

Syllabus

Course:

MKTG 3800: Principles of Marketing, Fall 2008

Instructor:

John Stovall

Email: Email me within the WEBCT course

Phone: 229-931-2269 (I'm happy to talk to you any time I'm in my office, but PLEASE DON'T LEAVE MESSAGES HERE, but rather, on the WEBCT email system.)

“Hands Up” Discussion Board:

General Questions: All general questions about the course should be asked here. If you see another student's question, and you know the answer, please answer it. (More in Course Policy section) Examples of General Questions: When is the next exam? How do I turn in my homework? Etc... **This is VERY important because you should read all posts to keep up with this course.**

Additional Weekly Discussion Topics: You are not limited to the “official” discussion topics I give. (Explained below) Please feel free to use this forum for any other topic you feel is interesting with respect to the weekly reading assignment – or articles from the Wall Street Journal.

Anything Else: Use this discussion board to post anything that's on your mind. I really don't censure you at all in this discussion – although I might respond to some of your postings with my opinion!!! ☺ Remember though: I LOVE hearing your opinion on any topic, and if I respond, it's usually to stir up the discussion because I feel the topic is interesting. If I disagree with you, it's often because I think you've started an interesting topic. Sometimes I actually “secretly” agree with you but am playing “devils advocate” to create additional discussion.

Personal Questions/Situations:

Use the email system within WebCT. A personal question is any that you would not feel comfortable asking me in class. You can also call me at 931-2269, but I would ask you to use the WebCT email system to leave me messages. Note: This number may change this semester due to the construction of my new office, and I think, they are going to make me move out of my temporary space before summer is over.

Office Hours:

I am on campus most days, and I would be happy to have you stop by and visit. My official office hours for the fall are from 11 am to 12 pm on Mondays and Wednesdays, and on Tuesdays from 11:30 am to 12:30 pm. Just email me if you want to make an appointment with a couple of times convenient for you, and I will try and fit one of those times in my schedule. If you are driving to campus during my official office hours, it's still nice to contact me beforehand just in case I have a faculty meeting or meeting with other students.

Course Policy:

As you read this syllabus, you will discover that you must keep up with this course weekly or you will fall behind. The above goals will be attained by your participation by reading the chapters, participating in discussions, and reading current business events. **THIS IS AN ONLINE COURSE - NOT AN INDEPENDENT STUDY.** The pace of the course is determined by the schedule given to you, and it is important that you keep up. **PLEASE READ THIS SYLLABUS VERY CAREFULLY!** If you have questions, please go to the message forum and ask them so everyone can read and participate. Very often another student can answer your question in a much timelier manner than I, and often, your question also helps another student. Of course, if you have a sensitive personal question, please email me.

Weekly Modules:

Each week on Tuesday afternoon (usually at noon but sometimes as late as 6 pm), an icon shows up on your WebCT homepage for this course that's titled, "Week X Module." When you click it, you will find all of your tasks for the week. It will show up online until the quiz is completed, and the next weeks' module will appear. Usually, this tradeoff happens sometime around Tuesday at noon, but as mentioned earlier, it may be delayed if there are technical difficulties. **IF FOR SOME REASON A MODULE DOES NOT COME UP AS EXPECTED, OR SOMETHING IS MISSING IN THE MODULE, PLEASE CONTACT ME IMMEDIATELY ON HANDS UP.** Sometimes the quiz or exam or homework is not visible to the student, and I need your help to fix these mistakes. One of my problems with WEBCT is that sometimes I think something is viewable to you because it's viewable to me -- and it isn't.

There are "back doors" to the discussions, assignments, etc. (It's possible to go to them even when they have expired – or before they open. There is no problem if you cannot do this.) You are not allowed to use these since you are given a strict time limit to participate in "student discussions." You should quit writing new entries in the weekly discussions once the "quiz" is open – but feel free to read the discussion responses until the module disappears. (In other words, you should only perform tasks inside the weekly module or in hands up.)

Weekly Lectures:

I will usually begin a lecture on Wednesday after the "pre quiz" on Monday. (For example, you will have a quiz on Ch 7 on Monday, and I will lecture on Ch 7 the following Wednesday and Monday.)

Midterm and Final:

Your midterm and final will be about 50% questions I write from the lecture and 50% questions from the author similar to ones (or maybe the same) as you have on the weekly quizzes. It will be in class and closed book.

Weekly Quizzes:

Overview: Each week you will have a 10 question quiz on each chapter you have been assigned to read. You must take these quizzes from noon to 9 pm on Mondays -- they will usually begin at noon but occasionally there may be a delay for technical reasons -- and I will give an extension if a quiz is ever late. If you have technical difficulties, email me immediately, and make plans to visit campus or another reliable computer to complete the quizzes by noon on Tuesday. **YOU MUST TAKE ALL QUIZZES.** Students have often complained that their computer is slow, they couldn't connect, etc. If you have any question about the reliability of your computer, I recommend you go on campus to take the tests. Also, make sure you don't wait until the last minute to take them.

NOTE: Let me explain this again: The quizzes will be open from Monday noon to Tuesday noon. I expect you to take them Monday since technical problems do exist, and this gives you from 8 pm until Tuesday at noon to find another computer. There is no penalty for taking a quiz after 8 pm Monday as long as you complete it by noon on Tuesday.

You have 10 minutes to take a quiz, and the questions will have to be answered one at a time. (Once you answer or pass on a question, you cannot go back.) I will let you exceed 10 minutes on 1 quiz during the semester, but after that, I will deduct 1 point every 30 seconds you go over the allotted time. Each student will receive a different quiz. Over the course of a semester, they will roughly be the same level of difficulty for each student.

Weekly Articles:

Overview: Every chapter you will be required to submit a review of an article from the paper version of Wall Street Journal and must be from a current issue. (Let's say 1 week or newer.) The article should be current, have a connection to our topic of the current lecture, and it should contain your opinion rather than just a summary of the article. (There is a reason for this for requiring the "paper" version -- the "free online version is really just a pointer of other publications.) There are many places to get a free copy of the Wall Street Journal, but if you want to order your own for the semester, the cost is \$15 or so. There will be instructions in "hands up" on how to order at this special student rate.

Specific Instructions: You must include: The publication, date, page number, and title of the article. You can submit your article at any time during the lecture week but it must be turned in before the new lecture begins on Wednesdays. (You can click on the assignment if you are unsure when it is due.) An article must be turned in on time. You must copy and paste -- or type directly into -- into the space available in the assignment. (I think this will be more understandable when you see an assignment -- or task as they call it. It's just MUCH easier for me to grade when you do it this way instead of sending your actual file from your word processing program.)

These articles should be connected to each of the lectures and discussions each week. Be brief in the actual description of the article, but be thoughtful in your analysis of the article. Most will be graded either Satisfactory or Unsatisfactory. NOTE: Although I will try to grade your first article quickly to make sure you are doing it correctly, I usually grade the bulk of these articles twice a semester -- when figuring out midterm and final grades. Many times I get the question, "did you receive my article?," and I have to admit, I just ignore these requests. If WebCT says it was submitted, it was submitted.

These must be submitted in the week where lectures are available, and they can be turned in anytime before Tuesday at noon once the module begins. I would recommend turning them in on Mondays to give you a chance to find a reliable computer or come to campus if you are having difficulties

Computer Problems:

You must have a reliable computer and Internet connection to take this online course. If you do not, I would recommend taking the quizzes on campus and turning in the articles early. I CANNOT ALLOW YOU TO RETAKE QUIZZES OR TURN ASSIGNMENTS IN LATE!!! That said, I will allow you 1 computer problem per semester. (I also will not give you a "zero" if you miss an assignment or quiz. That is just too big a penalty. Although your grade will be negatively affected by "misses," please do not drop the class or do anything drastic until you have talked to me.) Note: I will give you a "zero" if you do not participate in all the weekly discussions during ANY week.

Calendar:

I try and keep the calendar as up-to-date as possible with what's due or upcoming in this class. For example, check it to see the upcoming chapters on the quizzes if you want to read ahead. Sometimes I respond to a question "check the calendar" not to be a "smart aleck," but rather, because I want you to get in the habit of using it. (Also so I don't give you the wrong date if I am hurriedly answering questions.)

Attendance:

You should not miss more than 4 classes or you will receive an automatic "F" for the course. Please talk to me if you are in trouble with this policy, though, since I realize there are cases where it is unavoidable or you have the type of emergency to make you miss more than 4. As long as you let me know either, 1) BEFORE this occurs or 2) ASAP there are extenuating circumstances, we can usually work something out – or I can get you withdrawn from the class.

Grading:

Articles: 20%

Quizzes: 20%

Midterm: 25%

Final: 25%

Attendance and Intangibles like helping other students with questions, keeping up and reading "hands up", the quality of your homework, etc: 5%

Reading Requirments:

1. Principles of Marketing, Kotler & Armstrong, 12 E, 0132390140
2. The Wall Street Journal newspaper