

MRKT 4312 795.Summer 2020

June 29 to August 13, 2020



<https://www.utpb.edu/calendar/iframe/academic-calendar.pdf>

Syllabus

Basic Information

Instructor Name: Anshu Saran

OFFICE: MB 2230

OFFICE PHONE: 432 227 0545

E-MAIL: saran_a@utpb.edu

OFFICE HOURS: by appointment

This course is a Web Course and is conducted within Canvas <http://utpb.instructure.com>

Academic Calendar: <https://www.utpb.edu/calendar/iframe/academic-calendar.pdf>

NOTES:

The due dates and times for the activities will adhere to the Central Time Zone. This syllabus may be replaced by another version, with some changes when the semester starts.

Please make sure you do a deadline analysis on the class schedule

Course Catalog Description: The course discusses government and businesses across borders and the dynamics between countries/regions, including international monetary systems, regional integration, trade, law and foreign direct investment. This course is macro in nature and focuses on international and its overriding theories, and how to apply them in management decisions.

Overview/Purpose of the Course:

1. The course will focus on development and implementation aspects of strategy.
2. The main purpose of to help elevate the level of student's ability to think as a strategy manager in marketing and business.
3. The course also focuses on the process of strategy, apart from development.

Measurable Learning Outcomes:

1. Identify basic vocabulary of marketing strategy using the text and exams.
2. Evaluate situations in which marketing strategy managers might need through participation in the Discussion Boards.
3. Assess aspects of marketing strategy, inherent in, and guiding decisions, through the course project.

4. Defend a competitive position as a marketer in a globalizing business environment.
5. Analyze marketing and strategy situations, with participation in the discussions.

Technical Skills Required: MS Office or compatible program, and email.

By the end of this course, students will be able to:

1. Analyze strategic issues facing businesses.
2. Comprehend the strategic aspects of business in a globalizing business environment.
3. Work out marketing, and Strategic aspects of businesses.

Prerequisites:

MRKT 3300 (http://catalog.utpb.edu/preview_course_nopop.php?catoid=1&coid=1284) or equivalent

Time Management

We suggest that you spend at least 5 hours per week reading the lessons and materials, in addition to the time for test taking and other activities required, e.g. class project and discussions.

Required Materials

The list of articles for the course will be provided at the start of the semester.

- All exams are open book/articles and open notes. However, if you have an online booklet, you cannot use two computers or tablets or a mix of the two, when taking the exam. Please keep the option of printing the lectures / book chapters so that you can use them for open book exams.
- All students need is just the articles, and no other supplemental software etc.
- Lessons available to you for the course, cannot be shared or posted without the permission of the instructor, as it is copyrighted. Violators will be prosecuted as per laws.

Lessons:

Module 1	
1.	Elements of value http://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=3&sid=0c25f720-ba27-40aa-85d8-d983ccdec8be%40sessionmgr4008
2.	In the Ecosystem Economy, What's your strategy http://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=8&sid=0c25f720-ba27-40aa-85d8-d983ccdec8be%40sessionmgr4008
3.	Put purpose at the Core of Your Strategy http://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=9&sid=0c25f720-

	ba27-40aa-85d8-d983ccdec8be%40sessionmgr4008
Module 2	
4.	Finding the Platform in your product http://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=11&sid=0c25f720-ba27-40aa-85d8-d983ccdec8be%40sessionmgr4008
5.	Five Forces Analysis http://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=13&sid=0c25f720-ba27-40aa-85d8-d983ccdec8be%40sessionmgr4008
6.	Putting products into http://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=15&sid=0c25f720-ba27-40aa-85d8-d983ccdec8be%40sessionmgr4008 Services
Module 3	
7.	You Need an Innovation Strategy http://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=17&sid=0c25f720-ba27-40aa-85d8-d983ccdec8be%40sessionmgr4008
8.	Are you Undervaluing Your Customers http://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=19&sid=0c25f720-ba27-40aa-85d8-d983ccdec8be%40sessionmgr4008
9.	What Strategy Execution Unravels http://web.a.ebscohost.com/ehost/pdfviewer/pdfviewer?vid=21&sid=0c25f720-ba27-40aa-85d8-d983ccdec8be%40sessionmgr4008

Other materials: Computer with Windows , MS office, high speed internet and Webcam for exams.

Important Academic Dates: <https://bit.ly/2AheiIa>

UTPB Distance Education Policy: <https://bit.ly/2NBw5iu>

Course Overview

Readings:	9	
Exams/Quizzes:	4	<i>Please be mindful of the computer hardware/software as some will not take the respondus lockdown which is compulsory for all exams. E.g. chrome book will not work with respondus.</i>
Discussion Boards:	2	
Strategic Marketing / Business Plan project	1	Guidelines will be provided.

UTPB Academic Calendar: <https://www.utpb.edu/calendar/academic-calendar.pdf>

Completing all components of the course is a necessary, but no sufficient condition to pass the class.

Sample Syllabus

Grading

Course Activity	Points	% of Total	Schedule	
			Due date (2020)	Time allowed
Marketing business strategy plan	240	24	<i>The project is due on 7/31/2020</i>	
Exam 1; Lesson 1-3; 60 questions; 105 minutes	180	18	Open from 6/29/20 to 8/13/20	105 mins; one attempt only
Exam 2; Lessons 4-6; 60 questions; 105 minutes	180	18	Open from 6/29/20 to 8/13/20	105 mins; one attempt only
Exam 3; lessons 7-9; 60 questions; 105 minutes	180	18	Open from 6/29/20 to 8/13/20	105 mins; one attempt only
Exam 4; Lessons 1-9; 60 questions; 120 mins	180	18	Open from 6/29/20 to 8/13/20	
Discussion Board 1	20	.2	<i>Open from 6/29/20 to 7/15/20</i>	
Discussion Board 2	20	.2	<i>Open from 7/16/20 to 7/30/20</i>	
	1000	100		

All deadlines at 11.59 pm on the date mentioned; All due dates/time are US Central Time.

Grading Scale:	Letter Grade
90 and above	A
80 to 89	B
70 to 79	C
60 to 69	D
Less than 59	F

Communication Policy

- a. All UTPB students are provided with email accounts through the university server. Every student must use the university email for student-instructor interaction. You need to register your best email with the university to be able to receive emails, and information from the University. This is your responsibility.
- b. If you choose not to use university email, but please note that inquiries related to your test grades will not be responded to unless they come from the University email id.
- c. The preferred method of contact is email in CANVAS. You can call me if there is something urgent. If I am not able to take your call, please leave a detailed message.
- d. I strive to respond to all emails within 48 hours. There could be a delay on weekends.
- e. All grading would be completed within 7 business day from the due date of the assignment.

Discussion Board

Discussion Board is primarily for discussing course related topics and issues.

Best practices are:

- a. Read all message postings in online discussion.
- b. Respond to the question directly
- c. Reply to minimum of two other student posts.
- d. Use a person's name in the body of your message when you reply to their message.
- e. Avoid postings that are limited to 'I agree' or 'great idea', etc.
- f. Ensure responses to questions are meaningful, reflective.
- g. Support statements with concepts from course readings, refer to personal experience, examples.
- h. Follow **Rules of Behavior**.

Rules of Behavior

Discussion areas are public to every student in this class (including your instructor) who will see what you write. Please pay attention to the language you use and adhere to the following guidelines:

- Do not post anything too personal.
- Do not use language that is inappropriate for a classroom setting or prejudicial about gender, race, or ethnicity.
- Do not use all caps in the message box unless you are emphasizing (it is considered shouting).
- Be courteous and respectful to other people on the list
- Do not overuse acronyms like those that you would use in text messaging. Some of the list participants may not be familiar with acronyms.
- Use line breaks and paragraphs in long responses.
- Write your full name at the end of the posting.
- Be careful with sarcasm and subtle humor; one person's joke is another person's insult.

Make-Up/Late Submission Policy

Make-up and late policy: All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Late submissions will not be acceptable unless accompanied with a valid medical or such reason.

Academic Dishonesty/Plagiarism/Cheating

The academic community regards academic dishonesty as an extremely serious matter, with serious consequences. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. Any suspicion of academic dishonesty will be reported and investigated. A student who engages in scholastic dishonesty that includes, but is not limited to cheating, plagiarism, and collusion will receive an “F” for the course.

All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. For complete information on UTPB student conduct and discipline procedures consult the [University's Handbook: Scholastic Dishonesty](#).

Academic dishonesty includes, but is not limited to cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor, or the attempt to commit such acts.

Plagiarism includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

Attendance and Class Participation

Regular and active participation is an essential, unmistakably important aspect of this online course. Students will log on a minimum of three times every seven days. All students are expected to do the work assigned, notify the instructor when emergencies arise.

Tracking

The learning management systems have a tracking features. Statistics are collected that quantifies how often and when students are active in the course and provides information if the student has accessed different pages of the course.

Absenteeism

All the course activities have set dates to be completed and submitted. After the due dates the activities will not be available for the students. Not logging into an online course is considered absenteeism. Contact instructor immediately in case of emergency medical situation.

Course Incomplete/Withdrawal/Grade Appeal

All students are required to complete the course within the semester they are signed up. Incomplete grades for the course are rarely given, will only be granted if the student provides a valid, documented excuse for not being able to complete the course on time, and has contacted the instructor prior to the scheduled last class to request an extension. The student signs a contract that includes the incomplete course activities and the new due dates.

Find information and dates regarding drops and withdrawals consult the University Handbook: [Drops and Withdrawals](#) and [Appeal Process](#).

Students with Disabilities

The University of Texas of the Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides “reasonable accommodations” to students with disabilities. Any student with a disability who is requesting an accommodation for this course must provide the instructor with official documentation in the form of a letter from the ADA Officer for Students. Only those students who have officially documented a need for an accommodation will have their request honored. **Adapted from UTSA ADA syllabus statement.**

ADA Officer for Students: Mr. Paul Leverington
Address: Mesa Building 4243 /4901 E. University, Odessa, TX 79762
Voice Telephone: 432-552-4696 Email: ada@utpb.edu

For the accessibility and privacy statements of external tools used within courses, go to [Accessibility and Privacy Statements](#).

Computer Skills, Technical & Software Requirements

You will need to know MS office, and emails. In addition to this, you should be conversant with downloading Respondus monitor and how to do a bibliography. Some hardware and software don't work with Respondus, e.g. Chromebook

Students can use cloud version of Word, PowerPoint and other Microsoft products through use of their UTPB Outlook 365 and UTPB email address. For more information refer to [UTPB Office 365 Page](#).

Computer Technical Requirements

Information at <http://www.utpb.edu/online/reach/technical-requirements>

Online Student Authentication

UTPB requires that each student who registers for an online course is the same student who participates in, completes, and receives credit for the course. This course satisfies student authentication by: Proctored exams using an approved photo ID*.

- Presentation of approved photo ID* through a web cam and video recorded proctoring during assessment (Respondus Monitor)

*Approved photo identifications are: passports, government issued identification, driver's licenses, military ID from DoD; dual credit and early college high school students use school district identifications.

Using LockDown Browser & Respondus Monitor for Online Exams

This course requires the use of LockDown Browser and Monitor for online exams. Watch this [short video](#) to get a basic understanding of LockDown Browser and Monitor.

Download and install [LockDown Browser](#).

To take an online test, open LockDown Browser which opens Canvas and navigate to the exam. (You cannot access the exam with a standard web browser.)

When taking an online exam, follow these guidelines:

- Setup web cam for exams using Monitor.
- Ensure you are in a location where you will not be interrupted.

- Turn off all mobile devices, phones, etc.
- Clear your desk of all external materials — books, papers, other computers, or devices.
- Remain at your desk or workstation for the duration of the test.
- LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

Preparation for Emergencies

Computer Crash

Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Complete Loss of Contact

If you lose contact with course connectivity completely (i.e. you cannot contact me via Canvas or email), you need to call instructor, and leave message regarding connectivity loss and contact information.

Lost/Corrupt/Missing Files

You must keep/save a copy of every project/assignment on an external drive, UTPB Outlook 365 OneDrive, or personal computer. In the event of any kind of failure (e.g. virus infection, student's own computer crashes, loss of files in cyberspace, etc) or any contradictions/problems, you may be required to resubmit the files.

End-of-Course Evaluation & Instructor Evaluation

Every student is encouraged to complete an end-of-course evaluation/survey provided by UTPB. During the last few weeks of class, you will receive an announcement through email notifying you that the Course/Instructor Survey is available. You may follow the link in the email to complete the survey using the same credentials to access your courses here. When entering the emailed Survey link you will see a list of surveys for you to complete.

The survey is anonymous and your responses are confidential. Your feedback is critical to us and to your instructor as we strive to improve our offerings, and our support of you, the students.

Student Support Services

Service	Contact details
ADA Accommodation/Support	Testing Services & Academic Accommodations Department (432) 552-4696
Advising	UTPB E-Advisor (432) 552-2661 UTPB Academic Advising Center
Bookstore	UTPB Campus Bookstore (432) 552-0220
Email, Outlook 365, my.utpb.edu	Information Resources Division (IRD)
Financial Aid and Scholarship	UTPB Financial Aid (432) 552-2620
Library	The J. Conrad Dunagan Library Online at (432) 552-2370
Registrar	UTPB Registrar (432) 552-2635
Student Services	Dean of Students (432) 552-2600
Technical Support	Canvas 1-866-437-0867
Tutoring & Learning Resources	If you are taking courses through UTPB the following links provide services: Smarthinking Online Tutoring (provides tutoring services), Smarter Measure (measures learner readiness for online course).

Disclaimer & Rights

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of UTPB to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

Copyright Statement

Many of the materials that are posted within UTPB courses are protected by copyright law. These materials are only for the use of students enrolled in the course and only for the purpose of the course. They may not be further retained or disseminated.

Sample Syllabus