



**MKT6340 Seminar in Marketing  
Summer 2007  
Section 70**

Important Information	
Professor:	Dr. R. Nicholas Gerlich
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Office Hours:	By Appointment

**This is a dynamic document! It may be updated from time to time. Please visit this page regularly!**  
*Last updated: 26 May 2007.*

**Communications:**

For the best means of communicating with me, I strongly encourage you to use the CourseMail option in WTONline, or dial my cell phone number. I am reachable pretty much 24/7 (but please remember that I do need to sleep!). In recognition of our changing lifestyles, I try to be available every day of the week. The only time I turn off my ringer is during meetings, church, and a few various other times. Please feel free to contact me.

**Disabilities:**

*West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with Disability Support Services and to contact the faculty member in a timely fashion to arrange for suitable accommodations.*

**Course Description and Objectives:**

This course covers all of the major content areas within Marketing, as well as a variety of current special-interest areas that are affecting the profession. The course requires a moderate level of web proficiency in that students are expected to visit the many web links provided in each lecture. These web sites serve as illustrations of the lecture material, and are as much a part of the lecture as the words themselves.

A quick review in the first lecture will set the stage and recap what I consider to be base knowledge. From there we will explore over a dozen more issues affecting Marketers in the 21st century.

Specifically, the objectives for the course are as follows:

1. Students will be able to demonstrate mastery of content, as measured on two exams.
2. Students will illustrate their understanding of Marketing concepts and strategy as well as their applications in a comprehensive project.

### Grade Policy:

Your grade will be determined in the following manner:

2 Exams @ 100 points	200
Group Project	200
Class Participation	100
Total	500

Grades will NOT be curved at the end of the term, nor at any other time. The grade you will receive is the direct result of your efforts and outputs in this class. ALL students must read the Grading Policy statement at the bottom of this document regarding grades, cheating, and other classroom procedures.

A = 465 - 500	B = 430 - 464	C = 395 - 429	D = 360 - 394	F = 0-359
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### Exams:

There will be two exams given during the term. These exams will both be provided online, and are thus open-resource. You will have at minimum 96 hours to complete these exams. The exam will consist of challenging essay exams, with the expectation that students will rely heavily on the internet as a research tool. It is also expected that students will be able to prepare cogent responses that are grammatically correct. Please note: **These two exams will be done in your project groups.** You will need to communicate between members, work independently, and then bring it all together electronically to submit one paper for the group. More instructions will accompany your first exam. You need only submit one copy of your exam per group. The current semester exams will be made available by 8:00am CT on the dates specified. Your group response (only one exam form per group) will be due by 11:55pm CT the Monday following the opening of the exam period. Please check the Exams folder in the FileCabinet under the Lessons tab.

### Class Participation:

It is expected that each student will participate in Bulletin Board discussions. Your regular and active participation is required! A full 20% of your grade will be derived from your performance in this one component.

There are various ways to participate in the Bulletin Board:

- (a) I will regularly toss out general discussion questions. You can respond to me and/or your peers who respond.
- (b) I will post my Daily Blog from 30th May through 30th June, featuring essays on anything and everything, from marketing and e-commerce to buyer behavior, economics, culture and society, new items, church, life in general, and more. It won't take you long to figure out that I teach from my blogs. You can respond directly to me and/or to your peers who respond.
- (c) You may initiate your own threaded discussion. It's your board as much as it is mine, so have fun on it.
- (d) You may respond to threaded discussions launched by your peers.

As you can see, there is a lot of room for your participation here. Sometimes the volume will be overwhelming. Do your best to keep up with the conversation by checking in regularly. Still, I do *NOT* require you to respond to every single posting. Do as much as you can, but also have a life.

Bear in mind that you are being graded on both quantity and quality. Do not think it will suffice to merely type one-sentence responses and expect it to count a lot. I will use the Reports feature in the Angel system to track each person's contributions. You will also be compared to your peers, so you should view this as somewhat competitive. For a benchmark, you will need 28-30 posts to get full credit in the Class Participation department. Numbers alone, though, do not guarantee an "A" in this component. You must make a contribution in your postings.

My goal is to fully engage each student in this course. If you are willing to be an active participant in this component of the course, I am sure you will find the entire class to be a rewarding experience.

**NOTE: Please limit yourself to replying to topics that are 3 or fewer days old. I am unable to dig through each and every original posting looking for new replies once we get into week 2 and beyond. That said, I read each and every posting you make, using my "rolling" 3-day window.**

I have broken our Blogspace into separate blogs, in order to speed up page-loading time. The Angel system tries to load *everything* in the board when you access it, and after a few weeks, it can become huge. Please note that while I have specified the opening and closing dates for each blog, those are the dates for *my* postings; you will still be able to access them up to 3 days following my last post in that blog (e.g., Blog #2 "closes" on 30th June, but actually stays open through 3rd July).

### **MKT6340 Group Project**

You will form your own groups, with whom you will be working the duration of the term. Please see the Group Project Info section in the FileCabinet under the Lessons tab.

### **Online Lectures**

Your lectures are all available from this website. There are 16 "units," all accessible by going to Lessons > FileCabinet > Unit Lectures in the class container.

<b>Week Of</b>	<b>Lecture</b>
28 May	Unit 01-02-03
04 June	Unit 04-05-06
11 June	Unit 07-08
18 June	Unit 09-10-11
25 June	Unit 12-13-14
02 July	15-16

### **Grading Policies**

I do not believe in "curving" grades. In other words, you get what you deserve. I abide strictly by the grade scale listed in the course syllabus. There will be no free points, no free grade adjustments, no lenience. Period.

If you are having difficulty with the course during the semester, you should consider dropping the course. But if you do decide to abandon the course, for whatever reason, you must actually withdraw from it. Do not ask me to give you a "withdrawn--passing" grade at semester's end. Any student for whom there are missing data (exams, projects, etc.) with no indication that the course was officially dropped, will receive a failing grade for the course (or whatever grade is appropriate given their cumulative total).

I will not tolerate non-participation in your group assignments and exams. Your peers will be completing evaluation forms at the end of the semester, and if it becomes apparent that you abandoned your group, your grade will be lowered. **Do not take this lightly!**

I will not tolerate any form of cheating, which can take the form of copying from others during exams, plagiarizing, sharing, etc. For any assignment or exam for which you have cheated you will receive the most severe penalty available under university rules. This will be at minimum a score of 0 for said exam or

assignment.

**I will not respond to pleas at semester's end for additional points, extra consideration, etc.** If you feel there has been a mistake on my behalf regarding the posting of your grades, you may feel free to contact me, and I will investigate the matter. Under no circumstances, however, will I make adjustments simply for your benefit.

Finally, if you are having difficulty completing the course because of health problems (yours or that of close family members), or other personal matters, it is your responsibility to meet with me to discuss your options.

### **Obligatory Stuff:**

#### **SCHOLASTIC DISHONESTY**

It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the university's Academic Integrity Code .

#### **PHYSICAL OR EDUCATIONAL ACCESS**

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#### **EVACUATION STATEMENT (in case you find yourself on-campus)**

If you receive notice to evacuate the building, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assemble area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651-5000 or 911). In the event an evacuation is necessary: evacuate immediately do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester.

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