



## College of Business


### Master of Business Administration

#### Marketing 503: Marketing Management

The Cohort-Based Distance MBA Program

Fall 2016 • Marketing 503 • Section M80: Marketing Management - 3 Credit Hours

Instructor: Dr. Erin Baca Blaugrund

	<b>Contact Information:</b>	
	Office:	BC 321
	Office Phone:	(575) 646-3461
	Cell Phone:	(915) 345-0554
	Virtual Office Hours:	By appointment (in person or by phone). <i>Review Canvas Course HomePage for office hours day/time. Please note that I am online most of the day during the week. If you need immediate help, text via my cell, set-up a Skype appointment, and I will get back with you as soon as possible. If you do not need immediate help, please contact me via email or within the Canvas learning management system. I will respond within 48 hours (usually much sooner) with the exception of weekends.</i>
	Classroom/Hours:	BC 204 6 pm – 9 pm; Aug-December
	Email:	<a href="mailto:erinbaca@nmsu.edu">erinbaca@nmsu.edu</a>

[Course Description](#) | [Prerequisites](#) | [Course Information](#) | [Technology Prerequisites](#) | [Course Materials](#) | [Educational Philosophy](#) | [Course Objectives](#) | [Learning Objectives](#) | [Classroom Rules of Conduct](#) | [Canvas Communication](#) | [Technology Requirements](#) | [Course Organization](#) | [Netiquette](#) | [Important Dates](#) | [Assignments](#) | [Late Assignment Policy](#) | [Project](#) | [Attendance Policy](#) | [Online Discussions](#) | [Online Discussion Rubric](#) | [Class Participation](#) | [Exams & Quizzes](#) | [Make-Up Work/Exams](#) | [Grading](#) | [Plagiarism](#) | [Withdrawal](#) | [Incomplete Grades](#) | [Important NMSU Resources](#) | [Disabilities & Discrimination](#) | [Academic & Non-Academic Misconduct](#) | [Technical Support](#) | [Accessibility of eLearning Tools](#) | [Class Schedule](#) | [Syllabus Changes](#)

**Course Description:** *Prerequisite(s): Admitted to MBA program or consent of course department. Restricted to: MBA majors.*  
An overview of fundamental principles of Marketing necessary for prospective MBA students who do not have an undergraduate background in Marketing. Includes: Terminology, basic functions and responsibilities associated with practice of marketing.

#### Course Information:

This course involves a synchronous and asynchronous delivery, which means instruction will be delivered through face-to-face and online format; this course is available in NMSU Canvas at <http://learn.nmsu.edu>. Students must be able to access and be proficient with the use of Canvas. If you are new to Canvas and online learning, go to the Canvas Student Orientation site and the Student Guide for using Canvas at <http://studenttech.nmsu.edu/learnnmsuedu/>. Please go the Getting Started Module which is easily found on the left side of the screen under the module section to learn how to begin this course. The Syllabus which includes the weekly reading and online assignments can also be found on the Getting Started Module.

#### Technology Prerequisites:

Students in our program and in this course need:

- Access to a computer with speakers and microphone (A webcam is optional but really nice to have).
- Internet access (I recommend knowing about different browsers such as [Mozilla Firefox](#) and [Google Chrome](#)).
- Ability to browse and search the Internet and send/receive email.
- Ability to access and use [NMSU elearning tools](#) including Canvas and Adobe Connect.
- Ability to access and use document and presentation creation software (Office, Google Docs)

- Ability to access and use Skype (<http://skype.com>)
- Ability to maintain basic computer security including keeping computer updated for multimedia use, i.e. Quicktime, RealPlayer, Flash, Java.

*Please note: You will have the opportunity to experience activities and assignments that utilize a variety of tools and methods. Please understand that we are not asking you to learn everything provided for you in-depth. However, we would be doing you a disservice if we did not at least expose you to some of the wonderful tools and services available online.*

### Course Materials - Required Textbook:



*Students are required to purchase and read the required textbook listed below. This is necessary to develop knowledge and skills specified in the competencies, practice behaviors and course of objectives.*

- ✚ **Kotler & Keller Marketing Management, 14<sup>th</sup> ed.**
- ✚ **Pearson; ISBN # 978-0-13-210292-6**
- ✚ Other links and reading recommendations will be provided throughout the term

### Educational Philosophy:

The educational philosophy in this class facilitates an interactive rich environment. A series of class exercises will be given to help facilitate the in-depth understanding of the course material. Throughout the term, you will be asked to participate in small, Impromptu Presentations/Discussions to expand your knowledge of marketing. These are assigned randomly regarding various current events and/or ideas from the chapters. As a student within this class, you should expect to be provided with the education and training needed for a career in the business world. The classroom atmosphere should reflect the development of habits of behavior that will ultimately contribute to your success in the business world. Consequently, the policies established in this course are designed to promote a business-like atmosphere as well as an environment conducive to learning. The expectations include, but are not limited to, punctuality, good manners, and courteous behavior. Hats and caps are not allowed during exams or presentations. Additionally, in a concentrated effort to minimize classroom disruptions, ***cell phone use is never permitted in the classroom.*** If a unique circumstance should arise, inform the Professor and students are expected to step out of the classroom to take the call.

### Course Objectives and Learning Objectives:

Analysis of marketing problems and the integration of organizational resources as well as behavioral and quantitative techniques into the development and implementation of solutions. Prerequisite(s): MKTG 303 or equivalent with a grade of B or better. Graduate students only.

This course focuses on the concepts, tools and skills requisite to the development, analysis and implementation of strategic marketing planning. MKTG 503 specifically reinforces the following programmatic learning goals:

1. *Students' ability to analyze and communicate global, economic, legal, and ethical aspects of business.*
2. *Demonstrate written and oral communication competencies that support the effectiveness of strategic planning, marketing and operational activities.*
3. *Develop comprehensive solutions to business problems by synthesizing and evaluating information using qualitative and quantitative methods of reasoning and analysis.*

More specifically, this course focuses on topics and issues related to the domain of marketing and seeks to achieve the following course learning objectives:

1. Assess market opportunities by analyzing essential elements and principles including; customers, collaborators, context, strengths and weaknesses of a company in the development of a coherent marketing strategy.
2. Critique examples of strategic marketing planning processes to identify and model best practices in the development of sound marketing programs and strategies to achieve organizational objectives.
3. Design a strategy implementation through effective writing of concise recommendations for the implementation of marketing strategies to maximize chance of success.
4. Communicate and defend recommendations and critically examine/build upon quantitative and qualitative analysis using the marketing plan framework, be able to formulate and evaluate strategic marketing plans and decision making processes.

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## Classroom Rules of Conduct:

As described, the classroom atmosphere (even in an online environment) should reflect the development of habits of behavior that will ultimately contribute to your success in the business world. Consequently, the policies established in this course are designed to promote a business-like atmosphere as well as an environment conducive to learning. As stated previously, the expectations include, but are not limited to, punctuality, good manners, and courteous behavior. Be respectful of each of your colleagues' comments, expressions, and visions regarding business, and marketing as a whole.

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## Canvas Communication:

**Announcements:** Course communication will be sent through the Announcements tool in Canvas. In order to ensure that you receive announcements as soon as they are posted, set your New Announcements in Notifications to "Notify me Right Away" it will appear as ASAP, (Go to the Canvas course and choose Settings>Notifications, click the button for new announcements and set it to Right Away).

**Email:** In Canvas, email is called *Conversations*. There is one global email box in Canvas. Email in Canvas is displayed in a similar format as Facebook. Once you log into Canvas, select Inbox located at the top of your Canvas window to view the email area.

**Note:** Canvas conversations are not the same as your NMSU email. You can email me either through Canvas or directly through my NMSU email which is [erinbaca@nmsu.edu](mailto:erinbaca@nmsu.edu).

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## Technology Requirements:

As the majority of this course will be conducted in an online learning environment, you will need the following:

- ✚ Reliable access to the Internet on a daily basis
- ✚ Familiarity with NMSU's CANVAS learning management system. A basic FAQ about the CANVAS system can be accessed using the Student Help link on the left hand navigation bar for the course website. If you are new to the system and/or the tools used in this course (CANVAS email, discussion forums, quiz tool, grade records, general navigation), you can find a wealth of information and support at <http://guides.instructure.com/s/2204/m/4212>
- ✚ Access to Adobe Acrobat Reader; you can download a free current version of the reader at <http://get.adobe.com/reader/>
- ✚ Access to Windows Media Player or similar video player. Windows Media Player can be downloaded for free at <http://www.microsoft.com/windows/windowsmedia/default.mspx>
- ✚ If you have technical difficulties with accessing any of these tools, contact the ICT (Information & Communication Technologies) help desk at NMSU at (575) 646-1840. Additional online assistance and support from ICT is available at <http://help.nmsu.edu/>

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## Course Organization:

*The main components of this course include the following:*

- ✚ Formal class sessions: The class includes a synchronous learning process. There are face-to-face sessions twice a month for those that are able/prefer to attend in person. Adobe Connect will be utilized for those students at a distance. Classes will involve a blend of lectures and online discussions. Students are expected to contribute to class discussions based upon their experiences and proper preparation of required readings. Attendance (face-to-face or Adobe Connect) is required for **ALL** class meetings.
- ✚ Teamwork: A significant amount of the work for this class will be done in teams, some will take place within the classroom and anything not completed during specified time within the class is expected to be completed outside the class. Students' contributions to these efforts are considered an integral aspect of this course.
- ✚ Individual work: In addition to preparing for class sessions and group activities, students will complete assignments on an individual basis as well as take individual quizzes and exams.

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## Netiquette:

**Netiquette Guide for Online Courses:** It is important to recognize that the online classroom is in fact a **classroom**, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

**Security:** Remember that your **password** is the only thing protecting you from pranks or more serious harm.

- ✚ Don't share your password with anyone; Change your password if you think someone else might know it
- ✚ Always logout when you are finished using the system.

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**General Guidelines:** When communicating online, you should always:

- ✚ Think of your comments as printed in the newspaper... your online comments will be seen, heard and remembered by others in this class. Before you make an emotional, outrageous, or sarcastic remark on-line, think about whether or not you would care if it was seen in your local newspaper.
- ✚ Don't be overcome by your emotions. Take a few breaths and step away from your computer if need be.
- ✚ Avoid self-centered comments. If you have a great idea, great. If you want to contribute to an ongoing discussion, terrific. But, don't just tell others about your problems ("I'm frustrated", "My audio doesn't work today") unless it contributes in some way to the class.
- ✚ Avoid negativity. You can disagree. You should disagree. You can challenge ideas and the course content, but avoid becoming negative online. It will impact you negatively, hinder the class discussion, and may give the wrong impression of you to others.
- ✚ There is no need to be aggressive online. No flaming, all caps, or !!!!, or ????
- ✚ Be polite, understate rather than overstate your point, and use positive language. Using bold, frank, overstated language conveys an emotional aggressiveness that hinders your message.
- ✚ Disagree politely. When you disagree politely, you stimulate and encourage great discussion. You also maintain positive relationships with others with whom you may disagree on a certain point.
- ✚ Don't disrupt. Online dialogue is like conversation. If there is a dialogue or train of thought going on, join in, add to it, but, if you have something entirely different to bring up, wait or post it in another thread.
- ✚ Don't use acronyms that not everyone would understand and know.

**Email Netiquette:** When you send an email to your instructor, teaching assistant, or classmates, you should:

- ✚ Basics: Be brief; Use a descriptive subject line; Avoid HTML in favor of plain text; Sign your message with your name and return e-mail address
- ✚ Avoid attachments unless you are sure your recipients can open them
- ✚ Think before you send the e-mail to more than one person; Be sure you REALLY want everyone to receive your response when you click, "reply all"
- ✚ Be sure that the message author intended for the information to be passed along before you click the "forward" button

**Message Board Netiquette & Guidelines:** When posting on the Discussion Board in your online class, you should:

- ✚ Make posts that are on topic and within the scope of the course material
- ✚ Take your posts seriously and review and edit your posts before sending
- ✚ Be as brief as possible while still making a thorough comment
- ✚ Always give proper credit when referencing or quoting another source
- ✚ Be sure to read all messages in a thread before replying
- ✚ Don't repeat someone else's post without adding something of your own to it
- ✚ Avoid short, generic replies such as, "I agree," include why you agree or add to the previous point
- ✚ Always be respectful of others' opinions even when they differ from your own
- ✚ When you disagree with someone, express your differing opinion in a respectful, non-critical way
- ✚ Do not make personal or insulting remarks; overall...Be open-minded!

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### Important Dates *Fall 2016:*

<b>August 17:</b> Classes Begin. Late Registration & Late Fees Apply	<b>October 17:</b> Last Day to Drop a Course with a "W"	<b>December 5-9:</b> Final Exam Week
<b>August 26:</b> Last Day Registration/ Add a Course	<b>November 11:</b> Last Day to Withdraw from the University	<b>December 9:</b> Last Day of Classes
<b>September 5:</b> Labor Day Holiday	<b>November 21-25:</b> Thanksgiving Holiday	

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### Assignments:

Throughout the semester, your course content is held in **Canvas**. You will also be utilizing **Adobe Connect** for synchronous learning, working in teams, and course discussions. Student understanding of the course and the material associated with the course will be measured **individually and/or team** by:

- (1) Online Discussions (10%)
- (2) Class Participation (20%)
- (3) Examinations (20%)
- (4) Chapter Quizzes (20%)
- (5) Team Project: Developing a Marketing Plan (30%)

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### **Late Assignment Policy:**

Assignments submitted late will not be accepted unless prior permission has been granted. Students are ultimately responsible for turning in all assigned material in a timely manner online through Canvas on the assigned due date. Exceptions to this policy are at discretion of the instructor and may be granted in certain circumstances, but this must be in place prior to the deadline. Assignments emailed to the Professor directly will NOT be graded. All submissions must be done through Canvas.

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### **Attendance Policy:**

It is expected that you will attend every class session whether through Adobe Connect or in class, as well as participate in online discussions; your learning is cheated by missing class. Only university excused absences will be accepted as sufficient. If there is a special exception, such as other commitments, sometimes means missing class is unavoidable, but the expectation is you will communicate this with me at least one week in advance of your absence via phone and email. It is imperative that you communicate with me and your entire team if it becomes necessary to miss class. This will allow you to build a good relationship with your team members and avoid any potential conflicts.

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### **Semester Project: *Development of a Marketing Plan***

The project for this course is based on the development of a marketing plan. An effective way to help students learn about marketing management is the actual creation of a marketing plan for a company, product or service. This project is designed to accomplish such a task. The topic for this assignment is to develop a marketing plan for a local business or a new business idea/concept. Over the course of the semester you will be digging into concepts and ideas that allow you to have the tools necessary to develop a marketing plan. Utilizing the guidelines for a marketing plan, you will be expected to explore what is necessary for a business to succeed from opportunities to threats that are key for success in any business. You will work as a team to determine what the key components are for your assigned/chosen business.

The class will be divided into groups (four students maximum per group), each group will decide on an actual business or potential business for which they will develop a marketing plan. During the course of the semester each of the elements of the marketing plan, coordinating with the text chapter, will be due for review. Canvas will provide exact due dates for varying stages of the marketing plan. Each area will be reviewed and suggestions for areas of improvement, more detailed study, or if acceptable, teams will be allowed to proceed to the next phase in development. At the end of the semester, each group is to present their entire marketing plan to the class. More details, guidelines and rubric are available on Canvas.

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### **Online Discussions:**

Throughout the term, there will be 4 “Online Discussions.” Each discussion will be posted via **Modules** in Canvas on designated Sunday’s by noon, unless otherwise noted and will close the following Sunday at midnight. Each student is ***required*** to post a response to the initial discussion topic and ***at least two*** responses on two different classmates’ posting. For additional guidance, see the rubric below (the rubric will also be provided in Canvas.) Dates for these discussions are listed in the class schedule below and in the class schedule located on the home page of Canvas. If necessary, these dates may be subject to change. These are mandatory discussions and if students are expected to be absent for any reason, they must plan ahead to access a computer to engage in the online discussion.

To access the discussions, go to Modules in the left navigation bar in Canvas. Each discussion will be related to the topics we are covering for the content topic of the week and are labeled as “Discussions.” Some weeks are off so you can spend time on your projects. Within each discussion, I will ask a question; pose an activity, read an article which is intended to encourage students to reflect more deeply on current events and activities related to the content for the week. To earn Interactive Learning Points, you must first post your own reflective comments in response to the question(s)/issues raised in the post. After posting your original reflection, you will have the opportunity to read and reflect on the posts of others to extend and enrich the reflections on the topics/issues raised.

Substantive posts must include terms and language relevant to the assigned module, provide unique perspective and/or analysis based on personal experiences and/or relevant resources, and extend the discussion in some meaningful way. Though not required, students may want to add links and/or attachments to additional resources that are directly relevant to the issues raised, but the relevance of the material should be integrated into the post using the student’s own words and the material should be from a credible and respected source, i.e., well reputed business news sources like Wall Street Journal, Business Week, Forbes, etc. Points earned will be based on the following rubric:



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### Online Discussion Rubric:

<b>Quality of response to instructor's post</b>	The posting extends discussion of the topic in a deep and meaningful way and demonstrates personal reflection. Relevant concepts and/or terms from module are used appropriately in reply.  10 Points	The posting provides some evidence of personal thought and reflection and incorporates relevant language and terminology from the module.  7 Points	The content of the posting reflects immediate reactions to the issue. Little is added that reflects integration of material from the module and/or careful reflection on knowledge gained from the course.  4 Points	No Marks  0 Points
<b>Level of interaction with peers</b>	Replies to other students extended the discussion in meaningful and deep ways. Requires a minimum of two replies that extend the discussion through addition of personal experiences and/or new information.  10 Points	Replies to other students were limited in quantity (2 or less) and did little to extend the points made by peers  4 Points	No properly threaded and/or substantive replies to others' comments  0 Points	
<b>Early posting</b>	Includes at least one posting before midnight Wednesday during the assigned week for the Module  5 Points	All posts made after Wednesday during the assigned week for the Module  0 Points		

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### Class Participation (Sonic Marketing Plan):

To ensure that the class is highly interactive, students are expected to come to class (in person, or via Adobe Connect) prepared to discuss the assigned material each week. You will be asked questions *randomly* throughout the semester. There are 6 discussion topics which follow the textbook topic areas from a marketing plan within your textbook. You will be awarded discussion points based upon the cases/reading materials. Your participation grade reflects your preparedness for these discussions and your willingness to answer them. The grade is based on the quality of your participation. Quality is based on your logic and ability to incorporate course material. Please see the rubric in Canvas for additional information on scoring for discussions.

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### Exams and Quizzes:

All questions for the exams and quizzes will be extrapolated from topics in textbook reading assignments and online discussions. Reading the textbook, participating in the online class material, and participating in the discussion will improve your chances of success. Dates for all assignments are listed in the [class schedule](#) below as well as in the class schedule located on the syllabus page of Canvas. *These dates are subject to change if necessary.*

The exams and comprehensive assessment are over the specified chapters or comprehensive as indicated and will be closed book and closed notes (YES, even for online students). Although I am not there to monitor you, there is an honor code at the beginning of your exam where you are asked to take the exam independently and without resources. The exams are all timed; regular exams are 60 minutes and the quizzes are 30 minutes. Each exam will constitute 10% (or 100 points) each of the total course grade and will *not* involve multiple attempts. Each exam will be taken online as designated and are comprehensive (up to the date for each exam). Comprehensive reviews will be provided for all exams on Canvas. Reviews are not provided for the quizzes, but may indicate which areas you may need further review before the exam.

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### Make-up Work /Exams:

Only university excused absences will be accepted as sufficient reasoning for make-up work. If you have a special exception; please have this approved through me at least one week prior.

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## Grading:

Semester grades will be determined as follows:

Description	Approximate Point Values	% of Grade
Online Discussions (4 @ 25 pts.)	100 Points	10%
Class Participation	200 Points	20%
Examinations (2 @ 100 pts.)	200 Points	20%
Quizzes (8 @ 25 pts.)	200 Points	20%
Marketing Plan: <i>Development of a Marketing Plan</i> <ul style="list-style-type: none"><li>o Paper (150 pts.)</li><li>o Presentation (100 pts.)</li><li>o Video (50 pts.)</li></ul>	300 Points	30%
<b>Total</b>	<b>1000 Points</b>	<b>100%</b>

Grade Legend		
A =	90-100%	Percentage
B =	80-89%	Percentage
C =	70-79%	Percentage
D =	60-69%	Percentage
F =	Below 60%	Percentage

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## Plagiarism:

Plagiarism involves the use of quotations without quotation marks, the use of quotations without indication of the source, the use of another's idea without acknowledging the source, the submission of a paper, laboratory report, project, or class assignment (any portion of such) prepared by another person, or incorrect paraphrasing. Intentional and unintentional instances of plagiarism are considered instances of academic misconduct and are subject to disciplinary action such as failure on the assignment, failure of the course or dismissal from the university. The NMSU Library has more information and help on how to avoid plagiarism at <http://lib.nmsu.edu/plagiarism/>.

Being unfamiliar with APA or other formatting guidelines for citations and references can lead to unintentional instances of plagiarism. **This course emphasizes using citations and references in the APA format to avoid plagiarism.** Visit NMSU's Plagiarism and Best Practices to Avoid Plagiarism sites for some excellent resources on avoiding plagiarism. There is no statute of limitations for an act of plagiarism. Once committed, a student can be held accountable at any time even after the semester has ended. All students and instructors are obliged to follow the procedure for documenting the offense as described in the Student Handbook under Academic Code of Conduct.

<http://studenthandbook.nmsu.edu/student-code-of-conduct/academic-misconduct/>

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## Withdrawal

You are responsible for Dropping or Withdrawing from this course if you find it necessary to do so. The Last Day to drop this course with a "W" for the Fall 2016 semester is October 17, 2016.

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## Incomplete Grades

For an Incomplete, you must provide evidence of a documented illness or family crisis that the genuinely precludes your successful completion of the courses.

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## Important NMSU Student Resources:

Academic support services and resources, and the scope of what they entail, differ from institution to institution. For the purposes of review, academic support services and resources may include an online orientation; access to library resources; a readiness assessment or survey; testing services; tutoring; non-native language services; writing and/or math centers; tutorials or other forms of guidance on conducting research, writing papers, citing sources, using an online writing lab, and using course-specific technology; supplemental instruction programs; and teaching assistants.

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Please make sure to provide any information and documentation necessary to support you as an individual learner. If I have not provided learning instruction in the format you need, please let me know right away, I am happy to provide alternate information including transcripts, audio files, etc.

Feel free to call Diana Quintana, Coordinator of NMSU's Student Accessibility Services, located at Garcia Annex (telephone: 575-646-6840) with any questions you may have on student issues related to the Americans with Disabilities Act (ADA) and/or Section 504 of the Rehabilitation Act of 1973. All medical information will be treated confidentially. Feel free to call Gerard Nevarez, Director of Institutional Equity at (575) 646-3635 with any questions you may have about NMSU's Non-discrimination Policy and complaint of discrimination, including sexual harassment.

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#### **Additional NMSU Student Resources:**

1. <a href="#">NMSU Library</a>	2. <a href="#">Your NMSU: A Student Guide to NMSU</a>	3. <a href="#">Current Resources for NMSU Students</a>
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#### **Disabilities and Discrimination:**

Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) covers issues relating to disability and accommodations. If a student has questions or needs an accommodation in the classroom (all medical information is treated confidentially), contact: Trudy Luken Student Accessibility Services (SAS) – Corbett Center, Room 24 Phone: 646-6840 Email: [sas@nmsu.edu](mailto:sas@nmsu.edu) Website: [www.nmsu.edu/~ssd/](http://www.nmsu.edu/~ssd/) NMSU policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status. Furthermore, Title IX prohibits sex discrimination to include sexual misconduct, sexual violence, sexual harassment and retaliation. For more information on discrimination issues, Title IX or NMSU's complaint process contact:

Gerard Nevarez or Agustin Diaz Office of Institutional Equity (OIE) – O'Loughlin House Phone: 646-3635 Email: [equity@nmsu.edu](mailto:equity@nmsu.edu) Website: [www.nmsu.edu/~eeo](http://www.nmsu.edu/~eeo)

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#### **Academic and Non-Academic Misconduct:**

The Student Code of Conduct in the NMSU Student Handbook. It is up to faculty to determine what penalties to impose for misconduct; students then have the option of appealing. The Student Code of Conduct is available in the NMSU Student Handbook online: <http://studenthandbook.nmsu.edu/>. Academic misconduct is explained here:

<http://studenthandbook.nmsu.edu/student-code-of-conduct/academic-misconduct/>

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#### **Technical Support**

The ICT Customer Service Center is equipped to deal with all of your information technology (IT) and telecommunications needs at NMSU. The ICT Customer Service Center hours of operation are from 8:00 am until 5:00 pm Monday through Friday Mountain Time. Please feel free to contact them at 646-1840, online <https://help.nmsu.edu/> or via e-mail at [helpdesk@nmsu.edu](mailto:helpdesk@nmsu.edu).

You can also go to the [Student Technology Help](#) web page and [Student Resources](#) located at the [Canvas](#) web page for additional information on Canvas.

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#### **Accessibility of eLearning Tools**

- [Adobe Connect 9 Voluntary Product Accessibility Template](#)
- [Adobe Reader 11 Voluntary Product Accessibility Template](#)
- [Canvas Accessibility Statement](#)
- [FireFox Browser Statement](#)
- [Chrome and other Google Products](#)
- [Microsoft Products](#)
- [Safari Browser and other Apple Products](#)
- [Skype Accessibility](#)
- Web Accessibility Evaluation Tool <http://wave.webaim.org/>

##### **Other Accessibility Topics**

- o NMSU Student Accessibility Services <http://sas.nmsu.edu>
- o An in-depth explanation to what is accessibility <https://www.youtube.com/watch?v=dod7tF9E3GA>
- o A variety of web accessibility videos to help you with all aspects of design [https://www.youtube.com/results?search\\_query=Web+accessibility+101](https://www.youtube.com/results?search_query=Web+accessibility+101)



## CLASS SCHEDULE/FEEDBACK: COURSE TOPICS/EXAM DATES

All assignment instructions, and the resources needed to complete them, are available in the Modules section of Canvas. Discussion assignment grading will occur the week after the assignment is due. Big assignments and exams will be graded within 5-10 days of you turning in the assignment or exam if at all possible. If not, I will certainly explain the situation to you and provide you with a likely timeframe in which you will receive feedback.

Week	Dates	Material	Assignments	Topic
0		Course Intro	<b>Module 0</b> <b>Online Discussion Question 1</b>	Introduction Discussion Due
1	August 18-21	Chapter 1 Chapter 2	<b>Module 1</b> Quiz 1: Chapters 1 & 2 <b>Online Discussion Question 2</b>	Understanding Marketing Management <i>Review Appendix A: Sonic Marketing Plan</i>
2	August 21-25	Chapter 3 Chapter 4	<b>Module 2</b> Quiz 2: Chapters 3 & 4 <i>Prepare Topic 1: Sonic Marketing Plan</i>	Capturing Marketing Insights
3	August 25-September 1	Chapter 5 Chapter 6	<b>Module 3</b>	Connecting With Customers
4	September 1-8	Chapter 7 Chapter 8	<b>Module 3</b> Quiz 3: Chapters 5-8 <i>Prepare Topic 2: Sonic Marketing Plan</i>	Connecting With Customers (cont.)
5	September 8-15	Chapter 9 Chapter 10 Chapter 11	<b>Module 4</b> Quiz 4: Chapters 9-11 <i>Prepare Topic 3: Sonic Marketing Plan</i>	Building Strong Brands
6	September 22	Chapters 1-11	<b>Mid-Term Examination</b>	
7	September 22-29	Chapter 12 Chapter 13	<b>Module 5</b> <b>Online Discussion Question 3</b>	Shaping the Market Offerings
8	September 29 - October 6	Chapter 14	<b>Module 5</b> Quiz 5: Chapters 12-14 <i>Prepare Topic 4: Sonic Marketing Plan</i>	Shaping the Market Offerings (cont.)
9	October 6-13	Chapter 15 Chapter 16	<b>Module 6</b> Quiz 6: Chapters 15 & 16	Delivering Value
10	October 13-20	Chapter 17 Chapter 18	<b>Module 7</b> Quiz 7: Chapters 17-19	Communicating Value
11	October 20-27	Chapter 19	<b>Module 7</b> <i>Prepare Topic 5: Sonic Marketing Plan</i>	
12	October 27- November 3	Chapter 20 Chapter 21	<b>Module 8</b> Quiz 8: Chapters 20 & 21 <b>Online Discussion Question 4</b>	Creating Successful Long-term Growth
13	November 10	Chapters 12-21	<b>Final Examination</b>	
13	November 10	Marketing Plan Project	Work on project in class or in group collaboration	
14	November 17	Marketing Plan Project	Work on project in class or in group collaboration	
15	November 24		<b>Thanksgiving Break</b>	
16	December 1	<b>Presentations</b>	<i>Marketing Plan Project</i>	<b>All Presentations</b>
17	December 5-9	<b>Final Exams</b>		

## Syllabus Changes

Instructor reserves the right to change syllabus, course content, and instruction to meet the needs of the learners. Thus, this document is subject to change. Any changes will be clearly identified by Course Announcement, color change in document, and/or by notification at the beginning of this document.