MKT3350 Syllabus

Course Number/Section/Name: MKT3350_01_Evolutionary Marketing SP2013
Class Days/Times/Location or Other Format: 1:30-2:45 every Wednesday, and occasional Mondays, in CC206
Professor: Dr. R. Nicholas Gerlich
Office Location: CC214-D
Office Hours: 10:00 - 11:30am M-Th
Office Phone: 806.651.2492
Cell/Text: 806.683.6489
Email: ngerlich@wtamu.edu

Social Media:
Facebook (personal): facebook.com/nickgerlich. (It's OK to "friend" me.)
Facebook (my Miles From Nowhere blog): facebook.com/MilesFromNowhereBlog.
Facebook (Marketing-related): facebook.com/dmnickgerlich.
Facebook (classes & research): BuffMinds on Facebook.
Facebook (research): MediaBuffs on Facebook.
Facebook (department): MMGB on Facebook.
Twitter (personal): twitter.com/nickgerlich.
Instagram (phone pics): @nickgerlich.
Pinterest: pinterest.com/nickgerlich.
GetGlue: getglue.com/nickgerlich.
Delicious: delicious.com/mediabuffs.
LinkedIn: linkedin.com/in/nickgerlich
Skype: send request to: nickgerlich
Wordpress: The Daily Blog (public version)
Pandora: Rock On!
MediaBuffs Research: MediaBuffs.org

Last Updated: 11 January 2013

This is a HYBRID Class! It will meet every Wednesday as scheduled, and Mondays as announced by your Professor.

Please Note: Students will be unable to access any other part of this course until completing a one-question assessment in the Lessons area of this course.

Communications Priority Media:
While you are free to utilize any or all contact media listed above, you will find this order to work best for all of us:

1. TM, FB or DM (if you use any or all of these, then you know what they mean)
2. Voice (cell)
3. University email
4. Voice (office)
5. WTClass Coursemail (although this is the preferred method if you sending a document attachment)

Class Facebook Page
Please "Like" the BuffMinds Facebook page I created with my colleagues Dr. Browning and Ms. Westermann. The three of us have committed to using our FB page as a repository for all of our recent and current syllabi, as well as other relevant information. I strongly encourage you to "Like" this page. You will also be able to access a web version of my Daily Blog from this alternate location (for those times when you want to read it from your phone and/or share with a friend). This Syllabus and all class lectures are available at the BuffMinds page. They can be accessed from any computer, as well as any smartphone or tablet device with wifi and a web browser. You will still need to use a standard computer to post items to the Discussion Boards as well as to upload exams and projects. Finally, you will be invited to participate in a research study near the end of the semester in which you will share your experiences of using FB as an ancillary class resource.

Important Notice

This syllabus is an integral component of the course. It is very important that you read it in its entirety. All material that you will need for this class, including lectures, exams and project material are only accessible via WTClass. As such, you need to go to the Course Prequel folder in the Lessons section of the course and follow the instructions provided there. Failure to do so will adversely impact your ability to perform in this class.

Thank you for your attention and cooperation in this matter.

WTAMU College of Business (COB) Mission Statement

The mission of the College of Business is to provide high quality undergraduate and graduate business education with a global perspective and ethical awareness. We accomplish this through emphasis on excellence in teaching, which is strengthened by faculty scholarship and supported by professional service.

Terms of Use

A student's continued enrollment in this course signifies acknowledgment of and agreement with the statements, disclaimers, policies, and procedures outlined within this syllabus and elsewhere in the WTClass environment. This syllabus is a dynamic document. Elements of the course structure (e.g., dates and topics covered, but not policies) may be changed at the discretion of the professor.

Learning Objectives of WTAMU College of Business Programs

The College of Business (COB) at West Texas AM University (WTAMU) seeks to prepare students in the Bachelor of Business Administration (BBA), Master of Business Administration (MBA), Master of Professional Accounting (MPA), and the Master of Science, Finance and Economics (MSFE) degree programs for careers in business and to foster their professional growth and advancement via key learning goals and objectives.

The learning objectives of the College of Business are as follows:

1. Leadership
2. Communication
3. Critical Thinking
4. Business Integration
5. Core Business Knowledge
6. Global Business Environment
7. Business Ethics and Corporate Governance

Course Description

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.

Course Objectives
1. Students will demonstrate mastery of content, as measured on three group exams, using the Grading Rubric for Written Exercises below.
2. Students will demonstrate their understanding of e-commerce concepts and strategy and the applications thereof in a written comprehensive group project proposing a new product or service, using the Grading Rubric for Written Exercises below.
3. Students will demonstrate their willingness and ability to embrace and practice teamwork in three written exams and a group project, using the Grading Rubric for Teamwork below.

Map from COB Learning Goals to Objectives for this course

<table>
<thead>
<tr>
<th>Course Learning Objective</th>
<th>Maps to COB Learning Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2,3</td>
</tr>
<tr>
<td>2</td>
<td>2,3</td>
</tr>
<tr>
<td>3</td>
<td>n/a</td>
</tr>
</tbody>
</table>

College of Business Writing Component (as applicable)

Students earning a BBA degree must complete at least one course with a writing component outside of their major as part of the business core requirements. The College of Business writing component is a requirement in the following courses: CIDM 3320, ECON 4342, ECON 4370, FIN 3350, FIN 4320, FIN 4321, and MGT 3335. Students in a writing component course are explicitly required to demonstrate knowledge of communication skills. Specific objectives may include but are not limited to the following concepts put forth by the National Business Education Association: (1) ability to organize a written and an oral message coherently and effectively, (2) ability to use technology for communication, (3) ability to research a topic, prepare a report, and present the findings to all organizational levels, and (4) ability to demonstrate critical-thinking skills. Specific course requirements and the role of the writing component with respect to student grading policy are at the discretion of the course instructor of record.

Communications:

For the best means of communicating with me, I strongly encourage you to abide by the Communications Priority Media listed above. 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.

Grade Policy:

Your grade will be determined in the following manner:

<table>
<thead>
<tr>
<th>3 Group Essay Exams @ 100 points</th>
<th>300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Project</td>
<td>200</td>
</tr>
<tr>
<td>Class Participation</td>
<td>200</td>
</tr>
<tr>
<td>Total</td>
<td>700</td>
</tr>
</tbody>
</table>

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.

Please note: The majority of your grades will NOT be knowable until during the final exam period. You will only receive scores and feedback from Exam 1 and Exam 2 only prior to the final exam period.

| A (90% up) = 630 - 700 | B (80% up) = 560 - 629 | C (70% up) = 490 - 559 | D (60% up) = 420 - 489 | F (< 60%) = 0-419 |

Exams

There will be three exams given during the term. These exams will 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 three 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! Nearly 30% of your grade will be derived from your performance in this one component alone.

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 14 January through 01 May (with the exception of Friday 08 March - Sunday 17 March for Spring Break), featuring essays on anything and everything, from marketing and e-commerce to the digital life, 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 at least 50 posts to be considered for 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. It normally takes more than just three or four sentences to make a contribution. Furthermore, my blogs are compartmentalized into 5 different boards, each one opening about three weeks apart, and containing daily posts within that period. You will need to follow the directions posted therein for the minimum number of posts within that period to be considered for full credit. An adequate post on your behalf will be worth approximately 4.0 points each.

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 that you will find the entire class to be a rewarding experience.

*Students are responsible for keeping track of how many posts they have made through the course of the semester.* Please record your efforts diligently.

**NOTE:** You MUST 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 five separate blogs or boards (as noted above), 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 #5 "closes" on 01 May, but actually stays open through 04 May). Note also that you cannot cram 50 posts into only one of the five Blogs sections and expect full credit for the semester. You MUST pace yourself throughout the term!

<table>
<thead>
<tr>
<th>Blog Group #</th>
<th>Posting Dates</th>
<th>Closure Date</th>
<th>Min. # Student Posts (*)</th>
<th>Max. Points</th>
</tr>
</thead>
</table>

https://wtclass.wtamu.edu/AngelUploads/Content/2013SP_MKT_3350_01/_syllabus/MKT3350-syllabus-spring-2013.html[1/14/2013 10:41:34 AM]
MKT3350 Syllabus

#1 14 Jan - 03 Feb 08 Feb 10 40
#2 04 Feb - 24 Feb 29 Feb 10 40
#3 25 Feb - 24 Mar 11 Mar 10 40
#4 25 Mar - 14 Apr 11 Apr 10 05
#5 15 Apr - 01 May 05 May 10 40

(*) Each approved student post is worth 4.0 points.

MKT3350 Group Project

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

You will form your own groups, with whom you will be working the duration of the term.

Lectures

Your lectures are all available from this website. There are 22 "units," all accessible by going to Lessons > FileCabinet > Unit Lectures in the class container.

<table>
<thead>
<tr>
<th>Week Of</th>
<th>Lecture</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 Jan</td>
<td>Unit 01-02</td>
</tr>
<tr>
<td>21 Jan</td>
<td>Unit 03-06</td>
</tr>
<tr>
<td>28 Jan</td>
<td>Unit 07-08</td>
</tr>
<tr>
<td>04 Feb</td>
<td>Unit 09</td>
</tr>
<tr>
<td>11 Feb</td>
<td>Unit 10</td>
</tr>
<tr>
<td>18 Feb</td>
<td>Unit 11-13</td>
</tr>
<tr>
<td>25 Feb</td>
<td>Unit 14-16</td>
</tr>
<tr>
<td>04 Mar</td>
<td>Unit 14-15</td>
</tr>
<tr>
<td>18 Mar</td>
<td>Units 16</td>
</tr>
<tr>
<td>25 Mar</td>
<td>Unit 17-18</td>
</tr>
<tr>
<td>01 Apr</td>
<td>Unit 19-20</td>
</tr>
<tr>
<td>08 Apr</td>
<td>Unit 21-22</td>
</tr>
<tr>
<td>15 Apr</td>
<td>Unit 23-24</td>
</tr>
<tr>
<td>22 Apr</td>
<td>Unit 25-26</td>
</tr>
<tr>
<td>29 April</td>
<td>Unit 27-28</td>
</tr>
</tbody>
</table>

Exam Dates

Please note the following exams and relevant dates. Exams are accessible by drilling through the Lessons area of this site (and then through FileCabinet and into the Exams folder).

- Exam 1: Available 14 Feb; Due 18 Feb
- Exam 2: Available 04 Apr; Due 08 Apr
- Exam 3: Available 02 May; Due 06 May

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.

Some caveats:

1. I do not award discretionary points because a student is "only" a point away from the next higher grade.
2. Grades are NOT negotiable.
3. You should assume that you start with ZERO points, and are awarded points throughout the semester for exams, papers and participation.
4. I will NOT respond to any pleadings for extra consideration. Please do not call, email, etc., seeking special dispensations.

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, and possibly an F for the course.

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.

**Grading Rubric: Written Exercises**

The following table outlines the grading rubric that will be used for assessing all written exams and papers. The rubric is scalable in that percentages are used throughout; thus, regardless of the number of questions or their point values, the scale can be applied consistently.

<table>
<thead>
<tr>
<th>Category</th>
<th>Insufficient</th>
<th>Sufficient</th>
<th>Exemplary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Writing</td>
<td>0-13.9%</td>
<td>14.0-17.9%</td>
<td>18.0-20%</td>
</tr>
<tr>
<td>Business style; one voice; third-person</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grammar</td>
<td>0-13.9%</td>
<td>14.0-17.9%</td>
<td>18.0-20%</td>
</tr>
<tr>
<td>Syntax, spelling, punctuation, etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content</td>
<td>0-27.9%</td>
<td>28.0-35.9%</td>
<td>36.0-40%</td>
</tr>
<tr>
<td>Is the problem or purpose clearly identified? Is the background analysis sufficient? Are alternatives clearly identified and analyzed? Is a position, recommendation or action plan made? Is it supported sufficiently?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sources</td>
<td>0-13.9%</td>
<td>14.0-17.9%</td>
<td>18.0-20%</td>
</tr>
<tr>
<td>Does each reply have references? Are Title, Author, and Date available, as well as complete URLs? Are source materials used correctly, such as with quotes as needed?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plagiarism</td>
<td>-100%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Has any of the paper been copied from external sources without proper documentation? Has the paper been recycled from another class? Has the paper been purchased from an external provider?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>0-69.9%</td>
<td>70.0-89.9%</td>
<td>90.0-100%</td>
</tr>
</tbody>
</table>

**Grading Rubric: Teamwork**

The following table outlines the grading rubric that will be used for evaluating your teamwork on the group exams and group project. Each student must complete a Peer Evaluation form (provided elsewhere in this course) by 03 May 2010, using the criteria below. Each student will then be evaluated by the Professor based on the Peer Evaluations submitted by the other group members. While this evaluation is on a point scale, please note that points are not awarded for teamwork. Rather, downward adjustments may be made to a student's grades based on the evaluation of his/her peers, and upon the final assessment made by the Professor.
Category | Insufficient | Sufficient | Exemplary
--- | --- | --- | ---
**Team Commitment**
Attendance at meetings (physical, virtual, email, etc.), preparation, group goals before individual goals, meeting deadlines (within the group or in relation to the course) | 0-27.9% | 28.0-35.9% | 36.0-40%

**Task Orientation**
Amount and quality of intellectual contributions (ideas, alternatives, analysis of the contributions of peers, etc.) | 0-27.9% | 28.0-35.9% | 36.0-40%

**Conflict Resolution**
Collegiality, ability to work with others, willingness to deal with intergroup and interpersonal conflict, etc. | 0-13.9% | 14.0-17.9% | 18.0-20%

**Total** | 0-69.9% | 70.0-89.9% | 90.0-100%

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**College of Business Student Resources Link**

The COB has developed a Student Resources repository (e.g., APA writing style information, business core reviews, facilities, and other helpful supplements) which can be found on the COB web site here.

**Dropping the Course**

Should a student decide to drop the course, it is the student's responsibility to be aware of the final drop dates and adhere to the WTAMU Ad/Drop policy. Any student participating in the course after the WTAMU posted drop date will be considered active and a grade will be administered at the end of the course for that student.

**Repeating Course Work**

Students are charged a fee for any course attempted for a third or subsequent time at WTAMU other than a non-degree credit developmental course or exempted courses.

**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.

**WTAMU COB Student Code of Ethics**

Each student enrolled in COB courses accepts personal responsibility to uphold and defend academic integrity and to promote an atmosphere in which all individuals may flourish. The COB Student Code of Ethics strives to set a standard of honest behavior that reflects well on students, the COB and West Texas A&M University. All students enrolled in business courses are expected to follow the explicit behaviors detailed in the Student Code of Ethics.

**Code of Ethics**

- Do not use notes, texts, solution manuals, or other aids for a quiz or exam without instructor authorization.
- Do not copy the work of others and/or allow others to view your answers or copy your work during a quiz, exam, or on homework assignments.
- Do not allow other parties to assist in the completion of your quiz, exam, homework, paper, or project when not permitted.
Acceptable Student Behavior

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (Code of Student Life). Unacceptable or disruptive behavior will not be tolerated. Students engaging in unacceptable behavior may be instructed to leave the classroom. Inappropriate behavior may result in disciplinary action or referral to the University’s Behavioral Intervention Team. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc.

Technology Requirements

All technological requirements for the successful completion of this course are the responsibility of the student, including access to a working computer with broadband internet connection and state-of-the-art security. The student is responsible for all technological problems not related to WTAMU, including but not limited to equipment failures, power outages, and internet breakdowns. Furthermore, students are responsible for all necessary technical and operational skills for completing this course, and for being familiar with WTClass (the Angel Learning System) both in a general sense and in a specific sense as pertaining to this course and any materials stored within. The professor is not responsible for any technical matters related to WTClass. Students must contact WTClass if they have problems accessing and/or using Angel.

Viewpoints Disclaimer

The views expressed in this document, web-based course materials, and/or classroom presentations and discussions are those of the professor and do not necessarily represent the views of West Texas A&M University, its faculty and staff, or its students. Views expressed by students are likewise those of the person making such statements. It is understood and expected that each individual within this course will respect and allow individual difference of opinion.

External Websites Disclaimer

Neither the professor, the College of Business, nor WTAMU are responsible for the content of external websites discussed in the classroom and/or linked to via online course materials, emails, message boards, or other means. Referred websites are for illustrative purposes only, and are neither warranted nor endorsed by the professor, College of Business, or WTAMU. Web pages change frequently, as does domain name ownership. While every effort is made to ensure proper referencing, it is possible that students may on occasion find materials to be objectionable for reasons beyond our control.

Copyright

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Repeating Course Work

Students are charged a fee for any course attempted for a third or subsequent time at WTAMU other than a non-degree credit developmental course or exempted courses.

ADA Statement
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.

Evacuation Statement

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.

Chemical and Equipment Safety Statement

Safety is everyone's responsibility. Material Safety Data Sheets (MSDSs) are provided for all chemicals used in this class. MSDSs provide information about physical properties, health risks, fire explosion data, and other important information associated with these chemicals. Before handling or using a chemical, you should refer to the MSDS for that chemical. It is your responsibility to inform the instructor in writing of any health conditions that may prevent you from safely using a chemical (pregnancy, auto immune deficiency, etc.). It is also the responsibility of the student to report any spill or problems found while storing or using a chemical. If you are unsure about a chemical, always ask. If you see any unsafe condition, notify your instructor immediately. If you are unsure about the proper and safe operation of any piece of equipment, ask your instructor for proper instruction. All injuries, spill of materials and unsafe conditions must be reported to the instructor immediately.