

COURSE ASSIGNMENTS & EVALUATION

The final grade will be based on the factors as described below. All assignments **MUST** be turned in by the stated due date. Ten points will be deducted from the student's total points for **EACH DAY** it is late--**including weekends**. A grade of **ZERO** will be issued for failure to turn in assigned work.

1. **Attendance/Participation** – Regular attendance is **required**. However should something cause a student to be absent from class, he or she will be responsible for notes, activities, and any assignments completed during the session. Classroom activities missed due to an absence **cannot** be made up. Missing more than an hour of class is considered an absence. **Any student missing MORE than three classes will earn a grade of F.**
2. **Supplemental Activities** – Throughout the semester you will participate in a variety of learning activities, quizzes, and homework-type assignments. These supplemental activities **CANNOT** be made up if you are absent from class. Total points of supplemental activities will be compiled at the end of the semester.
3. **Midterm Exam** – You will be required to complete a midterm exam. The midterm exam will be an objective and short answer-type assessment. It will cover units 1, 2, 3, and 5. It will be worth **100 points**. Your midterm will include information from class notes and discussion, textbook, and supplemental activities. Your midterm exam will be held on **Wednesday, October 6, 2004**.
4. **Comprehensive Final Exam** – You will be required to complete a comprehensive final exam. The final exam will be an objective and short answer-type assessment and will cover all units and teaching demonstrations. It will be worth **100 points**. Your final will include information from class notes and discussion, textbook, supplemental activities, and student prepared lessons. It will be held on **Wednesday, December 8, 2004**.
5. **Lesson Plans and Micro-Teaching Demonstrations** – You will develop two lesson plans and deliver two micro-teaching demonstrations. Complete instructions for these will be fully discussed in class. The first is scheduled for **Wednesday, October 13, 2004** and the second is scheduled for **Wednesday, November 17, 2004**. Each of these lesson plans and micro-teaching demonstrations will be worth **100 points for a total of 200 points**.
6. **Graduate Students** – Students taking this course for graduate credit will be expected to submit a written proposal for an extra assignment. With your proposal you also must include a grading rubric to be used as your assessment criteria. Examples of extra assignments include a teaching project, research paper, and book review (other ideas also may be appropriate). Graduate proposals are due **Wednesday, September 29, 2004**. The graduate project will be worth a total of 100 points. **This project will be due no later than Wednesday, November 28.**

COURSE EVALUATION:

The components described above will be used to assess your individual progress in this course. Your grade in the course can be determined at any time by dividing your total points earned by the total points possible.

A = 90 – 100

B = 80-89

C = 70-79

D = 60 – 69

F = 59 and below

** The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.*

** University Honor Code and Academic Honesty Policy:*

All academic work must meet the standards contained in “A Culture of Honesty.” Each student is responsible to inform themselves about those standards before performing any academic work.

** The University of Georgia is committed to full inclusion of all students. Students who, by nature of a documented disability, require academic accommodations should contact the professor during office hours. Students may also speak with Disability Services at 542-8719 to discuss the process for requesting accommodations.*

**MARKETING AND BUSINESS FOUNDATIONS OF WORK-BASED EDUCATION
EMKT 4110/6110**

Course Timetable

Session 1	August 25	Course Introduction Lesson Planning
Session 2	September 1	Unit 1: The World of Marketing Chapters 1 & 2
Session 3	September 8	Unit 2: Economics Chapters 3 & 4
Session 4	September 15	Unit 3: Business and International Marketing Chapters 5 & 6
Session 5	September 22	Unit 5: Selling Chapters 12, 13, 14, & 15
Session 6	September 29	Unit 5: Selling Chapters 12, 13, 14, & 15
		GRADUATE PROPOSALS DUE!!!
Session 7	October 6	Midterm
Session 8	October 13	Lesson Plans and Teaching Demonstrations # 1
Session 9	October 20	Unit 6: Promotion Chapters 17, 18, 19, & 20
Session 10	October 27	Unit 6: Promotion Chapters 17, 18, 19, & 20
Session 11	November 3	Unit 9: Marketing Information Management Chapters 28 & 29
Session 12	November 10	Unit 10: Product and Service Management Chapters 30 & 31
		GRADUATE PROJECTS DUE!!!
Session 13	November 17	Lesson Plans and Teaching Demonstrations # 2
☺ ☺ ☺ ☺ ☺ ☺ ☺	November 24	<i>Thanksgiving Break -- NO CLASS!!!</i>
Session 14	December 1	EXAM REVIEW
Session 15	December 8	COMPREHENSIVE FINAL EXAM

**** This schedule is tentative and subject to change at the discretion of the professor
** GOOD LUCK FOR A SUCCESSFUL SEMESTER!!!!**

