

CONTACT INFORMATION

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Office: DB # 278
Office Hrs: TR 9:30-11:00 AM, 12:30-2:00 PM; 3:30-5:30 PM

CLASS INFORMATION

Spring 2021
MKTG IND STUDY 6553
TR 11:00 - 12:20 PM

REQUIRED MATERIALS

⑤ LinkedIn Certificates and Corresponding Projects

1. Start your free trial for 1 month to study and take these certifications at no cost
2. Your client is the Dean of DCOBA, webmaster, and social media managers.

Project 1:

- Review and summarize the following lectures. *Due 2/7 @ 11:30 PM*
- Write up a tactical plan for DCOBA MBA page. *Due 2/28 @ 11:30 PM*

<https://www.linkedin.com/learning/marketing-tools-seo-2>

<https://www.linkedin.com/learning/seo-foundations-2>

<https://www.linkedin.com/learning/seo-keyword-strategy-2>

Project 2:

- Review and summarize the following lectures. *Due 2/14 @ 11:30 PM*
- Write up a tactical plan for DCOBA MBA page. *Due 3/7 @ 11:30 PM*

<https://www.linkedin.com/learning/google-analytics-essential-training-5/>

<https://www.linkedin.com/learning/google-ads-adwords-essential-training-2019/>

<https://www.linkedin.com/learning/advanced-google-analytics-4>

Project 3:

- Review and summarize the following lectures. *Due 2/21 @ 11:30 PM*
- Write up a tactical plan for DCOBA MBA page. *Due 3/21 @ 11:30 PM*

<https://www.linkedin.com/learning/social-media-marketing-foundations-2017>

<https://www.linkedin.com/learning/content-marketing-foundations-3>

MBTN

DCOBA will purchase access for you. MBTN will contact you at your MSU Texas email address to activate your login credentials.

Management by the numbers [Http://www.Management-by-the-Numbers.com](http://www.Management-by-the-Numbers.com).

1. Complete the Advertising and Web Metrics. *Due 4/20 @ 11:30 PM*
2. Complete the Profit Impact Metrics. *Due 4/20 @ 11:30 PM*

COURSE DESCRIPTION

This course aims at providing students the opportunity to implement special topics in Marketing, including but not limited to social media marketing, search engine optimization, content marketing, profit impact metrics, web, and advertising metrics.



PHILOSOPHY AND EXPECTATIONS

My expectation from this class (i.e., you and I) is captured in one of my favorite quotes from a fortune cookie at a Chinese Restaurant:

“By asking for the impossible we obtain the best possible.”

This course is difficult, challenging and will stretch you to your limits. However, with the right attitude and hard work (on your part), you can make the experience intrinsically rewarding and fulfilling. You can even make the experience fun for yourself. Remember, only you can do it. As regards my contribution, I can promise you that I shall give you my best. Of course, I also expect the best from you. This is the basic underlying philosophy behind this class (and for other classes and may be even life in general).

TECHNOLOGY REQUIREMENTS

In this class, you are required to have a recording device and storage. You will need an e-mail address (I will only respond to the MWSU outlook e-mails) and the ability to access the Internet. You will also need USB drives to save projects. Knowledge of word processing software is a must.

CLASS POLICY AND CONDUCT

Academic Integrity: With regard to academic honesty students are referred to the “Student Honor Creed” in the current Midwestern State University Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

Americans with Disabilities Act: If a student has an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, that student should please see me as soon as possible (i.e., within the first two weeks of the semester). Refer to my office hours and phone number shown on page 1. This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services. See the current Midwestern State University Undergraduate Catalog.

Communication with the Professor: I believe that frequent and open communication between the professor and students enhances the quality of learning. I urge you to use the university e-mail (outlook) to let me know your concerns or queries.

Grade Appeals: Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding semester to file a written appeal with the dean of the instructor’s college in which the course was taught. Refer to the Undergraduate Catalogue for further details. **See the *MSU Student Handbook for University policy on grade appeal.***

Grade Changes: No grade except “I” may be removed from a student’s record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

Awarding and Removal of I: I – incomplete is a non-punitive grade given only during the last one fourth of a semester. “I” is provided only if a student (1) is passing the course, (2) has reason beyond the control of the student why the work cannot be completed on schedule, and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. **A student may remove a grade of I within 30 days by completing the stipulated work.**

Final Grades: The instructor posts final grades in *Desire2Learn*. Do not call or stop by the office to ask for grades.

General policies: The student is responsible to have all materials prepared on time. Please feel free to contact the instructor as needed. I want to see everyone do well in this course, but a big part of success depends on the student. I view everyone as an "A" student until proven otherwise. I expect on-time attendance, preparation, participation, and professional effort. Students who have a good attitude and strive to meet these expectations will find me very supportive. I will do whatever I can to help students succeed in this course and beyond.

Campus Carry: Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University’s webpage at <http://mwsu.edu/campus-carry/rules-policies>.

IMPORTANT ADMINISTRATIVE DATES

It is the student's responsibility to keep track of administrative dates and initiate the required paperwork for drops etc. If you withdraw from the class, it is your responsibility to remove your name from the class rolls. If your name is not removed, then you may receive a ‘F’ for the course at the end of the semester.

GRADING

Your overall semester grade will include evaluations of your performance four projects:

Lecture summary (100 points) and implementation plan (150 points) @ 3	750 points
Advertising and Web Metrics	100 points
Profit Impact Metrics	150 points
TOTAL	1000 points

As a rule there will be no curving. If I feel the need to curve, it would be done at the end of the semester after all the projects points have been compiled and summated. No letter grade will be assigned for individual exam or project. Letter grades will be assigned only after summating

(totaling) the points for all the Exams and Projects. This summated (or total) point will then be used for assignment of letter grades for the course as per the following scale:

90% + = A 80-89% = B 70-79% = C 60-69% = D < 60% = F

Please remember that grades are **earned, not negotiated** and you should consistently perform well for a good grade in class. If you are having difficulties with the class come see me early on. There is not much I can do to help you improve your grade if you wait until the end of the semester.

I DO NOT discuss grades during the last two weeks of the semester. At that late stage I cannot do anything to help you. This course offers sufficient opportunity to make good grades without having to resort to extra credit.

I will only aid in decision-making and not make the decision for the student. The process involves problem definition, identification of information and data (secondary and primary) needed, their source, e.g., Internet, library, census reports, research design, primary data collection methods, and questionnaire design, data analysis using SPSS, interpreting the results, and report writing. Spoon-feeding is not part of this course.

Language is an important aspect of a project report. The rationale is that if you cannot communicate your ideas effectively, there is little chance of it getting accepted, used and rewarded. Please make sure that you take care of grammar, spelling, sentence formation, etc., while preparing your report.

LATE SUBMISSIONS

Every 24-hour delay beyond the assigned due time will result in a deduction of 25% in the grade for that submission only.

This is not a legal contract. We will try to adhere to this as far as possible. However, depending upon the need of the class, the instructor reserves the right to change these and other policy requirements included in this document and announced in class.