

9. Investigate characteristics of consumer, industrial, and international markets.
10. Explain the importance, functions, and steps of marketing research.
11. Evaluate procedures associated with the product planning structure.
12. Identify key product mix strategies.
13. Diagram channels of distribution for consumer and industrial markets.
14. Characterize the role of promotion in marketing.
15. Classify and describe promotional options.
16. Interpret selling steps and techniques applicable in industrial and retail sales.
17. Explore the impact marketing functions have on our personal and professional lives.
18. Review and conceptualize current marketing-based literature.
19. Apply marketing and promotional concepts in an Academic Community Learning Project.
20. Create lessons and activities appropriate for use in marketing education classrooms.

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** an assignment 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 quizzes and/or other activities missed due to an absence **cannot** be made up. Missing more than **one hour** of class is considered an absence. **Any student missing MORE than three classes will earn a grade of F.**
2. **Weekly Quizzes** – You will be expected to complete a weekly quiz. The purpose of these quizzes is to encourage students to stay on task in the course as well as prepare for the final exam. You must have an **EXCUSED** absence to make up a missed quiz.
3. **Weekly Article Critiques** – You will be expected to complete a weekly article review. Article reviews can be on any topic from the textbook, course objectives, and/or class instruction. The purpose of these reviews is to encourage students to read and conceptualize information about current marketing-related issues. Articles can come from journals, magazines, and/or the internet. However, all sources must be **reputable**. Articles **cannot** come from newspapers (ie: Atlanta Journal and Wall Street Journal). Articles selected for review **must** be dated and should not be more than **three years old**. **A copy of the article should be included with the review.** The article critique sheet must be followed. Each student will be asked to present an oral report on a least one article during the semester.
4. **Lesson Plans and Micro-Teaching Demonstrations** – You will develop one lesson plan and deliver one micro-teaching demonstration. Requirements for these will be fully discussed in class. Instructional/assignment sheets and grading rubrics will be provided. The due date for the delivery and presentation of this learning activity is scheduled for:

DUE DATE: _____

5. **Academic Community Learning (ACL) Project** – You will be expected to participate in an active academic community learning experience. This will consist of students contributing a **minimum** of 15 hours (each student) to a service agency where they will become actively involved in its mission, examination of its marketing functions and strategies, and ultimately create a promotional plan that will be presented for evaluation. An academic community learning portfolio will be developed. Detailed instructions and grading rubrics will be provided. The due date for the delivery and presentation of this learning activity is scheduled for:

DUE DATE: _____

6. **Comprehensive Final Exam** – You will be expected to complete a **comprehensive final exam**. The final exam will be an objective and short answer-type assessment and will include information from class notes and discussion, textbook, and supplemental activities. The date of the comprehensive final exam is scheduled for:

DUE DATE: _____

7. **Graduate Students** – Students taking this course for graduate credit will be expected to submit a written research paper on an assigned topic. Complete instructions and a grading rubric will be provided. The due date for this paper is scheduled for:

DUE DATE: _____

COURSE EVALUATION:

The components described above will be used to assess your individual progress in this course.

Grading Distribution

Undergraduate Students		Graduate Students	
Quizzes	20%	Quizzes	15%
Article Reviews	15%	Article Reviews	10%
Micro Teaching	20%	Micro Teaching	20%
ACL Project	30%	ACL Project	30%
Final Exam	15%	Final Exam	15%
		Graduate Paper	10%
TOTAL	100.00%	TOTAL	100.00%

Grading Scale

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.

College of Education Mission

The College of Education at the University of Georgia has a public contract with the citizens of the state and nation to define and achieve its land and sea grant, level one research missions. That responsibility is to provide the highest level of leadership in furthering education, communication, life long learning, and health and well-being for all citizens. This mission must be pursued at local, state, national, and international levels and it must permeate academic preparation programs, community collaborations and partnerships, and the domains of teaching, research, and service. The College of Education will be known for its systematic inquiry, the scholarship of teaching, and the commitment to service through partnerships as guiding principles for our actions. We have established core principles as a way to express our dedication to excellence in education at all levels.

College of Education Vision

The College of Education at the University of Georgia will be known for outstanding scholarship, leadership, collaboration, contribution, excellence in education, communication, and professions fostering health and well-being in order to revitalize education and learning and promote the general health and welfare of a democratic society.

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.

University of Georgia Disability Statement

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 24	Course Introduction Course Assignments
Session 2	August 31	Unit 1: The World of Marketing Chapters 1 & 2
Session 3	September 7	Unit 5: Selling Chapters 12, 13, 14, & 15
Session 4	September 14	Unit 5: Selling Chapters 12, 13, 14, & 15
Session 5	September 21	Unit 6: Promotion Chapters 17, 18, 19, & 20
Session 6	September 28	Unit 6: Promotion Chapters 17, 18, 19, & 20
Session 7	October 5	Unit 9: Marketing Information Management Chapters 28 & 29
Session 8	October 12	<i>Lesson Plans and Micro-Teaching Demonstrations</i>
Session 9	October 19	Unit 10: Product and Service Management Chapters 30, 31, 32
Session 10	October 26	Unit 10: Product and Service Management Chapters 30, 31, 32 <i>DUE: Graduate Research Papers</i>
Session 11	November 2	Unit 7: Distribution Chapters 21 & 23
Session 12	November 9	Unit 8: Pricing Chapters 25 & 26
Session 13	November 16	<i>Final Exam - Comprehensive</i>
☺☺☺☺☺☺☺☺	November 23	<i>Thanksgiving Break -- NO CLASS!!!</i>
Session 14	November 30	<i>DUE: ACL Portfolio & Trade Show Presentation</i>
☺☺☺☺☺☺☺☺	December 7	<i>NO CLASS!!! - ACTE: Association for Career and Technical Education Conference</i> <i>Complete On-line Course Evaluation (Dec 5-9)</i> <i>NOTE: 5 points extra credit will be added to the ACL project grade for students completing the online evaluation</i>

SCHEDULE IS TENTATIVE AND SUBJECT TO CHANGE -- GOOD LUCK!!