



MKTG 610 – Marketing Strategies - SYLLABUS II
Class Content, Faculty Policies, Course Overview

Welcome

Welcome to Marketing Strategies. Please review all of the Syllabus 1 information, along with the course-specific information found here in Syllabus II.

Required Text / Case Studies

Principles of Marketing: <https://open.lib.umn.edu/principlesmarketing/>

Textbook and Technology Policy

It is your responsibility to prepare for class. This includes having all required course materials and texts at the start of class as well as reliable access to required technology tools and the internet for the duration of the course. The textbook for this course is purchased online.

Additionally, work must be submitted on time and as directed in the course instructions using Microsoft Office software version 2000 or higher. Work submitted in other formats such as Word Perfect or Open Office will not be accepted.

Reservation Statement: Your Instructor reserves the right to make adjustments to this syllabus as needed. If adjustments are made, communication will come via course announcement and email.

Class Communications

Classroom Public Questions / Help Desk: Please use the "Help Desk" for class related questions that are not personal. Chances are, if you have a question about an assignment or course requirement, there are others in the class with the same question.

Private / Personal Questions: If you have a private question, please send me an email. I will respond within 24 hours on weekdays and 48 hours on weekends. Any grade related questions or personal issues/situations should be communicated via email.

Course Emergencies: If an emergency arises, please email me or call me. The time and date of your email will be taken into consideration regarding any issues that arise (should your emergency fall during off hours, please email). Please remember that poor planning does not constitute an emergency. Assignment questions should be asked/addressed prior to the due date, leaving ample time for answers.

Professionalism & Respect: Students are expected to assist in maintaining a classroom environment that is conducive to learning. Therefore, free discussion, inquiry, opinions and expression are all encouraged. Just as with a course that meets face-to-face, respect for other learners and faculty is required. Behavior that interferes with the instructor's ability to conduct the class or the ability of students to benefit from that instruction is not acceptable. Unprofessional communication can be grounds for removal from a course.

Grades and Grading Policies

No extra credit or "make-up" work is offered in this class.

The University grading scale can be reviewed in the Syllabus I document.

Grades and feedback will post within one week of their due date. Your weekly assignment grades and feedback will post within the Blackboard Grade Book. To access feedback, double click on your weekly assignment grade and the page containing your original assignment and feedback comments will appear in the Grade Book. You can expect discussion board grades to post by the close of Day 3 of the following week and assignment grades to post by the close of Day 5 of the following week. All grades will post no later than Day 7 of the following week.

Early submission of assignments for instructor review and feedback will not be accepted. In fairness, I will gladly answer any/all assignment questions, however, I will not review work and provide assignment feedback prior to submission.

Late Assignment Policy

Written Papers / Case Studies: Work is due by 11:59 PM (Eastern Time) on the due date assigned. If your assignment is not posted by 11:59 PM Eastern Time, it will receive a 10% reduction, regardless of the reason it is late. This includes internet connection problems, technical glitches and work/life situations. Be on time, allow extra time for problems, but accept the penalty if you miss it -- this is the real world.

Each additional 24-hour period that an assignment is late, it accumulates a further 10% penalty. NO CREDIT will be given for assignments turned in more than one week late. It is your responsibility to notify your instructor if you turn in an assignment late.

Quizzes: While eligible for the same late policy as written papers and case studies, it is your responsibility to notify your instructor if you complete a quiz past the due date. The grade will not automatically calculate until an override is provided. Failure to notify your instructor results in lost points.

Discussion Board / Blogs / Articles Participation: The late policy does NOT apply to course assignments that cultivate course discussion (discussion board, blogs, articles, Twitter-type, etc.). Discussion board type assignments are only eligible for submission during their assigned week. Therefore, if an answer-type assignment is due on Day 3, the 10% per day late policy will apply for each day it is late until Day 7 of that week. Late Forum/discussion board postings or participation will not be accepted past the last day of their assigned week.

Final Project / Exam / Presentation: The late policy does NOT apply to the Final Exam/Project/Presentation. No late final exams/papers/presentations will be accepted. Please keep this in mind and plan ahead.

Inbound Marketing Certificate: For details regarding the late policy for the Inbound Marketing Certificate & Analysis, see assignment rubric.

IMPORTANT NOTE: Because final grades need to be calculated and posted, no assignments will be accepted past 11:59 PM Eastern Time on the last day of class.

University Policy for Deadline Extension

It is the student's responsibility to complete all course assignments on time in accordance with the Course Calendar and Late Assignment Policies outlined in Syllabus II. If there is an emergency, you must contact your instructor immediately. No extension will be granted for Forum/Discussion Board participation or for the final assignment/exam.

Formatting Assignments

The standard for Davenport University is APA formatting for ALL written papers. This means for all written assignments (excluding discussion board and/or where specifically outlined otherwise) please use all APA formatting requirements; including but not limited to cover page, 1" margins, 12-point font, header on each page, page numbers, subheadings for each section, and double-spacing.

Academic Honesty

Please review the Academic Integrity section of Syllabus I and the additional information below:

1. All written assignments will be checked using SafeAssign Originality Reports.
2. Using work previously submitted for another course ("self-plagiarism") is not permitted. All work for each course is expected to be unique and original.
3. Proper APA format is required for this course which calls for both **in-text citations** and a **reference page** at the end of each document.
4. All incidents of plagiarism - whether intentional or unintentional - will be reported to the university through the use of a student incident report. Plagiarism violations may result in a failing grade for the assignments or class.

Academic Discussion Policy

In this course, we will use the Forum Discussion Boards and Blogs to help share ideas and deepen understanding of the course material. Each week, you are required to post your answers and responses as outlined in the Weekly Materials assignments.

Be Timely: As outlined on the course calendar, your responses/assignments should be posted early in the week to allow peers time to review and think about your ideas. You are expected to engage in the discussion and post your research and thoughts to others as early in the week as possible.

Analysis, Argument and Insight: Your posts must go beyond summarizing, to explain what you think and why. Demonstrate critical thinking, analyze the subject, provide your own arguments and insight and help move the discussion forward with your own ideas and experiences.

Details & Research: As you prepare your answers and responses, be specific, research the subject beyond the textbook, provide quotes, real-world examples, references, and help build the discussion by offering up new ideas. Generalizations and unsubstantiated opinions are not helpful – they are simply opinions without proof or rationale. Fully explain your views, and provide credibility to your postings by providing research and concrete examples.

Organization and Mechanics: Do you have a clear main point? Is your post easy to follow? Your posts should be mini-essays; demonstrations of your abilities to synthesize information from several sources using standard conventions. Proper grammar and citation of your research is required (remember, in-text citation and citing your source at the end of your post in APA format). Before you click the "Submit" button, proofread your post one last time.

Assignment Plans

Assignment	Points
Discussion Board Answers/Responses (2@40)	80
Article Analysis (2@45)	90
Situation Analysis Video Assignment	100
Financial Infographic Assignment	100
Inbound Marketing Certificate & Analysis	125
Instagram Discussion Board	20
Social Media Analysis Assignment	125
Social Media Team Discussion Board	45
Strategic Marketing Project(Team) Team Contract (25) Team Business Selection (0) Team Plan Part 1 (110) Team Plan Part 2 (110) Team Plan Presentation (50) Team Evaluation - Completed Individually (20)	315
TOTAL POINTS AVAILABLE	1,000

MKTG 610 Reading & Assignment Schedule

Week	Reading	Assignments	Due Date	Points
1	Syllabus I Syllabus II Chapter 1 Chapter 2	Article Answer / Response Situation Analysis Video	Week 1, Day 3 & 7 Week 1, Day 7	45 100
2	Chapter 3 Chapter 5 Chapter 15 Financial Ratios link Infographics link	Disc Answer / Responses Financial Infographic	Week 2, Day 3 & 7 Week 2, Day 7	40 100
3	Chapter 7 Chapter 11	Disc Answer / Responses Inbound Cert & Analysis Team Contract Business Selection Email	Week 3, Day 3 & 7 Week 3, Day 7 Week 3, Day 7 Week 3, Day 7	40 125 25 0
4	Chapter 12 Chapter 13	Social Media Assignment Article Answer / Response	Week 4, Day 7 Week 4, Day 3 & 7	125 45
5	Chapter 8 Chapter 9	Soc Media Team Disc Answer / Response / Selection Team Project Part 1	Week 5, Day 3 & 7 Week 5, Day 7	45 110
6	Chapter 14 Chapter 16	Instagram Disc Answer/Response Team Project Part 2	Week 6, Day 3 & 7 Week 6, Day 7	20 110
7		Team Presentation Team Evaluation	Week 7, Last Day Week 7, Last Day	50 20
Total Points:				1,000