

7. List, describe, and apply marketing functions.
8. Discuss business ethics and social responsibility.
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, activities, handouts, and assessments 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. Missing **one hour or more** of class is considered an absence. **Any student who acquires MORE than three absences will earn a grade of F.**
2. **Tests** – You will develop **four** 10-item objective-type tests including 5 true/false and 5 multiple choice questions for each of the following units: (a) Developing Promotional Tools, (b) The World of Marketing; (c) Selling; and (d) Promotion. These tests will be used to develop the final exam. These tests will be submitted via WebCT. Each test will be worth 20 points each for a total of 80 points.
3. **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. This assignment will be worth a total of 100 points. The due date for the delivery and presentation of this learning activity is scheduled for:

DUE DATE: _____

4. **Academic Community Learning (ACL) Project** – You will 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 a grading rubric will be provided. This assignment will be worth a total of 100 points. The due date for the delivery and presentation of this learning activity is scheduled for:

DUE DATE: _____

5. ***Comprehensive Final Exam*** – You will complete a **comprehensive final exam**. The final exam will be an objective-type exam and will be a compilation of student developed tests. The comprehensive final exam will be worth a total of 100 points. The date of the comprehensive final exam is scheduled for:

DUE DATE: _____

6. ***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 paper will be worth a total of 100 points. 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 and Scale

Tests	= 80 points
Micro Teaching Demo	= 100 points
ACL Project	= 100 points
Exam	= 100 points
Graduate Paper	= 100 points

Undergraduate Students

A = 380 - 358	B+ = 338 - 324	C+ = 300 - 284	D+ = 262 - 248	F = 224 or below
A- = 357 - 339	B = 323 - 313	C = 285 - 274	D = 247 - 234	
	B- = 312 - 301	C- = 273 - 263	D- = 233 - 225	

Graduate Students

A = 480 - 453	B+ = 429 - 410	C+ = 379 - 362	D+ = 332 - 315	F = 284 or below
A- = 452 - 430	B = 409 - 395	C = 361 - 348	D = 314 - 300	
	B- = 394 - 380	C- = 347 - 333	D- = 299 - 285	

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	January 9	Course Introduction Course Assignments Inc. Magazine Video – Creating a Winner
Session 2	January 16	Lesson Planning in Work-Based Education
Session 3	January 23	Developing Objective-Type Tests
Session 4	January 30	Developing Promotional Tools
Session 5	February 6	Unit 1: The World of Marketing Chapters 1 & 2 <i>Due: Objective test for Promotional Tools</i>
Session 6	February 13	Unit 5: Selling Chapters 12, 13, 14, & 15 <i>Due: Objective test for The World of Marketing</i>
Session 7	February 20	Unit 5: Selling Chapters 12, 13, 14, & 15
Session 8	February 27	Unit 6: Promotion Chapters 17, 18, 19, & 20 <i>Due: Objective test for Selling</i>
Session 9	March 5	Unit 6: Promotion Chapters 17, 18, 19, & 20
Spring Break	March 12	☺☺☺ NO CLASS ☺☺☺
Session 10	March 19	<i>Lesson Plans and Micro-Teaching Demonstrations</i>
Session 11	March 26	<i>Lesson Plans and Micro-Teaching Demonstrations</i>
Session 12	April 2	No scheduled class session • ACL Project Development <i>Due: Objective test for Promotion</i>
Session 13	April 9	Exam Review Session <i>Due: Graduate Research Papers</i>
Session 14	April 16	<i>DUE: ACL Portfolio & Trade Show Presentation</i>
Session 15	April 23	<i>Final Exam - Comprehensive</i> <i>Complete On-line Course Evaluation (April 23 - April 28)</i> NOTE: 5 points extra credit will be added to the ACL project grade for students completing the online evaluation

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