

Syllabus

Course:

Marketing Channels, Fall 2008

Instructor:

John Stovall, PhD

Office # 317

229-931-2269 (Please leave messages on email)

“Hands Up” Discussion Board:

Additional Weekly Discussion Topics: You are not limited to the “official” discussion topics we discuss in class. You can gain participation points either speaking in class or starting discussions online from class. (But you still have to go to class!) Also, 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.

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...

Anything Else: Use this discussion board to post anything that’s on your mind.

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 931-2090, but I would ask you to use the WebCT email system to leave me messages.

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:

This is a hybrid course where we will be taking advantage of WebCT in addition to our time in class. I would love to spend all of our class time discussing the issues, but I need your participation online as well as preparing yourself by reading the text. I have had positive input from students since I have put the assignments, quizzes, and tests online, but I encourage you to speak to me if there are any problems.

Attendance:

Attendance is mandatory for this course. Since there are only 3 in this class, I will allow students to “get together” and change class times if it is more convenient.

Goals of the Course:

This course is going to be a little broader than my typical channels class – and we are using a “business to business” textbook. You should be able to distinguish between marketing strategies used by companies who are marketing to businesses rather than direct to the consumers.

Weekly Modules:

Each week, 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 Tuesdays at noon, but as mentioned earlier, it may be delayed if there are technical difficulties.

There are “back doors” to the discussions, assignments, etc. You are not allowed to use these since you are given a strict time limit to satisfy the tasks in the weekly module. I do not accept/allow anything turned into me unless the weekly module is on your homepage. (We’ll discuss this in class as well.)

Weekly Lectures/Discussions:

In this class, we have discussions about the chapter – but don’t really cover every part of the chapter. The exams are discussion questions, and we will choose several from each week to discuss. (The ones on your exams will usually be different.) The more you participate in class, the more you will prepare yourself for the exams.

Weekly Quizzes:

Overview: Each week you will have a separate 10 question quiz on each chapter you have been assigned to read. You must take these quizzes on Monday between noon and midnight. If you have a computer problem, I will give you an automatic extension until noon on Tuesday to come on campus. **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.

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 Homework Assignments:

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 during that module week. (Let’s say 1 week or newer.) The article should be current, have a connection to our topic of the current review chapter, 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 \$30 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 during the week of the module – and the WSJ article must be one that appears in the paper during the week the article is due. (If you turn in an article before the week it is due, you will receive a “zero.”) 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.) You should type it in Word to spell/grammar check before you turn it into me.

Some students don't understand why the articles lag the chapter quizzes. (For example, Article 2 is due the same day as you take Quiz 3.) The reason for this is that I want you to find articles where you can apply your knowledge AFTER you have read the chapter. That is why you have to use a WSJ published during the module week.

The text of your assignment must clearly explain why you picked that article for that chapter. (EX: I picked this article because in Ch 4 on page 123, it said...) Be brief in the actual description of the article, but be thoughtful in your analysis of the article. If you make a C or less, I will give some explanation why. If you make a B instead of an A – it just means that others did a slightly better job. 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 Monday at noon once the module begins. (Yes, you can turn them in by Tuesday at noon if you have computer problems.) 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

Project:

We will discuss this in class.

Computer Problems:

You must have a reliable computer and Internet connection to take quizzes from home. 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.)

Grading:

Assignments: 25%

Quizzes: 25%

Weekly Participation: 25%

Project: 25%

Reading Requirements:

1. Business Marketing: Connecting Strategy, Relationships, and Learning, 3rd Ed, Dwyer & Tanner