concepts you don't understand at first. Watch the videos and Power Point reviews carefully. Use the study review questions to identify important areas. Complete each element of the lesson diligently and you're sure to succeed. Over two thousand students in online courses I have developed have already done so and now it is your turn.

***Good luck with the course.
Dr. Hasty***

MKTG 3650 COURSE DESCRIPTION

This course surveys marketing concepts and practices and provides an overview of the range of activities performed by marketing managers. Topics include the identification of market opportunities, strategic marketing planning, product/service development and management, price setting and management, establishing and managing distribution channels, and structuring promotional programs. Prerequisite (s): junior standing.

LEARNING AND EDUCATIONAL OBJECTIVES

1. Identify the five components of the marketing environment.
2. Outline the economic factors that affect marketing decisions and consumer buying power.
3. Identify the universal functions of marketing.
4. Explain how marketing plans differ at various levels in an organization.
5. Identify the basic elements of a marketing strategy.
6. Describe how marketers use the Internet to achieve their firm's objectives.
7. Identify the steps in the market segmentation process.
8. Summarize the types of positioning strategies.
9. Identify the different types of brands.
10. Describe the types of marketing channels and the roles they play in marketing strategy.
11. Explain the wheel of retailing.
12. Show how the elements of the marketing mix apply to retailing strategy.
13. Identify the different elements of the promotional mix and explain how marketers develop an optimal promotional mix.
14. List and compare the major advertising media.
15. Outline the seven steps in the sales process.

COURSE MATERIALS:

Required Textbook:

1. A Special paperback edition of Boone and Kurtz, Contemporary Marketing, published for this course by Thomson Learning Southwestern, 2006. The text includes the required video CD's.

The textbook is available at the UNT bookstore: If you are out of Denton you may order the textbook by going to www.eFollett.com. See eFollet instructions below. The books should also be available at other campus area bookstores, but be sure you are buying the books that are indicated above. Some of the bookstores may sell old editions and incomplete materials.

eFollett Instructions

1. Go to www.eFollett.com
2. Select the state your school is in by using the drop down menu titled *Find Your Bookstore*.
3. This will bring you to a page with a list of schools.
4. Click on the University of North Texas hyperlink.
5. This will bring you to the University of North Texas online bookstore.
6. Click on "continue" under the textbook portion of the page on the left-hand side.
7. Select MKTG in the drop down menu as the department.
8. Select 3650 in the drop down menu for the course.
9. You should see a table listing the required books for MKTG3650.007.
10. Click "add to cart" when you are ready to check out – make sure there are check marks in the buy column.
11. Click "checkout" at the bottom of the page – make sure you have a selected an option in the *New/Used Substitution Preference Box*.
12. This will bring you to a Login Page.
13. If you are a returning customer, simply login. If you are a new customer, you will have to sign up. You do this by clicking on the "sign up" button on the right-hand side of the page. Fill out the form that follows.
14. Once you have logged in or signed up, you be prompt for shipping/payment information and to verify your order. Simply follow the instructions that follow.

SPECIAL ATTENTION FOR INTERNATIONAL STUDENTS:

Bureau of Citizenship and Immigration Services Regulations for F1 Visa Holders:

In December of 2002, new regulations were issued that limited to three the number of semester hours taken COMPLETELY ONLINE that can be applied to the nine hour required for full-time status of F1 Visa students. **MKTG 3650 INET DOES NOT HAVE** an on-campus experiential component which may be required for F-1 visa holders if you have more than one three-hour course that is completely on-line.

BASIC INFORMATION FOR TAKING FREE ENTERPRISE SYSTEM IN A GLOBAL ENVIRONMENT ONLINE VIA WebCtVista.

Note: For questions you must first contact Dr. Hasty by email. Questions and general announcements will be answered to your Eaglemail account. WebCtVista email, discussion and chat rooms are not enabled for this course. You may contact Dr. Hasty by email to set up an office appointment if you have questions that cannot be answered by email. You will need to have an email conversation prior to an office appointment. **I suggest that you check the Home page of the WebCtVista course each day for announcements. If several students have the same question, I will post a message there or send an email to everyone rather than replying to each student individually.**

You will need a computer with an Internet connection, Internet Explorer (**IMPORTANT:** The course format does not support Netscape or other browsers which you may be using such as Mozilla Firefox), a Sound and Video card and Speakers. You will also need Adobe Acrobat Reader 6.0. This is a free download at <http://www.adobe.com/products/acrobat/readstep2.html>. You will also need MS PowerPoint to view the presentation for each of the assignments. You will need Windows Media to view the video clips. **If you use a pop-up blocker, you will need to disable it for this course. You are responsible for having an ISP connection and computer that meets the minimum requirements indicated at WebCT.unt.edu under the “student resources” link.**

Getting Started:

1. Go to the URL address: <https://webctvista.unt.edu/>.
2. This URL address will bring you to the WebCT Vista homepage. Many of your questions can be answered on this page by visiting “Vista Student Resources” located in the left menu bar.
3. To Login the system you will need a User ID and password. Your User ID for WebCT Vista is your EUID. Please note that your EUID is normally the SAME as your Eagle@Mail login name. Your password is your UNT student ID.
4. If you do not have a EUID, you will have to get one by following the steps listed in #5. You may skip to #7 if you already have a EUID.
5. To retrieve your EUID visit the Account Management System (AMS) Web site at <https://ams.unt.edu/> and click on “What’s My EUID” located in the left navigation bar. You will then fill out and submit the online form. After submitting the form, the system will prompt you to confirm your identity by requesting your SSN. Once you complete this step, AMS will automatically display your EUID. After this step, you will need to go back to the WebCT Vista homepage (<https://webctvista.unt.edu/>).
6. You are now ready to login!
7. Click on “Logon to WebCT Vista.”
8. This will pull up a dialog box prompting you for your user name (EUID) and password.
9. Once you have login to the system, you will get a list of courses available to you through WebCT. Please note that the list varies from student to student. It depends on which course(s) you are enrolled in. The course you want to select is MKTG 3650
10. This will bring you to the homepage for MKTG 3650
11. Should you have technical problems, please refer to Student Resources on the WebCt homepage. They have a list of Frequently Asked Questions and are available for additional assistance as follows:

Email webct@unt.edu
Phone: (940) 565-2324

In person: ISB Room 119
Help Desk Hours:
Mon.-Thur.8am-midnight

Fri: 8am-8pm
Sat.: 9am-5pm
Sun.: 1pm-midnight

HOW TO USE THE CD'S TO VIEW THE VIDEO CLIPS.

Instructions:

1. Insert the appropriate disk into your CD-ROM drive.
2. Go to My Computer and click on the CD icon to open it.
3. Then right click on the video case you want to open.
4. Select open with Windows Media Player; if it is not already open.

If you want the picture larger:

Maximize the screen or go to view and on the toolbar at the top of the screen and zoom to the size which produces a satisfactory quality on your computer.

TENTATIVE SCHEDULE:

The instructor will make every effort to adhere to the schedule of assignments and exam schedule as well as this syllabus. It is subject to change during the semester due to unexpected occurrences.

TESTING:

Check the Schedule of Exams and Quizzes for the testing opportunities.

Warning! If you go past the allotted time for the quiz or exam, only those questions answered in the time allowed will be graded.

The format for the online quiz and exams are multiple choice and true/false. The exams require the student to pull together key concepts and are intended to test your understanding of them. They have a variable number of questions with each topic valued from 1 to 5 points depending on its complexity.

There is a time limit for the quiz and the exams. As a general rule you will have up to 25 seconds for TF or term question and up to 45 seconds for each multiple choice question.

CAUTION: If you open an exam to look at it, the timer will automatically start and you must complete it while it is open. If you close the exam, you can not go back to it. The instructor will reset the exam for you in the event of a WebCtVista caused problem or electrical outage.

Each exam is open-book and open-note and is intended to help you determine whether you have mastered the material in that section. However, you do not have time to look up answers. Note: All exams are randomly generated from a database of questions for the section. Each exam will be unique for each individual. You will not necessarily have the same questions nor will the questions be in the same order as any other exam.

After completing the quiz or the final exam you must electronically submit the exam for auto-grading. **After the quiz or the final exam closes for all students, you will be able to view your score for the exam.**

IMPORTANT: You must answer each question in the order it appears. You may NOT go back to a question once you have passed it.

The exams are NOT available at the beginning of the course. They are scheduled to open and close throughout the semester. Open and close dates are listed in the *Schedule of Assignments and Exams* located

as a hyperlink on the MKTG 3650 homepage via WebCtVista. This is to insure that the class remains at the same pace. In order to encourage students to cover the material in a timely fashion and not wait until the last minute, you must complete each exam before the cut-off period listed in the *Schedule of Assignments and Exams*. You are encouraged to stay well ahead of the deadline for taking each exam. Since you have plenty of time for taking the exams, excuses about, weddings, grandmother's computer didn't work etc. will not be accepted. Makeup exams are ONLY for situations beyond your control such as hospitalization or for WebCtVista caused problems or documented power failures.

GRADING:

This is not a difficult course by many standards. However, it does require that you spend the time to read and study the material. Try to think of how you take a class on campus. There is a fixed time for the class and you are expected to attend. You have a great deal of flexibility in the world of online education. However, it does require self discipline. Try to pick regular times that you use to do your lessons every week. Review the material before again before you logon to take your exam. You have plenty of time, but please be careful to watch the timer dialog box in the upper right hand corner of the monitor and the confirmation that each answer that you submit has been saved. If you do that, you should have no trouble passing the course. You may check your current status at any time by checking the grade book section on your homepage. Your grade is determined by taking the total points you have earned and dividing that number by the total points available.

The grading scale is based on a percentage of the total number of points possible from the exams and your Career Assignment. The percentages are not rounded.

A = 90.0% and above, B = 80.0%, C = 70.0%, and D = 60.0%.

IMPORTANT:

Grade adjustments on exams are based on the statistical analysis that is provided by the Vista grading system. Each exam question will be reviewed for evidence that a question or answer is unclear or if there is a statistical pattern of the same missed questions with the same wrong answers. The student's scores will be adjusted automatically if the instructor decides there is evidence to support doing so. Furthermore, any question missed by more than 50 percent of the students scoring in the top quartile will automatically be discarded and points will be adjusted. Please do not email me about individual questions. I will look at all of them.

TESTING ETHICS PLEDGE:

I AGREE to follow the Code of Student Conduct and Discipline guidelines as stated below.

If you DO NOT AGREE with the conditions listed below. Please email me, so that you may be dropped from the course.

By enrolling in this course you agree to follow the University of North Texas Code of Student Conduct and Discipline guidelines and to abide by the following instructor's requirements. 1. I will not divulge my username or password to anyone. 2. I, and only I, will post answers to the quizzes and the final exam using my username and password. 3. I, and only I, will take the on-line chapter quizzes and the final exam using my username and password. 4. I WILL NOT print all or any part of any question. 5. I will submit only my work. 6. I will complete each assignment individually. I did not receive unauthorized assistance when completing quiz or exam. 7. I have not acquired quiz or the final exam or other academic material from current or past students in this course. 8. I WILL NOT provide quiz or the comprehensive final exam material to other students in this course. I understand the penalty for violation of this code may include admonition, loss of privilege, probation, suspension, administrative withdrawal from the course, expulsion, and/or revocation or denial of degree.

DEPARTMENT AND UNIVERSITY POLICIES:

A WORD ON ACADEMIC MISCONDUCT:

Each student should be aware of the guidelines for academic honesty as outlined in the UNT Code of Student Conduct and Discipline which provides penalties for misconduct by student, including academic dishonesty.

YOU MUST DO YOUR OWN WORK FOR EACH OF THE QUIZ OR EXAM. In cases where the instructor believes that academic misconduct may have occurred, he reserves the right to require you take or retake any quiz or exam by coming to his office. Dishonesty, including but not limited to cheating on tests, plagiarism or receiving help with your quiz or exam, is taken seriously and will be investigated. The minimum penalty of an "F" in the course and referral to the Dean of Students for disciplinary action which may include expulsion from the University is possible.

Academic dishonesty includes cheating and plagiarism. The term "cheating" includes, but is not limited to, (1) use of unauthorized assistance in taking quiz or exam, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

The term "plagiarism" includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. (Source: Code of Conduct and Discipline at the University of North Texas.)

Penalties: If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, the case will be referred through the Department Chair to the Dean of Students for appropriate disciplinary action.

AMERICANS WITH DISABILITIES ACT: The College of Business Administration complies with the Americans With Disabilities Act in making reasonable accommodation for a qualified student with disabilities. If you have an established disability as defined in the Act and would like to request accommodation, please email me as soon as possible. Please note: University policy requires that students notify their instructor within the first week of class that an accommodation will be needed. Please do not hesitate to contact me now or in the future if you have a question or if I can be of any assistance.

GRADE APPEALS: Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. Any instructor no longer associated with UNT at the time of the appeal will be represented in these proceedings by the chair of the department in question. A student not in residence the semester following the awarding of the grade or a resident student who is unable to resolve the differences with the instructor has 30 days following the first day of the succeeding semester to file a written appeal with the chair of the instructor's department, or the equivalent administrative unit.

GRADE CHANGES: No grade, except I, may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical error. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded. A faculty member who believes an error has been made in calculating or recording a grade may submit in person a request with a detailed justification for a grade change to the department chair and the appropriate dean. The Registrar accepts requests for grade changes only from the academic deans.

AWARDING AND REMOVAL OF I: I - incomplete; a non-punitive grade given only during the last one-fourth of a semester and only if a student (1) is passing the course; (2) has reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. A student may remove a grade of I within one year by completing the stipulated work, paying a fee at the Bursar's Office and returning the permit form to the instructor. Obtain the Student Request to Remove Grade of I form from the

departmental secretary. The instructor then files the permit form in the Registrar's Office along with the grade, and the grade point average is adjusted accordingly. If a student does not complete the stipulated work within the time specified (not to exceed one year after taking the course), the instructor may change the grade of I to a grade that carries credit or assign a grade of F if appropriate. The GPA is adjusted accordingly. A student who could not complete final examinations because of illness may remove a grade of I without payment of the fee. The academic dean is authorized to waive the fee upon certification of illness signed by the attending physician.

FINAL GRADES: your instructor will not post final grades. You can view the total points you have achieved in "my grade book" and calculate your percentage which will tell you what your grade will be. Do not call or stop by the department office to ask for your grade or email your instructor. Final grades will be mailed by the registrar's office.

See the detailed exam and assignment schedule below.

MKTG 3650 – Exam & Assignment Schedule

| Week | Class Days | Lessons Additional assignments will be shown on your homepage under course content link in WebCt/Vista for each lesson. | Assignments | | Quizzes & Exams | Exams available during the following times ONLY | |
|------|------------|---|--|----------------|--|---|----------------------|
| | | | Boone & Kurtz | Video Segment | | From | Until |
| 1 | 1/17-1/21 | Study your syllabus! You will be banned from taking exams if you do not complete the syllabus quiz by 1/23; See the registrars office for drop information. | - | - | Syllabus Quiz | 1/23 7:55 AM | 1/23 11:55 PM |
| 2 | 1/23-1/29 | A | CHAPTER 1 Marketing: Creating Satisfaction Through Customer Relationships | Video Case 1.2 | | | |
| 3 | 1/30-2/5 | B | CHAPTER 2 Strategic Planning and The Marketing Process | Video Case 2.2 | - | - | - |
| 4 | 2/6-2/12 | C | CHAPTER 3 The Marketing Environment, Ethics, and Social Responsibility | Video Case 3.2 | - | - | - |
| 5 | 2/13-2/19 | - | - | - | Exam 1 – Lessons A, B & C | 2/13 7:55 AM | 2/13 11:55 PM |
| | | D | CHAPTER 4 E-Commerce: Marketing in the Digital Age | - | - | - | - |
| 6 | 2/20-2/26 | E | CHAPTER 5 Consumer Behavior | - | - | - | - |
| 7 | 2/27-3/5 | F | CHAPTER 6 Business-to-Business (B2B) Marketing | Video Case 6.2 | - | - | - |
| | | G | CHAPTER 7 Serving Global Markets | Video Case 7.2 | - | - | - |
| 9 | 3/13-3/19 | | SPRING BREAK | | | | |
| 10 | 3/20-3/26 | H | CHAPTER 8 Marketing Research, Decision Support Systems, and Sales Forecasting and CHAPTER 9 Market Segmentation, Targeting, Positioning | - | Exam 2 – Lessons D, E, F, and G | 3/6 7:55 AM | 3/6 11:55 PM |

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|----|-----------|---|--|-----------------|---|----------------------------|-----------------|
| 11 | 3/27-4/2 | H | CHAPTER 11 Product and Service Strategies | Video Case 11.2 | - | - | - |
| | | I | CHAPTER 13 Marketing Channels and Supply Chain Management | Video Case 13.2 | | | |
| 13 | 4/10-4/16 | J | CHAPTER 14 Direct Marketing and Marketing Resellers: Retailers and Wholesalers | Video Case 14.2 | Exam 3 –Lessons G, H, I, and J | 4/3 7:55 AM | 4/3 11:55 PM |
| 14 | 4/17-4/23 | K | CHAPTER 15 Integrated Marketing Communications | Video Case 15.2 | - | - | - |
| 15 | 4/24-4/30 | L | CHAPTER 18 Price Concepts and Approaches | Video Case 18.2 | - | - | - |
| | | M | CAREER ASSIGNMENT Prologue – Planning a Career in Marketing CAREER ASSIGNMENT INSTRUCTIONS: Using MS WORD, write a 1 page resume (refer to figures 1 & 2 in prologue) and a 1 page report outlining the different career paths in marketing (see tables 1 & 2). | | - | - | - |
| 16 | 5/1-5/7 | | | | Career assignment (Lesson M) due as an email attachment on 5/3 no later than 11:55 PM! | 5/3 - 11:55 assignment due | - |
| 17 | 5/8-5/12 | | | | Exam 4 – Lessons K and L | 5/8 7:55 AM | 5/8 11:55 PM |