Overview
Marketing Management is designed to acquaint students with the strategic activities and functions related to Marketing.

Course objectives are to:
1) Provide a comprehensive overview of marketing theories and concepts.
2) Learn to analyze and develop strategic marketing-oriented solutions to marketing problems and situations.
3) Acquaint the students to the broad range of issues that impact the decisions of marketing managers.

This course is taught online. While Wi-Fi is obviously more convenient than wired Ethernet cables, ethernet offers advantages — faster speeds, lower latency, and no wireless interference problems.

You MUST have access to an ethernet connection. If Wi-Fi fails during an exam, the time could expire before you can complete the exam. Webcampus does NOT give me the option to re-open your exam.

Goals
Expected learning outcomes are your ability to
- Understand the Marketing Concept
- Assess and solve Marketing problems
- Analyze Marketing activities

Required Textbook
Marketing, An Introduction 12e
Armstrong and Kotler (electronic version available)
Course ID: naylor15287

Access my MyMarketingLabs via Webcampus (directions below)
Skills Requirements

Computer Literacy
You need to have a basic knowledge of computer and Internet skills in order to be successful in an online course. Here are some of the highlights:

- Knowledge of terminology, such as browser, IMHO, application, etc.
- Understanding of basic computer hardware and software; ability to perform computer operations, such as:
  - Managing files and folders: save, name, copy, move, backup, rename, delete, check properties
  - Software installation, security and virus protection
  - Using software applications, such as Word, PowerPoint, Excel, email clients
  - Knowledge of copying and pasting, spell-checking, saving files in different formats
  - Sending and downloading attachments
- Internet skills (connecting, accessing, using browsers) and ability to perform online research using various search engines and library databases. Ability to use online communication tools, such as email (create, send, receive, reply, print, send/receive attachments), discussion boards (read, search, post, reply, follow threads), chats, and messengers.

Strong reading and writing skills
You need to have strong reading skills and be able to communicate effectively through writing. Most of the material in the online environment will come from your textbooks and written lectures, therefore strong reading and critical thinking skills are very important for success in an online course.

Self-motivated and independent learner
While online courses can offer more flexibility in scheduling, they require more self-discipline and independence than on-campus courses. Some students can find this uncomfortable and not suitable for their learning style. They may miss face-to-face interaction with an instructor and peers, which helps to keep them on track. In the online environment, you have to be able to start and to work on tasks on your own, without someone keeping you focused, and you have to be self-disciplined in order to follow the class schedule and meet deadlines.

Time commitment
Online classes take as much time as regular on-campus classes. You need to set aside sufficient time for study. Plan to spend at least as much time working on the assignments and studying as you would with a traditional course. Note that some students report spending even more time for online classes than for traditional ones.

Time management: log-in frequently and develop study schedules

Quizzes (16)
5%
Exams (5)
62.5%
Total
100%

Homework
Homework consists of chapter warmups, videos, simulations and the writing assignments. After watching the video, you will be quizzed on the content. Videos are provided for each chapter. There is a 5-question quiz after the video.

Simulations are excellent tools to assess how well you can apply the concepts you are learning. You get some feedback as you make decisions. At the end of the simulation you get a score based on your choices. Chapter 1 - 15 have simulations.

There are three writing assignments. They relate to Chapters 5, 7 and 10. MyMarketinglab will assign a score. This is NOT the final score you will receive. I will read and grade your assignments.

Quizzes
Each chapter has a Warm-up quiz (part of homework) and a follow-up quiz.

Study Plan
The study plan is an adaptive learning engine that tailors learning material to meet your needs. It monitors your performances on homework and quizzes to continuously make recommendations based on that performance.

Exams
Exams will be available from Thursday at 3:00 PM to Friday at
Even though you may not have to "be" in class on some specific day and time, you still have to follow the course schedule. Remember that online classes are not independent study courses; you are still required to "show up" and participate actively. Never wait until the last minute to complete your assignments. You may have a technical problem or run out of time which will cause frustration. One of the major reasons for failing online classes is procrastination, since it is very easy to fall behind in the online environment. Make sure to set aside specific time on a regular basis to participate in your course. Schedule specific times to log in and to study.

**Active learner**

Online students must be active learners, self-starters who are not shy or afraid to ask questions when they do not understand. Remember that you, not the instructor, must be in control of your learning process. Since your instructor cannot see you, you need to "speak up" right away if you have problems and be as explicit as possible; otherwise there is no way others will know that something is wrong. Remember that your instructor is not the only source of information. Most of the time you will be able to post your question in the discussion forum and your classmates will help you as well.

### Accessing Homework, Quizzes & Study Plan

1) login to Webcampus
2) Go to Let’s Get started Tab (on left)
3) Go to MyMarketingLab Course Home (see next screenshot)

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<thead>
<tr>
<th>Grading</th>
<th>A</th>
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<th>B+</th>
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<th>C+</th>
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Exam questions come from the chapters, videos and simulations.

2:59 PM. Each exam consists of 50 multiple choice questions. You will have 50 minutes to complete the 50 questions. This is enough time to answer the questions if you know the material. You will not have time to look up every answer.

### Accessing/Taking Exams:

Exams will appear on the Let’s get started page when they become available. Thursdays at 3:00 PM. You must complete the Exam in one sitting. YOU cannot go back later.

Webcampus does not give the option to re-open exams after 50 minutes. Once your time has expired, you cannot go back to complete the exam. Your score will be based on the questions you completed within the 50 minute allotted time. Be sure to use an ETHERNET connection. WI-FI is not as reliable.
The score will appear in My grades after the exam closes.
UNIVERSITY POLICIES:

**Academic Misconduct** – Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV’s function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the Student Academic Misconduct Policy (approved December 9, 2005) located at: http://studentconduct.unlv.edu/misconduct/policy.html.

**Copyright** – The University requires all members of the University Community to familiarize themselves and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws.** The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: http://www.unlv.edu/provost/copyright.

**Disability Resource Center (DRC)** – The UNLV Disability Resource Center (SSC-A 143, http://drc.unlv.edu, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to me during office hours so that we may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach me before or after class to discuss your accommodation needs.

**Religious Holidays Policy** – Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor no later than the end of the first two weeks of classes(regular semester), of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. This policy shall not apply in the event that administering the test or examination at an alternate time would impose an undue hardship on the instructor or the university that could not have reasonably been avoided. For additional information, please visit: http://catalog.unlv.edu/content.php?catoid=6&navoid=531.

**Incomplete Grades** - The grade of I – Incomplete – can be granted when a student has satisfactorily completed all course work up to the withdrawal date of that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. A student who receives an I is responsible for making up whatever work was lacking at the end of the semester. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

**Tutoring** – The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling (702) 895-3177 or visiting the tutoring web site at: http://academicsuccess.unlv.edu/tutoring/.

**UNLV Writing Center** – One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: http://writingcenter.unlv.edu/Rebelmail – By policy, faculty and staff should e-mail students’ Rebelmail accounts only. Rebelmail is UNLV’s official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students’ e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu.

**Final Examinations** – The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: http://www.unlv.edu/registrar/calendars.