

- **Individual papers:** Individual papers/projects may be assigned to further your understanding of key concepts.
- **Team Project:** Your participation in a team project will strengthen your skills related to working as a member of a team to achieve a goal.

Course Requirements:

Attendance Policy

All students are required to attend scheduled classes. Students who miss any class, classes, and portions of class or class events for any reason are entirely responsible for the assignments missed and for contacting the instructor.

Academic Integrity

Plagiarism, cheating and other forms of academic dishonesty are prohibited and will not be tolerated. Plagiarism refers to the material from books, notes and other sources, in the students work without due credit to the sources used; it is the presentation of materials as if the students own. Sources to be listed on a reference page include news papers, magazines, Internet websites and personal interviews. Cheating refers to securing or offering assistance during the exam, unauthorized copying of tests, assignments, reports, papers, etc. If deemed appropriate by the instructor, a grade reduction could be imposed as a minimum. This policy applies to material used for grading purposes and does not include notes taken in class sessions.

Cell Phone and Pager Policy

In most professional meetings cell phones and pagers are expected to be turned off. If for an emergency situation, you must have a cell phone or pager on, then it is expected in this class the device will be in vibration or silent mode. Should you receive an important call during class, please leave the room.

Missed Assignments

Students are responsible for submitting work to the instructor at the beginning the class session in which the assignment is due. Any assignment that is not submitted at the assigned time is considered late. The penalty for work not turned in on time will be a letter grade dropped each week that the assignment is overdue.

Americans with Disabilities Act (ADA)

If you have a documented learning, psychological, or physical activity, you may be eligible for reasonable academic accommodations or services. To request accommodations or services, contact the Director of the Resource Center as early as possible.

Assessment: Classroom Assessment Techniques (CAT)

Goals, objectives, and learning outcomes that will be assessed in the class are stated in the syllabus. The instructor will use Pre/Post Testing and

Minute papers and/or other classroom assessment techniques as deemed necessary in order to provide continuous improvement of instruction. Students are required to take part to take part in all assessment measures.

Other:

The instructor reserves the right to make changes to the syllabus and any course requirements as needed.

Week	Topics & Chapters Covered	Class Activities and Work Due
Week 1	Read Chapters 1- 4 Watch Video Class group discussions	Introduction to the course, grading, syllabus review and distribution. In-class groups formed for team marketing plan paper and presentation.
Week 2	Read Chapters 5-7	Lectures and In-class discussions 1 st article Review due Break into groups and discuss case Studies and videos. Be prepared to give oral discussion. Test chapters 1-4
Week 3	Read Chapters 8 -10	Lectures and In-class discussions Test on Chapters 5-7
Week 4	Chapter 12,13, 14	Test on Chapters 8-

		10 Lectures and In-class Discussion. Break into Groups for your Consumer behavior project.
Week 5	Group presentations and project Final Exam	Prepare for group presentation discussion. Finals on Chapters 16 and maybe a little of 13 and 14.

Grade Computation:

Tests (quizzes)	30 %
Team Project Paper and Presentation	20 %
Current Events Article(s)	20%
In Class Participation and Attendance	10 %
Final Test	20%

Total **100%**

Current Event Article Managerial Summary and Analysis

Team Paper and Individual article review

Both the current event article managerial summary and analysis and the Marketing Plan Team paper are required to link concepts to current events in the business world. The analysis may be a hard copy of an article or Internet published, but a copy of the article must be attached to your written summary.

Requirements:

2 to 3 pages analysis – current event articles
6 to 15 pages plus any supporting materials like graphs and spreadsheets – team project

Introductory paragraph with a topic sentence, three or more body paragraphs discussing the key issues, and a conclusion paragraph that summarizes the

article. Include a brief summary of the main points of the article, discuss how the article applies to the course, the concepts, and then write a summary conclusion of the article.

All direct quotes MUST be cited in the body of the paper using any professional scholarly style such as the APA (American Psychological Association) format the AMA (American Management Association) format and MLA style format and a copy of the article must be attached to the printed work.

Grade computation of the papers:

Introduction	20 pts
Application	40 pts
Conclusion	20 pts
Spelling/grammar	10 pts
Professional format	10 pts

Presentations:

You will present your Team project in the class. You will have half the class time for your presentation (roughly 25 to 35 minutes) each member must be able to participate in the oral and visual presentations. Dress in professional attire when presenting. Visualize yourself as presenting to the executive board of the company. The class must be ready to act like a managerial/executive board and be ready to discuss, question, and critique the presentation and plan.

Team Project details:

Objective: To reinforce the concepts and principles learned in the course by examining real world products or services by creating a Marketing Plan.

Groups will be formed randomly by the instructor. You are to identify a product or service your group is interested in. Your team will be no more than 3 to 4 members.

- Project Format will be discussed @ detail with by instructor