



**PRAIRIE VIEW
A&M UNIVERSITY**

SYLLABUS

MRKT 5330 MARKETING MANAGEMENT ONLINE SPRING 2024

This is an online course. You will be required to use features of Canvas eCourses in place of traditional face-to-face class meetings. Please read the course schedule carefully. This syllabus is subject to change with due notice via Canvas eCourses.

Also see University Rules and Procedures (Student Handbook) and Graduate Catalog

Professor: Dr. K. Joonas
Section # and CRN: Section Z01 CRN 23176
Office Location: Agriculture and Business Multipurpose Classroom Building R 463
Office Phone: (936) 261-9214
Email Address: Kindly use Canvas eCourses Mail "Inbox" for the purpose of this course.
Office Hours: Virtual Tuesday 2:00 PM-4:00 PM; online 24/7, and by appointment 24 hours in advance
Mode of Instruction: Online Asynchronous
Course Location: Online
Class Days & Times: Online
Catalog Description: 3 semester credit hours. Application course dealing primarily with strategic marketing planning; specifically, the formulation of marketing strategies, evaluation of alternatives, and implementation of a marketing program. Examines selection of target markets, analysis of market data, and the development of a marketing mix to meet target market needs.

Prerequisites:

1. (MRKT 5300 or MRKT 5003) Concepts of Marketing OR (MRKT 3310 or MRKT 3103) Principles of Marketing with minimum letter grade B
2. Bachelor degree in any academic field
3. Be in good standing with University and COB prerequisites
4. Make sure to follow the MBA/MSA recommended course sequence.

Professor's recommendation: Students find it highly beneficial to complete the following, before enrolling in this course:

1. ECON 5300 Concepts of Economic Analysis with minimum letter grade "B"
2. BCOM 5320 Managerial Communication with minimum letter grade "B"
3. PSYC 2301 General Psychology with a minimum letter grade "B"

Co-requisites: None

Required Texts: Philip Kotler and Kevin Lane Keller, Marketing Management, 15th E, ©2016, Prentice Hall, ISBN-13: 9780133856460 (Hard Cover option)

NOTE: See Class Webpage on Canvas eCourses for notes, assignments, testing, and other supplemental information.

Access to learning resources:

1. PVAMU Canvas eCourses: User name and password: same as PVmail student login
Web: ecourses.pvamu.edu
2. Zoom meeting: As needed - will be provided as needed via course Homepage.
3. Center for Business Communications- Mrs. Garcia or tutors- phone: (936) 261-9267
4. University Bookstore: phone: (936) 261-1990; web:
<https://www.bkstr.com/Home/10001-10734-1?demoKey=d>

Recommended Texts:

Students are expected to enroll for this course with a prior knowledge of the material for prerequisite courses. *Examples of textbooks* are given below (an equivalent textbook is acceptable). *Any deficiency might affect performance and grades in the present course.* While it is not required to buy these books, it would be helpful if students retain the books for any reference, from earlier course work.

1. MKTG 13 Principles of Marketing by Lamb, Hair, McDaniel. Cengage 4LTR press. ISBN: 978-0-357-12780-3. (Access card is NOT needed).
2. Jones, Gareth and Jennifer George. Essentials of Contemporary Management, 3rd Edition, Feb 2008; McGraw-Hill. ISBN: paperback 9780073530246
3. Wheelen, T. L. and J. D. Hunger. Strategic Management and Business Policy; 12th Edition, 2010, Prentice Hall, ISBN 978 0136097396.
4. Marshall, D. and W. McManus. Accounting: What the Numbers Mean, McGraw-Hill/Irvin, 8th Edition; 2007, ISBN: 0073379417.
5. Boyes, W., and M. Melvin. Fundamentals of Economics, 5th Edition, Cengage Learning, ISBN-10: 0538481196.
6. Moyer, R. C., J. R. McGuigan and W. J. Kretlow. Contemporary Financial Management, 11th edition, South-Western Publishing Co. 2009.
7. Stair, R. and Reynolds, G. Principles of Information Systems, Ninth Edition, 2010. Thomson Course Technology, Boston, MA. ISBN: 0324665288.
8. Bell, R.S., and J.S. Martin. (2014). Managerial Communication, 1st Edition. New York: Business Expert Press. ISBN# 978-1-60649-972-6.
9. Wade, C., C. Tavis, S.R. Sommers, and L.M. Shin, Invitation to Psychology, 7th Edition, (Pearson, 2018) ISBN-13: 978-0134550107 ISBN-10: 0134550102

MBA Program Learning Goals

- | |
|--|
| 1. Goal 1: Mastery of Content - Graduates will demonstrate an ability to think critically and to solve business problems. |
| 2. Goal 2: Ethics - Graduates will effectively evaluate business ethical situations, incorporating the laws relating to ethical corporate governance and the importance of personal integrity. |
| 3. Goal 3: Global Perspective - Graduates will be proficient in handling global business issues, including the ability to tailor business practices to a global economy. |
| 4. Goal 4: Communications - Graduates will demonstrate communication skills appropriate for high-level managers. |

Student Learning Outcomes:

	Upon successful completion of this course, students will be able to:	Program Learning Outcome # Alignment
1	Demonstrate an in-depth understanding of Marketing Management and decision-making, covering areas 2-8 listed below, and their inter-relationships.	Goal 1, 3, 4
2	Demonstrate a capturing of Marketing Management insights	Goal 1, 3, 4
3	Demonstrate an in-depth understanding of connecting with customers	Goal 1, 3, 4
4	Demonstrate an in-depth understanding of building strong brands	Goal 1, 3, 4
5	Demonstrate an in-depth understanding of creating value	Goal 1, 3, 4
6	Demonstrate an in-depth understanding of delivering value	Goal 1, 3, 4
7	Demonstrate an in-depth understanding of communicating value	Goal 1, 3, 4
8	Demonstrate an in-depth understanding of conducting Marketing responsibly for long-term growth	Goal 1, 2, 3, 4
9	Demonstrate communication skills via online discussion forums	Goal 4
10	Demonstrate teamwork skills via online discussion forums	Goal 4

Course Evaluation Methods

This course will be a discussion, exploration, and application-oriented course. Students are required to read course material individually, and discuss important concepts within the group, as well as on discussion forums. This calls for in-depth understanding and creative application of concepts learned. A high level of interaction and discussion is needed within the team.

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course:

Registrar Report- Weekly Attendance Recordage.

Individual Testing – written exams designed to measure knowledge of presented course material. Exams #1 - #4 covering select chapter material will be offered after Discussion Forums are completed. Also, Exams #5 and Exam #6 covering comprehensive chapter and research material will be offered. One exam, Exam #5, will be proctored via **EXAMITY**. Testing will be offered in a time window of three days.

Team-based Assignment through Discussion Forums– a. Chapter Review and b. Research - will be graded primarily based on theoretical and creative content, research and team participation and contribution, as reflected in peer evaluations.

For team-based forums, if a peer evaluation is not submitted, a grade of zero will be allotted.

Other Course Activities- as an example, Hello- Meet and Greet, Syllabus Acceptance, Understanding Grades, and selected review Quizzes or Pretests, will be offered; **these will mandatory, but not for a course grade.**

Major Course Requirements

Method of Determining Final Course Grade: POINTS-BASED

Course Grade Requirement (Instrument and Flexibility)	Value	Total
1) Registrar’s Report of Attendance Recordage	16 weeks X5 points each	80 points
2) Take-home Individual Exams #1- #4, #6 – Three days’ window, typically Friday-Sunday	5 exams X 100 points each	500 points*
3) Team-based Chapter Discussion Forums	4 Chapter Discussions X 100 points each	400 points
4) Team-based Research Forums	2 Forums X 60-65 points each	125 points
4) Take-home Individual EXAMITY PROCTORED Exam #5- Three days window Friday-Sunday	1 X 100 points	100 points*
*Out of Exams #1-#5, drop the lowest score TOTAL:		1105 points

<p>Grading Criteria and Conversion: ROUNDING OFF AT PROFESSOR’S DISCRETION A = 995-1105 points; B = 884-994 points; C = 774-883 points; F = 773 points or below</p>
<p>If a student has stopped attending the course (i.e., “stopped out”) at any point after the first day of class but did not officially withdraw from the course and has missed assignments and exams, including the final exam, and performed below the grade level of a D, a grade of FN (failed-nonattendance) will be assigned for the final course grade to ensure compliance with the federal Title IV financial aid regulations. In contrast, if the student has completed all assignments and exams, including the final exam, but performed below the grade level of a D, a grade of F will be assigned for the final course grade.</p>

Detailed Description of Major Assignments (PLEASE CAREFULLY READ WEEKLY ANNOUNCEMENTS):

Note: Any technical issues with grade item submissions, need to be documented appropriately with Center for Instructional Innovation and Technology Services (CIITS) in a timely fashion, via an email copied to the professor.

Individual Testing	Written testing designed to measure knowledge of presented course material primarily based on the text book, any handouts, and class discussions, including salient material from any guest speakers, Coleman Library sessions. Testing may be in any form- such as multiple-choice, short answer, essay, and fill in the blanks. All testing will be comprehensive, to include material from earlier tests. Also see "Testing Policy" below. Exam #5 - will be proctored via Examity.
Team Chapter Discussion and Review, Team Research Discussion and Review	Textbook Chapters will be assigned to lead teams. Grade will be assigned based on participation and quality of contribution on the Team Forum Discussion Board on the Canvas eCourse. Students will participate in conversations about the readings, lectures, materials, and other aspects of the course in a true seminar fashion. Because this is an Online course, discussion will be accomplished by use of Chapter Forums (discussion boards). Students are required to log-on to the course website often to participate in discussion. It is strongly advised that you check the Chapter area daily to keep abreast of discussions. Team Chapter Discussion: for each given textbook chapter, the "lead/expert" team assigned will post 1) key words, key terms, definitions and descriptions, and 2) end-of-chapter review topics provided on Canvas eCourse, along with answers, including page number/s from the textbook. Guidelines for Team Research Discussions will comprise reading and noting, evaluation of Undergraduate Article Summaries, Evaluation of Undergraduate Literature Review and PowerPoint presentations, and Reflections. After a topic is posted by the assigned lead team, it is open for the rest of class to participate. Each team member must directly participate and contribute assigned Forums. Do not provide your material to any other student to post. The exact use of discussion will be determined by the Professor. Students must pay attention to Chapter forum posts, as this material will be covered in testing. See the section below for missed grade item due to an excused absence.

Submission Deadlines: Team Chapter Discussion: closing 8:00 pm on the assigned date
Exact times on eCourse Exam: closing 6:00 pm on the assigned date
Attendance: closing 9.00 pm on the assigned date

Course Procedures or Additional Professor Policies

Examity Statement

In this class, Exam #5 will be administered remotely by an online authentication and proctoring service called Examity®, which gives you the flexibility to schedule exams at your convenience with flexible scheduling within a given window.

To prepare for using Examity®, you will need to meet the following technical requirements:

- Working Webcam and Microphone which can be tested at www.testmycam.net
- An Internet connection of at least 3Mbps (www.speedtest.net)
- Chrome/ Mozilla/ Safari/ Internet Explorer/ Microsoft Edge browser
- Up to date Operating system (Windows or Mac OS)

Please click on the link below to run an automated systems check

<http://prod.examity.com/systemcheck/ComputerReadinessCheck.aspx>

If you do not pass the systems check or have any questions or concerns, you can contact Examity's® technical support team 24/7 via email at support@examity.com or phone at (855) 392-6489.

SPECIAL NOTES FOR THIS COURSE SYLLABUS- PLEASE READ CAREFULLY:

This syllabus is subject to change. Further, this is an asynchronous online course. You will be required to use some of the features of Canvas eCourses in place of traditional face-to-face class meetings. Please read the course schedule carefully. **Also see University Rules and Procedures (Student Handbook) and Catalog (selected policies are provided in this syllabus)**

Grading policies:

Students will earn grades. Grades will be based primarily on performance in the above categories. Any items under *earned* bonus points (items may not be listed in the grading scale), will be added to the final course total points, *at the instructor's discretion*, and will not be included in the midterm grade. Team peer evaluations, if any, will be built into members' grades. For team-based assignments, a grade of zero will be given to the student in the case of: no peer evaluation being submitted, missing team participation, or unexcused absence from class team presentations or discussions.

Academic Dishonesty Warning: Students who are caught providing exam answers to another student, or looking at another student's exam, or copying answers from another person on an exam, or discussing an exam with another person (except for me) during the exam period, or receiving aid on the exam from any other person during the exam period, will be given a letter grade of "F" for the semester, and reported to the administration.

Class Policy, Queries, and Use of Canvas eCourse Platform:

Canvas eCourse functions such as Mail and discussion board are to be used strictly for posting academic content, and as directed by the Professor. Students are requested to indicate acceptance of class policy as stated in the syllabus, at the start of the semester. It is not allowed for students to use the Canvas eCourse Mail, discussion board, and such) to discuss class policy with the rest of the class. Students may write via Canvas eCourses Mail Inbox, to the Professor in case of any clarification relating to class policy.

Further, any query relating to the course should be sent by the student to the Professor via Canvas eCourses Mail Inbox; also, it should not be marked to any other student. When asking a query, students need to avoid language such as "I am confused", "I am lost", "I cannot understand anything". Students first need carefully read content/assignments, and instructions, and write in their My Mail message, which sentence they did not understand.

Also, any exchange between the Professor and the student is privileged information, and should not be shared with any other student. Any student in violation of this policy, or sending mass emails to the class, may have their Canvas eCourse access privileges withdrawn.

Submission of Assignments:

Students are required to make all course submissions (such as Request for Excused absence) in a timely fashion. Submissions need to be made digitally (via Canvas eCourses) as well as in hard copies in the Professor's Agriculture and Business Building mailbox. Late assignments will not be accepted or graded. Directions for accessing your online course will be provided. Additional assistance can be obtained from the Center for Instructional Innovation and Technology Services (CIITS)/Distance Learning. Feedback will be provided via Canvas eCourses, which students need to access and send in any questions in a timely fashion.

Formatting Documents:

Microsoft Word 2010 is the standard word processing tool used at PVAMU. If you're using other word processors, be sure to use the "save as" tool and save the document in either the Microsoft Word, Rich-Text, or plain text format. Assignments need to be submitted in the APA style Edition 6 Version 3 or higher (<http://www.apastyle.org/elecref.html>). The Center of Business Communication, College of Business R 200- Mrs. Garcia or tutors are available for help- and must sign the cover sheet in token of their approval of style and formatting. This is a requirement for an assignment to be graded.

Testing Policy, Missed Grade Items

Testing should be completed as scheduled, and via *Examity* as described. No open-book testing will be offered. No caps, hats, food, drink, jewelry, valuables, heavy jackets and coats, or electronic devices are allowed during *Examity* proctored testing. The PVAMU honor code applies to all testing. All testing will be comprehensive, to

include material from chapters covered under prior testing. For tests and final exam, students will not be allowed to revisit questions that have been passed over (that means no going back to missed questions). ALL STUDENTS must test during the given time (see schedule/calendar). Testing grades will be provided via eCourses within three days of test closing. For detailed testing results, a student needs to set up a student conference with the professor. Make-up for missed grade item: A student may obtain an excused absence for a missed grade item only under documented emergencies (e.g., death in the family) (see Student Handbook, PVAMU rules below), or a university excuse, with timely communication to the Professor, preferably before, but no later than five school days, of the absence. An absence form must be completed, validated by Student Services, and submitted (Assignment drop box). In such cases, a make-up for missed testing will be offered, which may follow a pattern different from missed testing, and contain types of questions different from the questions on missed testing. There may be some unannounced in-class assignments given during the semester. These will be administered at any time. Students will be required to answer questions relating to these, on the testing. In addition, students will be assigned to teams for in-class discussion relating to assigned chapters. If a student has an excused absence for a missed Team Discussion, they need to submit it in the Discussion area in advance, or email it to me within five business days of their return. If a student does not complete make-up grade item by the last day of class, it will be substituted by the percentage on the **EXAMITY PROCTORED Exam #5**, covering the entire course material. In case a student misses the **EXAMITY PROCTORED Exam #5** with an excused absence, make-up testing will be arranged at an appropriate time during Fall 2024 or Spring 2025. Such an exam may follow a pattern different from the missed exam, and contain types of questions different from the questions on the missed exam. **No make-up testing will be offered during Summer.** Exams missed due to any other reason (“forgot, overslept, alarm didn’t go off, missed a ride, car broke down, out of gas”) do not constitute an excused absence. In such cases, the student will get a zero for the missed testing.

Professional Organizations and Journals

American Marketing Association (<http://www.marketingpower.com/Pages/default.aspx>)

Association of Collegiate Marketing Educators (<http://www.a-cme.org>)

Peer-reviewed marketing-related journals- see Coleman Library ABI Inform Index- further information on Canvas eCourse.

References

Any referenced articles for the discussion forums need to be selected from the Coleman Library’s online ABI Inform index (preferable dates: 01/01/2019 to 12/31/2023 or most recent). For specific corporate information, the Company’s web site would be a useful reference.

Repeating a Course

A student that is repeating this course because they have not previously passed it or are repeating the course for a higher grade to improve the GPA, must apply in writing through the department BEFORE the 12th class day of this semester. If they do not apply to the department before this date, their previous grade will not be replaced; rather, both the old and the new grades will factor into your cumulative GPA. The required form can be downloaded from the Registrar’s Office homepage.

Communication Expectations and Standards:

This is a, online course; therefore, students need to send all emails via Canvas eCourses mail “Inbox” function. E-Courses mail messages will under normal circumstances during regular classes, receive a response from the Professor within 48 school hours (weekends and holidays excluded) during regular class days. Students are advised to avoid sending emails from other email addresses (such as yahoo, Gmail, Hotmail, and such). In case of documented technical Canvas eCourses issues only, you may use your PVAMU mail as an exception (response might be delayed). You can send email anytime that is convenient to you, but I will check my email messages throughout the work-week (Monday through Friday). I will respond to email messages during the work-week within 48 school hours following my receipt of them. For example, emails that I receive on Friday will be responded to by the close of business on the following Tuesday. Check regularly for responses.

Spelling and Grammar Check Requirement

It is strongly suggested that students type material submitted via Canvas eCourses, in a word processing application and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason a discussion response is lost in the online course, a backup copy will be

available; 2) Errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post has been typed and corrected in the word processing application, it should be copied and pasted to the discussion board or uploaded to an assignment drop box.

Setting up a Student Conference

A student may set up a student conference via Canvas eCourses Mail. Also, the student needs to confirm the conference via Canvas eCourse Mail at least 24 hours before the conference time. For the meeting to be efficient and effective, the student needs to bring the following updated materials: 1. Course syllabus, 2. Prescribed text book, 3. Chapter notes, 4. Requests for excused absence, 5. Graded exams, 6. Graded discussion forum posts, 7. Grade sheet, 8. Email and Discussion/Research Forum messages sent to and received from team members and the Professor. **Failure to do so may result in the meeting not being held.** No caps, hats, or electronic devices are allowed during student conferences. **Any student with a grade of “F” or “C” at midterm is advised to set up a student conference within one week of receiving the grade.** Any student, for example, on account of prolonged illness/ prescribed medication, behavioral issues, or excessive absences, will have a conference held in the presence of a representative of PVAMU Student Affairs- Student Conduct. At the Professor’s discretion, a conference with any student may be held in the presence of the student’s academic advisor or Student Dean.

Request for Reference/Recommendation Letter

Barring exceptions, a letter of recommendation for professional purposes may be requested by any student that has achieved a minimum grade of “B” on the course (employment or academic only; fraternity/sorority references will not be provided). Students need to submit the opportunity requirements (such as for a job opening, graduate studies), along with updated resume, and current graduation check. Allow at least 2-3 weeks for the letter to be completed. Note: The Professor will not be available in Summer, so kindly check in advance.

TEMPLATE - TEAMS, CHAPTER DISCUSSION AND REVIEW, AND RESEARCH FORUMS (TBA)

#	STUDENT NAME (TBA)	TEAM	CHAPTER DISCUSSION			
1		King	16	9	13	18
2		King	16	9	13	18
3		King	16	9	13	18
4		King	16	9	13	18
5		King	16	9	13	18
6		King	16	9	13	18
7		King	16	9	13	18
8		King	16	9	13	18
9		Bethune	6	10	14	19
10		Bethune	6	10	14	19
11		Bethune	6	10	14	19
12		Bethune	6	10	14	19
13		Bethune	6	10	14	19
14		Bethune	6	10	14	19
15		Bethune	6	10	14	19
16		Bethune	6	10	14	19
17		Dubois	7	11	15	20
18		Dubois	7	11	15	20
19		Dubois	7	11	15	20
20		Dubois	7	11	15	20
21		Dubois	7	11	15	20
22		Dubois	7	11	15	20
23		Dubois	7	11	15	20
24		Dubois	7	11	15	20
25		Garvey	8	12	17	22
26		Garvey	8	12	17	22
27		Garvey	8	12	17	22
28		Garvey	8	12	17	22
29		Garvey	8	12	17	22
30		Garvey	8	12	17	22
31		Garvey	8	12	17	22
32		Garvey	8	12	17	22

Tentative Semester Calendar@*	
PLEASE CAREFULLY READ WEEKLY ANNOUNCEMENTS ON CANVAS	
Week One 01/16: Topic Description	Introduction to the Course, Part 1 Understanding Marketing Management, Part 2 Capturing Marketing Insights, Part 3 Connecting with Customers. Canvas eCourses Training.
Readings:	Syllabus, Canvas eCourse introductory resources. Review Chapters 1-5- not for testing.
Assignment (s):	Hello - Meet and Greet, Syllabus Acceptance, Mentoring and Professional Development Resume - 1, all Mandatory Pre-testing. Discussion Sample Chapter 1 Open to students
Week Two 01/22: Topic Description	PART 5 Creating Value, PART 3 - Connecting with Customers <i>Teams/Members/Chapters will be posted</i>
Readings:	Review Chapters 16 Developing Pricing Strategies and Programs Review Chapters 6 Analyzing Consumer Markets Review Chapter 7 Analyzing Business Markets Review Chapter 8 Tapping into Global Markets
Assignment (s):	Assigned Team to complete Chapter Discussions- Chapters 16, 6-8
Week Three 01/29: Topic Description	PART 4 - Building Strong Brands
Readings:	Review Chapter 9 Identifying Market Segments and Targets Review Chapter 10 Crafting the Brand Positioning Review Chapter 11 Creating Brand Equity Review Chapter 12 Addressing Competition and Driving Growth
Assignment (s):	Assigned Teams to complete Chapter Discussions - Chapters 9-12 #Fri – Sun Individual Exam # 1 Chapters 16, 6-8
Week Four 02/05: Topic Description	PART 5 - Creating Value
Readings:	Review Chapter 13 Setting Product Strategy Review Chapter 14 Designing and Managing Services
Assignment (s):	Assigned Teams to complete Chapter Discussions- Chapters 13,14 #Fri – Sun Individual Exam #2 Chapters 16, 9-12
Week Five 02/12: Topic Description	PART 5 - Creating Value, PART 6 - Delivering Value
Readings:	Review Chapter 15 Introducing New Market Offerings Review Chapter 17 Designing and Managing Integrated Marketing Channels
Assignment (s):	Assigned Teams to complete Chapter Discussion Forum 15, 17 #Fri-Sun Individual Exam # 3 Chapters 13-17
Week Six 02/19: Topic Description	PART 6 - Delivering Value, PART 7 - Communicating Value
Readings:	Review Chapter 18 Managing Retailing, Wholesaling, and Logistics Review Chapter 19 Designing and Managing Integrated Marketing Communications
Assignment (s):	Assigned Teams to complete Chapter Discussions Chapter 18, 19
Week Seven 02/26: Topic Description	PART 7 - Communicating Value, PART 8 - Creating Successful Long-term Growth
Readings:	Review Chapter 20 Managing Mass Communications: Advertising, Sales Promotion, Events and Experiences, and Public Relations READ Chapter 21 Managing Digital Communications Online, Social Media, and Mobile – not for testing Review Chapter 22 Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling READ Chapter 23 Managing a Holistic Marketing Organization for the Long Run – not for testing
Assignment (s):	Assigned Teams to complete Chapter Discussions Chapter 20, 22 All Teams to read Chapters 21, 23 – NOT FOR TESTING #Fri - Sun Individual Exam # 4 Chapters 16, 18-20,22

Week Eight 03/04: Topic Description	Research Part 1 “Evaluation of Undergraduate Article Summaries”
Readings:	Research readings – on Canvas eCourse
Assignment (s):	Assigned Teams progress Research Part 1 - “Reading and Noting”
Week Nine 03/11: Topic Description	SPRING BREAK – NO CLASSES
Week Ten 03/18: Topic Description	Research Part 1 “Evaluation of Undergraduate Article Summaries” - Continued
Readings:	Assigned Teams will progress Research Part 1
Assignment (s):	Teams submit Research Part 1- “Evaluation of Undergraduate Article Summaries”
Week Eleven 03/25: Topic Description	Research Part 2 “Evaluation of Undergraduate Literature Review and PowerPoint”
Readings:	Research Part 2 Readings
Assignment (s):	Assigned Teams to submit Research Part 2 “Evaluation of Undergraduate Literature Review and PowerPoint 03/29 – GOOD FRIDAY – HOLIDAY TBA
Week Twelve 04/01: Topic Description	Debrief Research Part 1 “Evaluation of Undergraduate Article Summaries”
Readings:	Research Part 1 debrief documents
Assignment (s):	Teams study Research Part 1 debrief documents
Week Thirteen 04/08: Topic Description	Research Part 2 debrief documents
Readings:	Research Part 2 debrief documents
Assignment (s):	Assigned Teams to study Research Part 2 debrief documents #Fri 04/12 - Sun 04/14 EXAMITY PROCTORED Exam #5 Chapters 6-20, 22. REMINDER- OUT OF EXAM #1 - #5 - DROP THE LOWEST SCORE FOR FINAL GRADING
Week Fourteen 04/15: Topic Description	Buffer/Course Review
Readings:	Chapters 6-20, 22; Research Part 1 and Research Part 2
Assignment (s):	Review Chapters 6-20, 22; Review debrief Research Part 1 and Research Part 2
Week Fifteen 04/22: Topic Description	Course Review
Readings:	Chapters 6-20, 22; Research Part 1 and Research Part 2
Assignment (s):	Review Chapters 6-20, 22; Review debrief Research Part 1 and Research Part 2 04/26 – Last Day of Class #Fri 04/26- Sun 04/28: Exam #6 Chapters 6-20, 22
Week Sixteen 04/29: Topic Description	Course Review, Testing, Debrief
Readings:	Review Chapters 6-20, 22; Review debrief Research Part 1 and Research Part 2
Activity	Review Chapters 6-20, 22; Review debrief Research Part 1 and Research Part 2
Wrap-up 05/06 Topic Description	Course Review, Testing, Debrief
Readings:	Review Chapters 6-20, 22; Review debrief Research Part 1 and Research Part 2
Activity	Review Chapters 6-20, 22; Review debrief Research Part 1 and Research Part 2 R 09 Final grades due- Graduating students S 11 Spring 2024 commencement M 14 Final grades due for all students
@ Assigned team to complete Team Chapter Discussion Forum posts by 8:00 pm on the assigned date on Canvas eCourse. #Exams close at 6:00 pm on the assigned date. – see exact time on Canvas eCourse	
*Tentative- Subject to change. Exact details available on Canvas eCourse.	

Student Support and Success

John B. Coleman Library

The John B. Coleman Library's mission is to enhance the scholarly pursuit of knowledge, to foster intellectual curiosity, and to promote life-long learning and research through our innovative services, resources, and cultural programs, which support the Prairie View A&M University's global mission of teaching, service, and research. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. [Library Website](#) Phone: 936-261-1500

Academic Advising Services

Academic Advising Services offers students various services that contribute to student success and lead toward graduation. We assist students with understanding university policies and procedures that affect academic progress. We support the early alert program to help students connect to success early in the semester. We help refer students to the appropriate academic support services when they are unsure of the best resource for their needs. Faculty advisors support some students in their respective colleges. Your faculty advisor can be identified in PantherTracks. Advisors within Academic Advising Services are available to all students. We are located across campus. Find your advisor's location by academic major on the [advising website](#). Phone: 936-261-5911

The University Tutoring Center

The University Tutoring Center (UTC) offers free tutoring and academic support to all registered PVAMU students. The mission of the UTC is to help provide a solid academic foundation that enables students to become confident, capable, independent learners. Competent and caring staff and peer tutors guide students in identifying, acquiring, and enhancing the knowledge, skills, and attitudes needed to reach their desired goals. Tutoring and academic support are offered face-to-face in the UTC and virtually in online sessions. Other support services available for students include Supplemental Instruction, Study Breaks, Academic Success Workshops, and Algebra Study Jam. Location: J. B. Coleman Library, Rm. 307; Phone: 936-261-1561; Email: pvtutoring@pvamu.edu; [University Tutoring Website](#)

Writing Center

The Writing Center provides well-trained peer tutors to assist students with writing assignments at any stage of the writing process. Tutors help students with various writing tasks from understanding assignments, brainstorming, drafting, revising, editing, researching, and integrating sources. Students have free access to Grammarly online writing assistance. Grammarly is an automated proofreading and plagiarism detection tool. Students must register for Grammarly by using their student email address. In addition, students have access to face-to-face and virtual tutoring services either asynchronously via email or synchronously via Zoom. Location: J. B. Coleman Library, Rm. 209; Phone: 936-261-3724; [Writing Center Website](#), [Grammarly Registration](#)

Panther Navigate

Panther Navigate is a proactive system of communication and collaboration between faculty, academic advisors, and students that is designed to support student success by promptly identifying issues and allowing for intervention. Panther Navigate helps students by providing a central location to schedule advising appointments, view campus resources, and request assistance. Students who recognize that they have a problem that negatively affects their academic performance or ability to continue school may self-refer an academic early alert. To do so, students will log in to Canvas and click on Student Alerts on the left sidebar within a course. Students also have the option to download the Navigate Student app. Phone: 936-261-5902; [Panther Navigate Website](#)

Student Counseling Services

The Student Counseling Services offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and assists students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Hobart Taylor, 2nd floor; Phone: 936-261-3564; [Health & Counseling Center Website](#)

Office of Testing Services

The Office of Testing Services serves to facilitate and protect the administration of educational and professional exams to aid students, faculty, staff, and the community in their academic and career goals. We provide proctoring services for individuals who need to take exams for distance or correspondence courses for another institution, exams for independent study courses, or make-up exams. In order for a proctored exam to be administered by our office, the instructor of the course must first submit the online PVAMU Testing Services – Test Proctoring Form (this form can only be completed by the instructor) to the Office of Testing Services 72 hours prior to the first exam being administered. Once the Test Proctoring Form has been submitted, the instructor will inform their testers so they can then register for an appointment with our office on one of the selected proctored exam test dates within the testing window for the exam and pay the applicable fees. To access the OTS – Test Proctoring Form, to schedule a proctored exam appointment, or to find more information about our proctoring services, please visit the [OTS – Proctoring Service website](#). Location: Wilhelmina Delco, 3rd Floor, Rm. 305; Phone: 936-261-3627; Email: aetesting@pvamu.edu; [Testing Website](#)

Office of Diagnostic Testing and Disability Services

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, contact the Office of Disability Services. As a federally-mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring non-standardized test administrations, ASL interpreters, ALDs, digital recorders, Livescribe, and a comprehensive referral network across campus and the broader community. Location: Hobart Taylor, Rm. 1D128; Phone: 936-261-3583; [Disability Services Website](#)

Center for Instructional Innovation and Technology Services (CIITS)

Distance Learning, also referred to as Distance Education, is the employment of alternative instructional delivery methods to extend programs and services to persons unable to attend classes in the traditional manner. CIITS supports student learning through online, hybrid, web-assist, and 2-way video course delivery. For more details and contact information, visit [CIITS Student Website](#). Phone: 936-261-3283 or email: ciits@pvamu.edu.

Veteran Affairs

Veteran Services works with student veterans, current military, and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall, Rm. 102; Phone: 936-261-3563; [Veteran Affairs Website](#)

Office for Student Engagement

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development, and campus governance. Location: Memorial Student Center, Rm. 221; Phone: 936-261-1340; [Student Engagement Website](#)

Center for Careers & Professional Development

This center supports students through professional development, career readiness, and placement and employment assistance. The center provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance

Learning students are encouraged to visit the center website for information regarding services provided. Location: Anderson Hall, 2nd floor; Phone: 936-261-3570; [Center for Careers & Professional Development Website](#)

University Rules and Procedures

Academic Misconduct

Academic dishonesty is defined as any form of cheating or dishonesty that has the effect or intent of interfering with any academic exercise or fair evaluation of a student's performance. The college faculty can provide additional information, particularly related to a specific course, laboratory, or assignment.

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with the *University Administrative Guidelines on Academic Integrity*, which can be found on the [Academic Integrity webpage](#). Students who engage in academic misconduct are subject to university disciplinary procedures. As listed in the *University Administrative Guidelines on Academic Integrity*, the University Online Catalog, and the Student Code of Conduct, the following are examples of prohibited conduct. This list is not designed to be all-inclusive or exhaustive. In addition to academic sanctions, any student found to have committed academic misconduct that is also a violation of criminal law may also be subject to disciplinary review and action by the Office of Student Conduct (as outlined in the Student Code of Conduct).

Forms of Academic Dishonesty:

1. **Cheating:** Deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not learned, giving or receiving aid unauthorized by the instructor on assignments or examinations. Examples: unauthorized use of notes for a test; using a "cheat sheet" on a quiz or exam; any alteration made on a graded test or exam which is then resubmitted to the teacher;
2. **Plagiarism:** Careless or deliberate use of the work or the ideas of another; representation of another's work, words, ideas, or data as your own without permission or appropriate acknowledgment. Examples: copying another's paper or answers, failure to identify information or essays from the internet and submitting or representing it as your own; submitting an assignment which has been partially or wholly done by another and claiming it as yours; not properly acknowledging a source which has been summarized or paraphrased in your work; failure to acknowledge the use of another's words with quotation marks;
3. **Collusion:** When more than one student or person contributes to a piece of work that is submitted as the work of an individual;
4. **Conspiracy:** Agreeing with one or more persons to commit an act of academic/scholastic dishonesty; and
5. **Multiple Submission:** Submission of work from one course to satisfy a requirement in another course without explicit permission. Example: using a paper prepared and graded for credit in one course to fulfill a requirement and receive credit in a different course.

PVAMU's General Statement on the Use of Generative Artificial Intelligence Tools in the Classroom

Generative Artificial Intelligence (GAI), specifically foundational models that can create writing, computer code, and/or images using minimal human prompting, are increasingly becoming pervasive. Even though ChatGPT is one of the most well-known GAIs currently available, this statement includes any and all past, current, and future generations of GAI software. Prairie View A&M University expects that all work produced for a grade in any course, be it face-to-face or virtual, will be the sole product of a student's endeavors to meet those academic goals. However, should an instructor permit their students to use artificial intelligence as a resource or tool, students must not substitute the substance of their original work with the results of using such GAI tools. This clearly violates the [University's Administrative Guidelines on Academic Integrity](#) and its underlying academic values.

Nonacademic Misconduct

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the ability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. The Office of Student Conduct will adjudicate such incidents under nonacademic procedures.

Sexual Misconduct

Sexual harassment of students and employees at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating the university's sexual harassment policy will be subject to disciplinary action. In accordance with the Texas A&M University System guidelines, your instructor is obligated to report to the Office of Title IX Compliance (titleixteam@pvamu.edu) any instance of sexual misconduct involving a student, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which the instructor becomes aware during this course through writing, discussion, or personal disclosure. The faculty and staff of PVAMU actively strive to provide a learning, working, and living environment that promotes respect that is free from sexual misconduct, discrimination, and all forms of violence. If students, faculty, or staff would like assistance or have questions, they may contact the Title IX Coordinator, Dr. Zakiya Brown, at 936-261-2144 or titleixteam@pvamu.edu. More information can be found at [Title XI Website](#), including confidential resources available on campus.

Protections and Accommodations for Pregnant and Parenting Students

The U.S. Department of Education's Office for Civil Rights (OCR) enforces, among other statutes, Title IX of the Education Amendments of 1972. Title IX protects people from discrimination based on sex, sexual orientation, and gender identity in education programs or activities that receive federal financial assistance. This protection includes those who may be pregnant and parenting. Title IX states: "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance." Students seeking accommodations related to pregnancy or parenting should contact the Office of Title IX for information, resources, and support at titleixteam@pvamu.edu. Additional information and/or support may be provided by the Office of Disability Services or the Office of the Dean of Students.

Non-Discrimination Statement

Prairie View A&M University does not discriminate on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or gender identity in its programs and activities. The University is committed to supporting students and complying with The Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of discrimination or harassment, we encourage you to report it. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Director of Equal Opportunity & Diversity has been designated to handle inquiries regarding the non-discrimination policies and can be reached at Harrington Science Building, Suite 109, or by phone at 936-261-1744 or 1792.

Class Attendance Policy (See the University Online Catalog for Full Attendance Policy)

Prairie View A&M University requires regular class attendance. Attending all classes supports the full academic development of each learner, whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or the Internet. Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in the assignment of a grade of "F." Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

Makeup Work for Legitimate Absences

Prairie View A&M University recognizes that there are a variety of legitimate circumstances in which students will miss coursework and that accommodations for makeup work will be made. If a student's absence is **excused**, the instructor must either provide the student an opportunity to make up any quiz, exam, or other work contributing to

the final grade or provide a satisfactory alternative by a date agreed upon by the student and instructor. Students are encouraged to work with instructors to complete makeup work before known scheduled absences (University-sponsored events, administrative proceedings, etc.). Students are responsible for planning their schedules to avoid excessive conflicts with course requirements.

Absence Verification Process

All non-athletic absences (e.g., Medical, Death/Funeral, Court/Legal-related, etc.) for which a student seeks to obtain a valid excuse must be submitted to the Dean of Students/Office of Student Conduct, with supporting documentation, for review and verification. Please use the [Online Reporting Forms](#) to access/complete/submit the *Request for a University Excused Absence* form for an excuse. Upon receipt, a staff member will verify the documentation and provide an official university excuse, if applicable. The student is responsible for providing the official university excuse issued by the Office for Student Conduct to the professor(s). Questions should be directed to the Dean of Students via email: deanofstudents@pvamu.edu or phone: (936) 261-3550 or Office for Student Conduct via email: studentconduct@pvamu.edu or phone: (936) 261-3524.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rest with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the University Online Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

Technical Considerations

Minimum Recommended Hardware and Software:

- Intel PC or laptop with Windows 10 or later version; Mac with OS Catalina
- Smartphone or iPad/tablet with wi-fi*
- High-speed internet access
- 8 GB memory
- Hard drive with 320 GB storage space
- 15" monitor, 1024 x 768, color
- Speakers (internal or external)
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, or Firefox

Note: Be sure to enable Java & pop-ups in the web browser preferences

* Some courses may require remote proctoring. At this time only Chromebooks, laptops, and desktops running Windows or Mac work with our proctoring solution, but iPads are not compatible. Most other applications will work with Android or Apple tablets and smartphones.

Participants should have a basic proficiency of the following computer skills:

- Sending and receiving email
- A working knowledge of the Internet
- Microsoft Word (or a program convertible to Word)
- Acrobat PDF Reader
- Windows or Mac OS
- Video conferencing software (Zoom)

Netiquette (online etiquette)

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussion boards. Foul or abusive language will not be tolerated. Do not use ALL CAPS for communicating to others AS IT CAN BE INTERPRETED AS YELLING. Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you." Limit and possibly avoid the use of emoticons. Be

cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post, and the message might be taken seriously or sound offensive.

Video Conferencing Etiquette

When using Zoom, WebEx, or other video conferencing tools, confirm the visible area is tidy, clear of background clutter, inappropriate or offensive posters, and other distractions. Ensure you dress appropriately and avoid using high traffic or noisy areas. Stay muted when you are not speaking and avoid eating/drinking during the session. Before the class session begins, test audio, video, and lighting to alleviate technology issues.

Technical Support

Students should go to [Password Reset Tool](#) if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Center for Instructional Innovation and Technology Services at 936-261-3283 or email ciits@pvamu.edu.

Communication Expectations and Standards

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.

Discussion Requirement

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can occur in a seminar fashion. The use of the discussion board will accomplish this. The instructor will determine the exact use of discussion boards.

It is strongly suggested that students type their discussion postings in a word processing application such as Word and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, copy and paste to the discussion board.

COVID-19 Campus Safety Measures

In accordance with the latest guidelines from the PVAMU Health Services, the following measures are in effect until further notice.

- Students who are ill will be asked to adhere to best practices in public health, such as masking, handwashing, and social distancing, to help reduce the spread of illness across campus.
- Mandatory self-reporting will no longer be required by students. Students will be responsible for communicating with their professors regarding COVID, similarly to any other illness.
- There will be no mandatory isolation. Students who are too ill to engage in classroom activities will be responsible for securing the appropriate documentation to support the absence.
- Students who self-isolate will be responsible for communicating with their professors and securing an excuse from Student Conduct.
- All students will have access to [TimelyCare](#), a telehealth platform that provides virtual medical care 24/7 and by appointment in the Student Health Clinic. Students are encouraged to enroll with TimelyCare at the beginning of the semester, at timelycare.com/pvamu.
- Students will have access to COVID testing in the Student Health Clinic by appointment. Testing is for students who are symptomatic ONLY.

REQUEST FOR EXCUSED ABSENCE FORM

One Form is needed for each day of missed class

Instructions: Complete and submit this form in the Request for Excused Absence Drop Box within five school days of absence. Hard copies in Dr. Joonas' Ag/Bus mailbox OR in class.

- A. I, _____, am a student, ID # _____, Semester **Spring 2024 Course # MRKT 5330Z01 CRN 23176 Course Name Marketing Management Online.**
- B. I confirm that I was/will be absent from class from _____ mm/dd/yyyy to _____ mm/dd/yyyy.
- C. Due to this absence, I missed/ will miss the following class work: (Check and describe as applicable):
 - ___ 1. Discussion Chapter # ___ Title _____ Due date ___ Maximum points ___.
 - ___ 2. Exam # _____ Chapter/s # ___ Due date ___ Maximum points _____

I am aware of the make-up policy for missed grade items in the Syllabus.

D. I describe below the reason/s for my absence:

E. Support in the form of _____
_____ is/are being submitted as a scanned document/s in the drop box.

F. This University Excuse has been validated by PVAMU Student Affairs Mrs. Denise Simmons.

- G. I will retain a copy of the documentation for any future need.
- H. Ink signed and dated hard copy has been sent to the Professor by campus mail/other mail.

Student Name _____ **Student Signature** _____ **Date** _____

Students do not write below this line

I. SECTION FOR PROFESSOR

___ **Documentation is validated by Student Affairs; absence is University excused.**
___ **Documentation is not validated by Student Affairs; NOT a University excused absence- for the following reason/s, which have been communicated to the student via the drop box:**

Professor Name _____ **Signature/Initials** _____ **Date** _____

**Guidelines and Expectations for Classroom Behavior (also as applicable online)
(Approved by COB Faculty on August 17, 2004, 2006)**

“As a student in the Prairie View A&M University College of Business, I pledge to be always truthful, ethical and professional in my behavior.” (COB Student Code of Conduct – May, 2005)

The College of Business is committed to ensuring an optimal learning environment in each classroom. As a student in a College of Business class, your professors expect that you will adhere to the following guidelines for classroom etiquette:

1. Be punctual. Arrive before your classes begin - do not be tardy.
2. Stay for the duration of the class - do not leave the class unless prior permission has been granted.
3. Turn off your cell phone, personal data assistant (Palm Pilots), pager and other electronic devices that may be distractions to others – no phone calls or text messaging are allowed while the class is in progress.
4. Do not disturb or distract the class - avoid unnecessary discussions unless permitted by the professor.
5. Come to class with a positive attitude for learning – be prepared for the class and stay focused on the class lecture.
6. Do not engage in inappropriate physical gestures or body language; do not use expletives or profanity in the classroom or the hallways.
7. Do not bring in food and/or eat or drink in the classrooms or computer labs. The student lounges are available. Food and beverages are allowed in these rooms.
8. Always be ethical in your conduct – do not misrepresent facts, or cheat or help others in cheating during exams, quizzes or homework.
9. Be respectful of the professor and fellow students.
10. Try your best not to miss any class; notify the professor in advance if you must miss a class due to illness, travel, or other unavoidable circumstances; the University catalog requires professor to monitor attendance and penalize poor attendance.
11. Always be civil in your behavior - if there is a difference of opinion with the professor or another student, be polite during the exchange.
12. Always dress in appropriate attire; dress in business attire when making presentations in class, attending a COB program with outside guests, or as required by the faculty.
13. Exhibit good manners – if your behavior is perceived as rude, disrespectful or disruptive, apologize.
14. Understand that violations of the above may result in reduced grade or expulsion from the class or the program.

I pledge to abide by these guidelines for classroom behavior.

Student: *PRINT NAME* _____ *SIGN NAME/INITIAL* _____

Course Name: *Spring 2024 Marketing Management*

Course number & section: *5330-Z01*

Date: *mm/dd/yyyy*

GET2KNOWME

The purpose of this section is to get to know the student. Also, if you complete these details, it will enable the professor to reach out with help as needed.

LAST NAME FIRST NAME PREFERRED NAME

E-MAIL CELL PHONE WORK PHONE

DATE

(Continue to next page)

GET2KNOWME

1. Do you have a Bachelor degree? Yes _____ No _____
2. Give the name of your Bachelor degree _____
3. Bachelor degree was received in _____ semester, _____, _____ year, from _____ University
4. Do you have a Master degree? Yes _____ No _____
5. Give the name of your Master degree _____
6. Master degree was received in _____ semester, _____, _____ year, from _____ University
7. Have you completed and passed the following courses or equivalent *within the last five years with a minimum letter grade indicated below?*

	Minimum Letter Grade	No	Yes	If Yes, State Semester and Year	Comments/Reasons for taking or not taking the course
Undergraduate - Principles of Marketing	B				
Graduate - Concepts of Marketing	B				
Graduate - Marketing Management	B				

8. How many credit hours are you taking this semester? _____
 - a. Class number and name _____
 - b. Class number and name _____
 - c. Class number and name _____

9. How many hours, if any, do you work per week? _____

10. Expected graduation date _____

11. What is your Home Address where you currently live?

.....

12. What is your current work address, if any?

.....

13. List co-curricular/other activities (sports, membership of organizations, community service...)

.....

14. Your academic advisor:

- a. Name _____
- b. Phone _____
- c. E-mail _____

15. What are your **academic goals** for the next **one** year?

16. What are your **professional goals** for the next **three** years?

17. What are your **personal goals** for the next **three** years?

18. Think of the best class you ever had (here or elsewhere). What made it such a good class?

NO PROFESSOR NAMES, NO COURSE NAMES, NO SUBJECT NAMES!!!!

19. Think of the worst class you ever had (here or elsewhere). What made it such a poor class?

NO PROFESSOR NAMES, NO COURSE NAMES, NO SUBJECT NAMES!!!!

