Instructor: Ballentine

Section # and CRN: MRKT 3103 Z01, CRN - 32927
Office Location: Ag/ Business Bldg., Rm 347
Cell Phone: 936-261-9201
Email Address: sutandon@pvamu.edu
Office Hours: By appt.
Mode of Instruction: ONLINE
Course Location: 5-WEEK ONLINE
Class Days & Times: 
Catalog Description: An overview of business operations and the role of business in modern society. Topics of current interest to the business community will be introduced.

Prerequisites: None
Co-requisites: None

As this is an e-book, you would need to purchase the access code for this book through www.MHHE.com. The approximate cost is $85 for the semester. This access code is required as it will let you access all the Assessment, Quizzes and Exams.

Student Learning Outcomes - Upon successful completion of this course, students will be able to:

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<th>Learning Outcomes</th>
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<td>Broaden one’s understanding of the marketing function</td>
<td>Reading, Quizzes and Practical Exercises</td>
<td>Modules 1, 2, 3, 4 &amp; 17</td>
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<tr>
<td>Explain internal marketing in relation to management, accounting, finance, and ethics</td>
<td>Reading, Quizzes, Discussion Question and Written Analysis of Issues in Marketing</td>
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Provide basic knowledge of the characteristics of marketing

Videos demonstrating the items required to create and develop a “Marketing Campaign.” Learn to itemize the necessary pieces to build a successful plan.

Students will develop a “Marketing Campaign” with all the necessary elements detailed.

Provide a written breakdown of what comprises a “Marketing Campaign” and what should be included.

Define the role of logistics within the marketing organization

Reading, Practical Exercises & Quizzes

Students will review video of FedEx and complete an exercise using provided worksheet and numbers to calculate same.

YouTube presentations and do a “work sheet” that requires calculation and interpretation.

Demonstrate an ability to integrate and communicate the above-mentioned concepts through quantitative analysis, written assignments, oral presentations, and case studies.

Paper that should contain all the elements to develop a successful launch of a product

Researching, writing, and producing a comprehensive document about how to achieve a company’s marketing objective requires critical thinking.

This will be done through a series of videos, reading assignments and discussions.

Expectations are simple: Practice using the techniques and principles of good business operations. As you learn the various aspects of these operations, monitor your progress and understanding that will allow you to demonstrate that you have mastered these principles which you will employ in the “real” world. You are limited only by your personal effort. Do not let other things distract you from your capability to be successful.

**One other expectation:** You will be given tasks like those required in the real world. Approach them as you would in your job. In this real world, excuses mean you did not do your assigned responsibility. (No one cares why – you F-A-I-L to do what was supposed to be done. Thus, you will pay the consequences – anything from demotion to being fired would be the result – because someone else really wants your position and will do what is necessary to get-and-keep it).

**Major Course Requirements**

Your Final grade will be determined by a sum total of your points that you earn in the various assessments, quizzes and exams (3 Planned at the moment).

**Course Procedures:**

This course is an online course where you are the master of your destiny. You have the total freedom to interact with the e-courses (where you will find all the resources as well as multiple assessments) any time of the day or week rather than a designated time as was the case for a face-to-face class. Completing these Assessments and quizzes will earn you points towards your final semester grade. Please remember that all assignments (assessments and quizzes) are to be submitted by 11:59 PM every Sunday.
As you will notice that for the first short week (July 7th – July 11th) there are very few assignments, however, the remaining weeks will have many more assignments to complete. So I will urge you to work diligently and consistently on a daily basis through the week to avoid the mad rush in the end of the week. Spend a few hours every day and attempt to complete one or two exercises (Assessments, Quizzes or Exams) every day. To help you to perform better in the course, you are allowed more than one attempt to complete some of the activities/exercise for a grade. The highest grade of the multiple attempts will count.

While I may not be physically present in class every day, I will be available via email. I will try to respond to your query as quickly as possible.

I wish you all a successful semester.

Spring 2021 Semester Calendar

Module 1

Core Concepts Notebook (This is a personal notebook to assist your understanding and improve your knowledge.)

Week 1 -
July 5 - 11:
Reading = Marketing Overview
Assessment = Differentiating among the 4 Ps = 10 Pts.
Assessment = Recognizing the Marketing Mix in Action = 10 Pts.
Quiz: Overview of Marketing = 49 Pts.

NOTE: Each week {by 11:59 PM = midnight} Sunday, you will be expected to have read the assigned chapter. I allow you to “catch up” but you will suffer a penalty for being late and only receive 70% of the score for late submissions.

Week 2 –
July 12 - 18:
Reading = Today (in Marketing)
Assessment = Impact of the External Marketing Environment = 10 Pts.
Assessment = Analyzing the Environment at Red-Pin Bowling Lounge = 40 Pts.
Quiz: The Marketing Environment = 49 Pts.

NOTE: Each week {by 11:59 PM = midnight} Sunday, you will be expected to have read the assigned chapter. I allow you to “catch up” but you will suffer a penalty for being late and only receive 70% of the score for late submissions.

Reading = Marketing Research
Assess = Understanding Difference Between Primary and Secondary Data = 10 Pts
Assess = Differentiating Between Primary and Secondary Data = 10 Pts
Quiz: Marketing Research = 60 Pts
NOTE: Each week {by 11:59 PM = midnight} Sunday, you will be expected to have read the assigned chapter. I allow you to “catch up” but you will suffer a penalty for being late and only receive 70% of the score for late submissions.

Week 2 – July 12 - 18:

Reading = Marketing Research
Exercise = Marketing Research Data (I See It video) 50 Pts.
Assessment = Steps of Marketing Research Process = 10 Pts.
Quiz = Applying the Steps of Marketing Research Process = 50 pts.

NOTE: Each week {by 11:59 PM = midnight} Sunday, you will be expected to have read the assigned chapter. I allow you to “catch up” but you will suffer a penalty for being late and only receive 70% of the score for late submissions.

Week 2 – July 12 - 18:

Reading = Marketing Strategy
Assessment = Conducting a SWOT Analysis = 60 Pts
Assessment = Applying a SWOT Analysis = 10 Pts.
Exercise = Identifying 4 Growth Strategies (I See It video) = 40 Pts.
Assessment = Understanding Marketing Growth Strategies = 40 Pts.
Quiz: Strategic Planning = 49 Pts.

NOTE: Each week {by 11:59 PM = midnight} Sunday, you will be expected to have read the assigned chapter. I allow you to “catch up” but you will suffer a penalty for being late and only receive 70% of the score for late submissions.

Week 2 – July 12 - 18:

Reading = Segmentation, Targeting and Positioning
Assessment = The 5 Criteria for Effective Segmentation = 10 Pts.
Assessment = Applying Demographic Segmentation = 30 Pts.
Exercise = The Segmentation Process (I See It video) = 30 Pts.
Quiz: Segmentation = 49.5 Pts.

NOTE: Each week {by 11:59 PM = midnight} Sunday, you will be expected to have read the assigned chapter. I allow you to “catch up” but you will suffer a penalty for being late and only receive 70% of the score for late submissions.

Week 3:

Reading = Understanding Your Customers
Assessment = Applying Maslow’s Hierarchy of Needs = 10 Pts.
Quiz: Consumer Behavior = 45 Pts.

NOTE: Each week {by 11:59 PM = midnight} Sunday, you will be expected to have read the assigned chapter. I allow you to “catch up” but you will suffer a penalty for being late and only receive 70% of the score for late submissions.

Week 3: July 19 - 25
Assessment = Understanding the Business-to-Business (e-Marketing) = 10 Pts
Quiz: Business-to-Business = 49.5 Pts.

NOTE: Each week {by 11:59 PM = midnight} Sunday, you will be expected to have read the assigned chapter. I allow you to “catch up” but you will suffer a penalty for being late and only receive 70% of the score for late submissions.

Week 3: July 19 - 25
Reading = Customer Relationship Management [CRM]
Core Concepts Notebook
Assessment = Steps of the CRM Process =10 Pts.
Assessment = Activities of CRM = 10 Pts.
Assessment = Determining the CRM Effectiveness at WilTel Networks = 10 Pts.
Quiz: Customer Relationship Management = 30 Pts.

NOTE: Each week {by 11:59 PM= midnight} Sunday, you will be expected to have read the assigned chapter. I allow you to “catch up” but you will suffer a penalty for being late and only receive 70% of the score for late submissions.

Week 4: July 26 – Aug 1
Product, Branding and Packaging
“Still under development”

Week 5: Aug. 2 - 8
Reading = Pricing and Distribution
Assessment = Advantages/ Disadvantages of Different Export Modes = 10 Pts.
Assessment = Determining the Most Appropriate Transportation Methods = 10 Pts.
Quiz = Mastering the Challenge of Logistics (FedEx video) = 40 Pts.

NOTE: Each week {by 11:59 PM = midnight} Sunday, you will be expected to have read the assigned chapter. I allow you to “catch up” but you will suffer a penalty for being late and only receive 70% of the score for late submissions.

Student Support and Success

John B. Coleman Library
The library and its partners have as their mission to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service and to support the University's core values of access and quality, diversity, leadership, relevance, and social responsibility through emphasis on ten key areas of service. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. https://www.pvamu.edu/library/
Phone: 936-261-1500
The Learning Curve (Center for Academic Support)
The Learning Curve offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Learning Curve is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library Rm. 207F. Phone: 936-261-1561

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS)
The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library Rm. 306. Phone: 936-261-1040

Writing Center
The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting, brainstorming, audience awareness, organization, research, and citation. Students taking on-line courses or courses at the Northwest Houston Center or College of Nursing may consult remotely or by email. Location: Hilliard Hall Rm. 121. Phone: 936-261-3724.

Student Counseling Services
The Student Counseling Services unit 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 provides assistance to 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: Owens-Franklin Health Center Rm. 226. Phone: 936-261-3564

Testing
The Department of Testing administers College Board CLEP examinations, the HESI A2 for pre-nursing majors, LSAT for law school applicants and MPRE for second-year law students, the Experiential Learning Portfolio option, the Texas Success Initiative (TSI) Assessment, which determines college readiness in the state, and exam proctoring, among other service such as SAT and ACT for high school students. Location: Delco Rm. 141. Phone: 936-261-4286

Office of Diagnostic Testing and 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 of non-standardized test administrations, ASL interpreters, ALDs, digital recorders, live-scribe, Kurtzweil, and a comprehensive referral network across campus and the broader community. Location: Evans Hall Rm. 317. Phone: 936-261-3585

Veteran Affairs
Veteran Services works with student veterans, current military and 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 Hazelwood Act. Location: Evans Hall Rm. 323. Phone: 936-261-3563

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

Career Services
Career Services supports students through professional development, career readiness, and placement and employment assistance. The Office 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 Career Services website for information regarding services provided.

Location: Evans Hall Rm. 217. Phone: 936-261-3570

University Rules and Procedures

Disability Statement (Also See Student Handbook):
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, please contact Disability Services, in Evans Hall, Room 317, or call 936-261-3585/3.

Academic Misconduct (See Student Handbook):
You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

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 mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else’s words, ideas, or data as one’s own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one’s own work also constitutes plagiarism.

Nonacademic Misconduct (See Student Handbook)
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 inability 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. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

Sexual Misconduct (See Student Handbook):
Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

Title IX Statement
Prairie View A&M University (PVAMU) 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 sex- or gender-based discrimination, including sexual harassment, sexual assault or attempted sexual assault, we encourage you to report it. While you may talk to a faculty member about an incident of misconduct, the faculty member must report the basic facts of your experience to Ms. Alexia Taylor, PVAMU’s Title IX Coordinator. 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 Title IX Coordinator is designated to handle inquiries regarding non-discrimination policies and can assist you with understanding your options and connect you
with on- and off-campus resources. The Title IX Coordinator can be reached by phone at 936-261-2123 or in Suite 013 in the A.I. Thomas Administration Building.

**Class Attendance Policy (See Catalog for Full Attendance Policy)**
Prairie View A&M University requires regular class attendance. Attending all classes supports 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 internet.

Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in 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.

**Student Academic Appeals Process**
Authority and responsibility for assigning grades to students rests 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 Undergraduate 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 7; Mac with OS X; Smartphone or iPad/Tablet with Wi-Fi
- High speed Internet access
- 8 GB Memory
- Hard drive with 320 GB storage space
- 15" monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, Internet Explorer or Firefox

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

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

- Sending and receiving email
- A working knowledge of the Internet
- Proficiency in Microsoft Word (or a program convertible to Word)
- Proficiency in the Acrobat PDF Reader
- Basic knowledge of Windows or Mac O.S.

**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 discussions boards. Foul or abusive language will not be tolerated.

**Technical Support:**
Students should go to https://mypassword.pvamu.edu/ 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 Office of Distance Learning at 936-261-3283

**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 take place in a seminar fashion. This will be accomplished by the use of the discussion board. The exact use of discussion will be determined by the instructor.
It is strongly suggested that students type their discussion postings 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 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, it/they should be copied and pasted to the discussion board.