

Course Information

Date Submitted: 3/20/2013

Current Prefix and Number: MKT - Marketing , MKT 300 - MARKETING MANAGEMENT

Other Course:

Proposed Prefix and Number: MKT 300

What type of change is being proposed?

Major Change

Major – Add Distance Learning

Should this course be a UK Core Course? No

RECEIVED

OCT 16 2013

OFFICE OF THE
SENATE COUNCIL**1. General Information**

a. Submitted by the College of: College of Business and Economics

b. Department/Division: Dept of Marketing and Supply Chain

c. Is there a change in 'ownership' of the course? No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Holly Hapke

Email: holly.hapke@uky.edu

Phone: 859-257-4920

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

f. Requested Effective Date

Semester Following Approval: Yes OR Effective Semester:

2. Designation and Description of Proposed Course

a. Current Distance Learning (DL) Status: Please Add

b. Full Title: MARKETING MANAGEMENT

Proposed Title: Marketing Management

c. Current Transcript Title: MARKETING MANAGEMENT

Proposed Transcript Title: Marketing Management

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 3

Proposed Meeting Patterns

LECTURE: 1

DISCUSSION: 2

f. Current Grading System: ABC Letter Grade Scale

Proposed Grading System: PropGradingSys

g. Current number of credit hours: 3

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: The literature and problems in the retail distribution of consumers' goods, wholesale distribution of consumers' goods, industrial goods, sales organizations, sales promotion and advertising, and price policies.

Proposed Course Description for Bulletin: The literature and problems in the retail distribution of consumers' goods, wholesale distribution of consumers' goods, industrial goods, sales organizations, sales promotion and advertising, and price policies.

2j. Current Prerequisites, if any: Prereq: ECO 202 or consent of instructor.

Proposed Prerequisites, if any: Prereq: ECO 202 or consent of instructor.

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component: No Change

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? No

If YES, explain and offer brief rationale:

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

Distance Learning Form

Instructor Name: Holly Hapke

Instructor Email: holly.hapke@uky.edu

Internet/Web-based: Yes

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations? The interaction between faculty and students occurs through asynchronous discussion boards and presentations (recorded lectures and PowerPoint presentations that take advantage of Camtasia technology). I may interact with students through synchronous (using Adobe Connect) several times throughout the semester. I can also meet with any student who wants to see me on campus. Yes, the syllabus conforms to all relevant guidelines, including the Distance Learning considerations.

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc. Readings, course goals, and assessment of student learning outcomes will be the same for distance learning students as it would be if this were a classroom-based course.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc. The course will use the password-protected Blackboard course management system and follow University policies for ensuring course integrity.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above? No.

If yes, which percentage, and which program(s)? N/A

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? Students will have access to services provided by Distance Learning Programs as well as IT.

6. How do course requirements ensure that students make appropriate use of learning resources? Some of the class assignments require the students to conduct independent research, which requires them to use library facilities and other resources, such as Business Source Complete.

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program. Not applicable

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)? Yes, the syllabus provides contact information for obtaining technical help.

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? YES

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology. N/A

10. Does the syllabus contain all the required components? YES

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name: Holly Hapke

Courses	Request Tracking
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Course Change Form

https://myuk.uky.edu/sap/bc/soap/rfc?services=

Open in full window to print or save

Generate R

Attachments:

Browse...

Upload File

ID	Attachment
Delete 1800	Receipt-3_20_2013.pdf
Delete 2439	MKT_300_syllabus_revised.docx

First 1 Last

Select saved project to retrieve...

Get New

NOTE: Start form entry by choosing the Current Prefix and Number (*denotes required fields)

	Current Prefix and Number:	MKT - Marketing MKT 300 - MARKETING MANAGEMENT	Proposed Prefix & Number:	
*	What type of change is being proposed?		<input type="checkbox"/> Major Change <input checked="" type="checkbox"/> Major - Add Distance Learning <input type="checkbox"/> Minor - change in number within the same hundred series, exception 600-799 the same "hundred series" <input type="checkbox"/> Minor - editorial change in course title or description which does not imply change in content or emphasis <input type="checkbox"/> Minor - a change in prerequisite(s) which does not imply a change in course content or emphasis, or which is made necessary by the elimination or significant alteration of the prerequisite(s) <input type="checkbox"/> Minor - a cross listing of a course as described above	
	Should this course be a UK Core Course? <input type="radio"/> Yes <input checked="" type="radio"/> No			
	If YES, check the areas that apply:			
	<input type="checkbox"/> Inquiry - Arts & Creativity		<input type="checkbox"/> Composition & Communications - II	
	<input type="checkbox"/> Inquiry - Humanities		<input type="checkbox"/> Quantitative Foundations	
	<input type="checkbox"/> Inquiry - Nat/Math/Phys Sci		<input type="checkbox"/> Statistical Inferential Reasoning	
	<input type="checkbox"/> Inquiry - Social Sciences		<input type="checkbox"/> U.S. Citizenship, Community, Diversity	
	<input type="checkbox"/> Composition & Communications - I		<input type="checkbox"/> Global Dynamics	
1.	General Information			
a.	Submitted by the College of: College of Business and Economics		Submission Date: 5/2/2013	
b.	Department/Division: Dept of Marketing and Supply Chain			
c.*	Is there a change in "ownership" of the course? <input type="radio"/> Yes <input checked="" type="radio"/> No If YES, what college/department will offer the course instead? Select...			
e.*	* Contact Person Name: Holly Hapke		Email: holly.hapke@uky.edu Phone: 859-257-4920	
	* Responsible Faculty ID (if different from Contact):		Email: Phone:	
f.*	Requested Effective Date:		<input checked="" type="checkbox"/> Semester Following Approval OR Specific Term: 2	
2.	Designation and Description of Proposed Course.			
a.	Current Distance Learning (DL) Status:		<input type="radio"/> N/A <input type="radio"/> Already approved for DL* <input checked="" type="radio"/> Please Add <input type="radio"/> Please Drop	
	*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box) that the proposed changes do not affect DL delivery.			
b.	Full Title: MARKETING MANAGEMENT		Proposed Title: * MARKETING MANAGEMENT	
c.	Current Transcript Title (if full title is more than 40 characters):		MARKETING MANAGEMENT	

c.	Proposed Transcript Title (if full title is more than 40 characters):		MARKETING MANAGEMENT		
d.	Current Cross-listing:	<input type="checkbox"/> N/A	OR	Currently ² Cross-listed with (Prefix & Number):	none
	Proposed – ADD ³ Cross-listing (Prefix & Number):				
	Proposed – REMOVE ^{3,4} Cross-listing (Prefix & Number):				
e.	Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours ⁵ for each meeting pattern type.				
Current:	Lecture	Laboratory ⁵	Recitation	Discussion	Indep. Study
	3				
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other: Please explain:		
Proposed: *	Lecture	Laboratory ⁵	Recitation	Discussion	Indep. Study
	1			2	
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other: Please explain:		
f.	Current Grading System:	ABC Letter Grade Scale			
	Proposed Grading System:*	<input checked="" type="radio"/> Letter (A, B, C, etc.) <input type="radio"/> Pass/Fail <input type="radio"/> Medicine Numeric Grade (Non-medical students will receive a letter grade) <input type="radio"/> Graduate School Grade Scale			
g.	Current number of credit hours:	3	Proposed number of credit hours:*	3	
h.*	Currently, is this course repeatable for additional credit?				<input type="radio"/> Yes <input checked="" type="radio"/> No
*	Proposed to be repeatable for additional credit?				<input type="radio"/> Yes <input checked="" type="radio"/> No
	IF YES:	Maximum number of credit hours:			
	IF YES:	Will this course allow multiple registrations during the same semester?			<input type="radio"/> Yes <input checked="" type="radio"/> No
i.	Current Course Description for Bulletin:				
	The literature and problems in the retail distribution of consumers' goods, wholesale distribution of consumers' goods, industrial goods, sales organizations, sales promotion and advertising, and price policies.				
*	Proposed Course Description for Bulletin:				
	The literature and problems in the retail distribution of consumers' goods, wholesale distribution of consumers' goods, industrial goods, sales organizations, sales promotion and advertising, and price policies.				
j.	Current Prerequisites, if any:				
	Prereq: ECO 202 or consent of instructor.				
*	Proposed Prerequisites, if any:				
	Prereq: ECO 202 or consent of instructor.				
*					
k.	Current Supplementary Teaching Component, if any:				<input type="radio"/> Community-Based Experience

	<input type="radio"/> Service Learning <input type="radio"/> Both
Proposed Supplementary Teaching Component:	<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both <input checked="" type="radio"/> No Change
3. Currently, is this course taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
* Proposed to be taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, enter the off campus address:	
4.* Are significant changes in content/student learning outcomes of the course being proposed?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, explain and offer brief rationale:	
5. Course Relationship to Program(s).	
a.* Are there other depts and/or pgms that could be affected by the proposed change?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, identify the depts. and/or pgms:	
b.* Will modifying this course result in a new requirement ² for ANY program?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES ² , list the program(s) here:	
6. Information to be Placed on Syllabus.	
a. <input type="checkbox"/>	Check box if changed to 400G or 500. If changed to 400G- or 500-level course you must send in a syllabus and you must include the differences between undergraduate and graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different grading criteria in the course for graduate students. (See SR :

Distance Learning Form

This form must accompany every submission of a new/change course form that requests distance learning delivery. This form may be required when changing a course already approved for delivery. All fields are required!

Introduction/Definition: For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, *distance learning* is defined as formal educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instructors are not in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, computer technologies.

A number of specific requirements are listed for DL courses. **The department proposing the change in delivery method is responsible for ensuring that the requirements below are satisfied at the individual course level.** It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equivalent experience for students utilizing DL (available at <http://www.uky.edu/USC/New/forms.htm>).

Course Number and Prefix: MKT 300	Date: 5/2/2013
Instructor Name: Holly Hapke	Instructor Email: holly.hapke@uky.edu

Check the method below that best reflects how the majority of the course content will be delivered.

Internet/Web-based Interactive Video Hybrid

Curriculum and Instruction

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

The interaction between faculty and students occurs through asynchronous discussion boards and presentations (recorded lectures and PowerPoint presentations that take advantage of Camtasia technology). I may interact

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goal assessment of student learning outcomes, etc.

Readings, course goals, and assessment of student learning outcomes will be the same for distance learning students as it would be if this were a classroom-based course; as well as a traditional schedule of exams and

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

The course will use the password-protected Blackboard course management system and follow University policies for ensuring course integrity. The three exams will use proctors on campus to ensure integrity.

4. Will offering this course via DL result in at least 25% or at least 50%* (based on total credit hours required for completion) of a degree program being offered via any of DL, as defined above?

No.

Which percentage, and which program(s)?

N/A

*As a general rule, if approval of a course for DL delivery results in 50% or more of a program being delivered through DL, the effective date of the course's DL delivery be six months from the date of approval.

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? Students will have access to services provided by Distance Learning Programs as well as IT.

Library and Learning Resources

6. How do course requirements ensure that students make appropriate use of learning resources?

Some of the class assignments require the students to conduct independent research, which requires them to use library facilities and other resources, such as Business Source Complete.

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

Not applicable

Student Services

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)? Yes, the syllabus provides contact information for obtaining technical help.

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATG)?

Yes

No

If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

N/A

10. Does the syllabus contain all the required components, below? Yes

- Instructor's *virtual* office hours, if any.
- The technological requirements for the course.
- Contact information for Distance Learning programs (<http://www.uky.edu/DistanceLearning>) and Information Technology Customer Service Center (<http://www.uky.edu/UKIT/Help/>; 859-218-HELP).
- Procedure for resolving technical complaints.
- Preferred method for reaching instructor, e.g. email, phone, text message.
- Maximum timeframe for responding to student communications.
- Language pertaining academic accommodations:
 - "If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Resource Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or jkarnes@email.uky.edu."
- Specific dates of face-to-face or synchronous class meetings, if any.
- Information on Distance Learning Library Services (<http://www.uky.edu/Libraries/DLIS>)
 - Carla Cantagallo, DL Librarian
 - Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)
 - Email: dllservices@email.uky.edu
 - DL Interlibrary Loan Service: http://www.uky.edu/Libraries/libpage.php?lwe9_id=253&lib_id=16

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

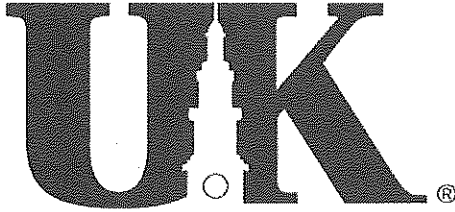
Instructor Name: Holly Hapke

Abbreviations: DLP = Distance Learning Programs ATG = Academic Technology Group Customer Service Center = 859-218-HELP (<http://www.uky.edu/UKIT/Help/>)

Revised 8/08

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- ^[1] See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "1" form will be sent to appropriate academic Council for normal processing and contact person is informed.
- ^[2] Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.
- ^[3] Signature of the chair of the cross-listing department is required on the Signature Routing Log.
- ^[4] Removing a cross-listing does not drop the other course – it merely unlinks the two courses.
- ^[5] Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)
- ^[6] You must *also* submit the Distance Learning Form in order for the course to be considered for DL delivery.
- ^[7] In order to change a program, a program change form must also be submitted.

Submit as New Proposal Save Current Changes



Course Syllabus

MKT 300 Marketing Management
ONLINE Section
Semester: FALL 2013

Instructor: J. Holly Hapke
Office Number: 455AA
Building: Gatton College of Business & Economics
Phone: 859-257-4920
Email: holly.hapke@uky.edu *preferred method (I will likely respond in a few hours)!

Before you email the instructor, please check the Discussion Board in Blackboard. If you MUST email, please be sure to put “MKT 300 Online” in the subject line.

Course Information:

Section No.	Day/Days	Time	Building
300-401	N/A	N/A	Memorial Hall for Exams

Office Hours: Tuesday & Thursday 8:00 am – 9:00 am and 11:00 am – 12:00 pm

COURSE DESCRIPTION:

The literature and problems in the retail distribution of consumers’ goods, wholesale distribution of consumers’ goods, industrial goods, sales organizations, sales promotion and advertising, and price policies.

Marketing Management is a managerial approach to the study of concepts, activities, and decisions that relate to the facilitation of exchanges between buyers and sellers. The general objective is to describe the environment for marketing and present marketing decision variables in a managerial framework. Decisions relating to product, price, promotion, and distribution channels are linked to an understanding of the marketing environments. Marketing environment variables include the economy, legal and political framework, competition, technology, buyer behavior, and the sociocultural aspect of marketing.

PREREQUISITE: ECO 202 or consent of instructor.

STUDENT LEARNING OUTCOMES:

By the end of the course, you should be able to:

1. Describe the steps involved in making decisions about the marketing mix.
2. Associate the product, price, promotion, and distribution channels to the marketing environment.
3. Solve issues that a marketing manager would face in today’s global environment.
4. Explain the principles of marketing which fit within a broader overall business strategy.

COURSE OBJECTIVES:

1. To demonstrate the knowledge and skills to identify, analyze, and solve marketing-related problems.
2. To provide the student with a usable, managerial marketing principles in an attempt to make better consumers and better marketers.
3. To familiarize the student with the terminology, concepts and theories of marketing principles as well as how they relate to consumers, managers, and the other functional areas of an organization.
4. To assist the student in developing and correctly applying techniques to marketing-related problems.

REQUIRED TECHNOLOGY:

In order to have a successful educational experience in distance learning courses, there are minimum technology requirements that should be met. These requirements are crucial to ensuring all systems used by distance learning courses will function properly.

Minimum Requirements:

- | | |
|---------------------|---|
| Hardware | <ul style="list-style-type: none">• 1 GB RAM• Headset with a microphone• Webcam (<i>Recommended</i>) |
| Software | <ul style="list-style-type: none">• The latest version of Java• The latest version of Adobe Flash• The latest version of Adobe Acrobat Reader• Microsoft Office (Available free to students through http://download.uky.edu) |
| Internet Connection | <ul style="list-style-type: none">• 1 MBPS Broadband Connection |

If you have any questions or need assistance, the UKIT Service Desk is available for all supported student technology needs. Information for how to contact the Service Desk can be found below.

UKIT Service Desk Contact

<http://www.uky.edu/ukit/Help/>

Phone: 859-218-HELP(4357)

Toll-Free: 1-877-481-UKIT(8548)

Email: helpdesk@uky.edu

Blackboard

Blackboard is the learning management system (LMS) at the University of Kentucky used to share content, organize course materials, post readings, facilitate discussions, and submit tests and assignments. Since many online classes are conducted primarily through Blackboard, it is important that you are able to access it and use all of its features. If you have any questions or problems with Blackboard, please contact the [UKIT Service Desk](#). The log-in page for Blackboard is: <http://elearning.uky.edu>

You log-in with your Link Blue ID and password. Link Blue accounts are automatically created when you are accepted as a student. Courses will appear automatically in your Blackboard account when the instructor makes them available.

The UK [Blackboard Student Information Guide](#) is available as part of the Academic Technology Training Library. This resource includes four main sections: getting access to Blackboard, navigation, frequently used tools, and common problems.

Another great resource is the Blackboard On Demand Learning Center for students. This resource is a collection of videos that illustrate tasks that students may be asked to accomplish in Blackboard, such as creating a discussion board thread or taking a test.

Information on Distance Learning Library Services <http://libraries.uky.edu/dlls>

Carla Cantagallo, DL Librarian (859) 257-0500, ext. 2171

Email: dllservice@email.uky.edu

DL Interlibrary Loan Service: http://libraries.uky.edu/page.php?lweb_id=253

REQUIRED TEXT/MATERIALS:

1. Marketing 2014 Edition, by William M. Pride and O.C. Ferrell, 17th edition, Cengage Learning, 2013. (ISBN 13:978-1-133-93925-2)
2. Course packet designed for MKT 300 at the University of Kentucky is posted on Blackboard.

ASSESSMENT:

CONCEPT QUIZZES: On Blackboard, you will find a short (5 questions) quiz for EACH assigned chapter. The due date for these quizzes is listed on the course schedule. Each quiz will only be available until the due date/time indicated in the course schedule. The quiz can no longer be taken or viewed after that point! The questions you will answer on your chapter quizzes are randomly selected and will not be the same as your classmates' questions. You will have 10 minutes to take the quiz for each chapter. Be sure to watch your time because once the 10 minute mark is reached, you can no longer submit your quiz. Save your answers as you go! Your top 15 quiz grades will constitute 75 points out of the total course points of 400. This means that you will drop your lowest 6 quizzes. If you do not take a particular chapter quiz, either because you forgot or for any other valid or invalid reason, that zero score will be DROPPED. Of course, if you miss and/or do poorly on multiple quizzes, it will be detrimental to your course grade.

ASSIGNMENTS: The purpose of these "application exercises" is to give you an opportunity to apply concepts learned during the semester. There are 7 assignments you will complete. Each assignment will be one of several different types of activities (e.g watching video, answering questions, analyzing a mini-case, or answering course material questions.) To prepare your answers, open the original assignment document in Word, and type your responses directly on the assignment sheet below the relevant question, save the file, and then upload it to the appropriate link. Please put your name as part of the filename for the document.

I will count your top 5 assignment scores out of the 7 total assignments. Therefore, you can miss two assignments without significant penalty, depending on how well you do on the other assignments. I will just drop your lowest score, whether the score is a zero, or a grade on a completed assignment. Each assignment is worth a maximum of 5 points. No late assignments will be accepted. I apply this policy consistently so that everyone is working on the same set of rules. If you wait until 10 minutes before the deadline and have trouble submitting the assignment, that is the risk you take for not leaving yourself any margin for error. Please do NOT ask for extensions, as I will simply refer you to this paragraph in the syllabus.

EXAMS: Students will be required to take three exams **in person** at the time and date stated on the course schedule. Exams are controlled and must be completed by the end of the class period. The format for exams will be multiple choice. The information is taken from the text and lecture materials. The exams will be given in Memorial Hall on the dates noted on this syllabus. During the examinations you will sit in an assigned seat based on your last name.

You WILL BE required to produce a picture ID before, during or upon turning in your examination. Failure to return both the exam booklet and the op scan sheet after you finish the exam WILL result in a failing grade for the course.

If you come more than 20 minutes late for an exam or if anyone has already left the room, whichever is earlier, you cannot take the exam.

MAKE UP EXAMS OPPORTUNITIES:

If you must miss an exam for a valid reason (e.g., illness, family illness or death, etc., for which I reserve the right to ask for written documentation), and you inform me on or before the day of the exam (if at all possible), I will give you the missed exam during DEAD week.

Excused Absences and Verification

Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit “reasonable cause for nonattendance” by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

GRADING SYSTEM:

Grades will be based on a total of 400 points. Weights for evaluation are as follow:

Exams [3 @ 100 points each]	300
Concept Quizzes [highest 15 @ 5 points each]	75
Assignments [highest 5 @ 5 points each]	25
Total	400

GRADING SCALE: Letter grades will be assigned based on the total points earned using the following criteria:

A	89.5-100	358-400
B	80-89	318-357
C	70-79	278-317
D	60-69	238-277
E	0-59	237 or less

Mid-term Grade: Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>)

CONDUCT:

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must

put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

Academic Accommodations:

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities. We can then collaborate on the best solution.

TENTATIVE COURSE SCHEDULE:

Please note that this is only a tentative schedule. Any and all changes will be announced in class and you are responsible for finding out about and noting the changes, even if you miss class on the day the change was announced. In the event of any class cancellation due to university closing, or due to instructor illness, the assigned reading and any and all exams or in-class assignments for that day will be delayed to the next class period.

Module	Topic	Quiz#	Chapters	Due
1	An Overview of Marketing	Q1	Ch 1 15-29	8/28
2	Strategic Planning	Q2	Ch 2 30-51	8/30
3	The Marketing Environment	Q3	Ch 3 64-85	9/4
	Social Responsibility & Ethics	Q4	Ch 4 94-116	9/6
4	Marketing Research	Q5	Ch 5 128-148	9/11
	Market Segmentation & Target Markets	Q6	Ch 6 158-181	9/13
5	Consumer Decision Making	Q7	Ch 7 192-214	9/18
	Business to Business Marketing	Q8	Ch 8 224-239	9/20
Exam 1 (Chapter 1 – Chapter 8)				9/25
6	Global Markets	Q9	Ch 9 248-273	10/2
7	E Marketing	Q10	Ch 10 282-307	10/4
8	Product Concepts	Q11	Ch 11 320-338	10/9
	Managing Products	Q12	Ch 12 345-360	10/11
9	Services and Nonprofits	Q13	Ch 13 370-389	10/16
	Branding and Packaging	Q14	Ch 14 398-416	10/18
10	Pricing	Q15	Ch 20 600-620	10/23
	Setting Prices	Q16	Ch 21 628-645	10/25
Exam 2 (Chapter 9 – 14 & 20-21)				10/30
11	Marketing Channels & Supply Chain	Q17	Ch 15 429-458	11/6
	Retailing	Q18	Ch 16 468-493	11/8
12	Integrated Marketing Communication	Q19	Ch 17 506-528	11/13
	Advertising and Public Relations	Q20	Ch 18 536-560	11/15
	Personal Selling and Sales Promotion	Q21	Ch 19 564-587	11/20
Exam 3 (Chapter 15 – Chapter 19)				11/29