

## Course Syllabus

### **Alma Mintu-Wimsatt**

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### **MKT 574**

### **Summer 1, 2015**

Dr. Alma Mintu-Wimsatt, Professor of Marketing, received her Ph.D. in Marketing from the University of Kentucky in 1990. Dr. Mintu joined TAMU-Commerce in 1992. Since joining TAMU-C, Dr. Mintu-Wimsatt has been recognized both in research and teaching. Of her accomplishments, Dr. Mintu is most proud of her Texas A & M Spring (2012, 2011) and Fall Teaching Excellence Awards (2011, 2010, 2009), Paul W. Barrus Distinguished Faculty Award for Teaching and H.M. Lafferty Distinguished Faculty Award for Scholarship and Creative Activity. Dr. Mintu was also named in the 2004 Texas Monthly's Guide to Texas Colleges & Universities as one of the best instructors to take at TAMU-C.

PICTURE: Dr. Mintu with her family at the Amalfi Coast (Positano), Summer, 2014.

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**Note on the Time Zone Used - Central Time** The platform of eCollege uses Central Time. We will be using CT as the default for opening and closing times/dates/deadlines. Please make the necessary adjustments if you are in a different time zone. All deadlines are absolute.

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**Student Conduct** Texas A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

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**Academic Honesty Policy** All students are required to read, sign (electronically - meaning that you type out your name) and date TAMU-C's Academic Honesty Policy. Be sure to upload the signed copy to your "dropbox." Please do NOT e-mail it back to Dr. Mintu. The AHP will be e-mailed to you as an attachment by Dr. Mintu during the first day of class. It can also be found under the "Doc Sharing" tab. AHP has to be returned immediately during the first week of class.

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**General Policies for Dr. Mintu's Web-Based** Dr. Mintu reserves the right to administratively drop any student who does not log into the class web site for **three consecutive days** after the course officially starts (6/8/2015).

**MKT 574** Dr. Mintu urges registered online students to familiarize themselves with

eCollege by going through the student tutorial process (i.e., see your Homepage). This will ensure that each student will have sufficient knowledge on how to accomplish the requirements of the course. It is NOT Dr. Mintu's responsibility to teach students on how eCollege works. **Dr. Mintu assumes that each student has a working knowledge of eCollege and has access to their e-mail address.**

Students who encounter technical problems should contact the eCollege HelpDesk, available 24/7. The HelpDesk can be reached by sending an email to [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) or by calling 866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information.

Please read and review this syllabus carefully. *If you think that the set-up of this specific course will not work with your own schedule/style, please reconsider your enrollment and look for another option.* If you intend to drop this course, please make sure that all administrative requirements for dropping are completed. Otherwise, if your name appears in the class roster at the time grades are to be submitted - you will receive an "F."

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**Course Description & Objectives**

This course hopes to keep our MBA students in the cutting edge of today's marketing practices. This class will explore the opportunities and challenges presented by a popular business practice - Customer Relationship Management (CRM). CRM is considered the new "mantra" of marketing. It focuses on maximizing customer value. This is accomplished by the development and management of cooperative and collaborative relationships.

For the purposes of this course, emphasis will be placed on the development of an understanding of Relationship Marketing, CRM theory and CRM applications through a series of discussions, cases, and exams.

The course has the following primary objectives:

1. To understand the premise of Relationship Marketing, the foundation for CRM, and the meaning of "creating value" for customers.
2. To identify the key elements of implementing a CRM strategy consistent with the changing legal and ethical parameters in business.
3. To understand the business-to-business (B2B) and business-to-customer (B2C) contexts of CRM.
4. To familiarize students with data mining and strategic uses of information.
5. To expose students to important companies with innovative CRM strategies.

This class will primarily rely on CURRENT popular press publications. Students will need to use several search engines for discussion/case/exercise purposes.

**IMPORTANT NOTE:**

There seems to be a STRONG belief among many students that web-based classes are easier than traditional face-to-face classes. This is not true at all – especially in Dr. Mintu’s class!!!

For this MKT 574 course, you will find that the schedule we will follow is quite rigorous - a degree of structure has been established. Students are expected to keep up with the course’s requirements and the exams are very challenging.

**All deadlines are absolute and no extra credit is awarded. A detailed syllabus is provided for your direction. Students are strongly advised to keep a hard copy of this syllabus handy at all times. E-mail Dr. Mintu or use the Virtual Office for additional questions you may have.**

**Textbook and  
Other  
Resource  
Materials**

There is NO required textbook for MKT 574. Instead, we will use a variety of external sources. This will mean that students would have to conduct extensive research - particularly in the mainstream business literature. A Reading List has been provided in the next section (under Reading Materials). All these articles are available using TAMU-C library's electronic databases. It is the student's responsibility to conduct the necessary search for the citations provided. If you are unfamiliar with how to use the library's databases to search for articles, review the "Looking for journal articles" guide uploaded in Doc Sharing.

Business magazines such as Forbes, Marketing News and Bloomberg Businessweek will also prove to be very beneficial. The library will have these magazines as well. Specifically for Bloomberg Businessweek (formerly known as Business Week) and Forbes articles, if you are searching using their website - Businessweek.com & Forbes.com, note that dates/title may vary from the hard copy reference provided in your syllabus. However, if you use the library's electronic database - then the provided citation should be accurate.

Marketing News and Marketing Management, published by the American Marketing Association, are journals that you can access using the library's database. If you do not access these journals using the library, membership will be required by AMA. By utilizing the library's databases, you will NOT have to pay to get a copy of articles referenced in your syllabus.

Dr. Mintu has included the library link in your eCollege tab for easy access. If you encounter library-related issues (especially for students residing abroad or will be accessing the library database from abroad), please contact:

Sarah H. Northam

Research & Instruction  
 TAMU-Commerce Libraries  
 Sarah.Northam@tamuc.edu  
 (903) 886-5714

**Course Schedule** The following schedule has been provided for your convenience. Please follow carefully.

| Unit    | Dates               | Topics/Chapters/Due Dates  |
|---------|---------------------|--|
| Unit #1 | June 8,<br>June 9   | <p><b>Introduction - Relationship Marketing</b></p> <ul style="list-style-type: none"> <li>• Overview and definition of CRM</li> <li>• Impact of CRM on marketing</li> </ul> <p><b>Discussion:</b><br/>           Topic (1) Introduce yourself, and<br/>           Topic (2) Questions on course requirements</p> <p><b>Discussion will close by 11:59 p.m. CT on June 9</b></p> |
| Unit #2 | June 10,<br>June 11 | <p><b>Foundation of CRM</b></p> <ul style="list-style-type: none"> <li>• Key components of CRM</li> <li>• Technology &amp; organizational issues</li> </ul> <p><b>Discussion:</b> The Reincarnation of Relationship Marketing (Mark News, Dec. 31, 2012, p. 11)</p> <p><b>Discussion will close by 11:59 p.m. CT on June 11</b></p>  |
| Unit #3 | June 12             | <p><b>Case Study #1: The Experienced Relationship (Marketing Management, Summer, 2010, p. 10-eoa [end-of-article])</b></p> <p><b>Submission due: June 12th by NOON CT</b></p> <p><b>Discussion:</b> Case #1</p> <p><b>Discussion will close by 11:59 p.m. CT on June 12</b></p>  |
| Unit #4 | June 15,<br>June 16 | <p><b>CRM contexts</b></p> <ul style="list-style-type: none"> <li>• B2B (business-to-business)</li> <li>• B2C (business-to-customer)</li> <li>• Consumer lifetime value (LTV)</li> </ul> <p><b>Discussion:</b> Getting Engaged (Marketing Management, Fall, 201 eoa)</p>   |

|         |                  |  |
|---------|------------------|--|
|         |                  | <b>Discussion will close by 11:59 p.m. CT on June 16</b>   |
| Unit #5 | June 17          | <p><b>Case Study #2: Testing the Value of Customization (Journal of Marketing, Vol 73 (Sept., 2009), pp. 103-121).</b></p> <p><b>Submission due: June 17th by NOON CT</b></p> <p><b>Discussion: Case #2</b></p> <p><b>Discussion will close by 11:59 p.m. CT on June 17</b></p>  |
| Unit #6 | June 18, June 19 | <p><b>Creating value</b></p> <ul style="list-style-type: none"> <li>• Customer-centric culture</li> <li>• Customer acquisition</li> <li>• Customer retention</li> </ul> <p><b>Discussion: Customer Service is the 'Sine Qua Non' of Relationship Marketing (Marketing Management, November, 2013, p. 22-eoa)</b></p> <p><b>Discussion will close by 11:59 p.m. CT on June 19</b></p> |
| Unit #7 | June 22          | <p><b>Case Study #3: Know Your Customers (Marketing Management, January/February, 2009, p. 37-eoa)</b></p> <p><b>Submission due: June 22nd by NOON CT</b></p> <p><b>Discussion: Case #3</b></p> <p><b>Discussion will close by 11:59 p.m. CT on June 22</b></p>  |
| Exam #1 | June 23, June 24 | <p><b>Exam #1</b></p> <p><b>Due Date: June 24th by NOON p.m. CT</b></p>  |
| Unit #8 | June 25, June 26 | <p><b>Customer loyalty</b></p> <ul style="list-style-type: none"> <li>• Brand equity</li> <li>• Satisfaction</li> <li>• Supply chain management</li> </ul> <p><b>Discussion: Your Employees Are Your Brand (Marketing News, Oct. 30, 2010. p. 22-eoa)</b></p> <p><b>Discussion will close by 11:59 p.m. CT on June 26</b></p>  |
| Unit #9 | June 29          | <p><b>Case Study #4: The Experience of Loyalty (Marketing Management, Winter, 2012, p. 17-eoa)</b></p>   |

|          |                |  |
|----------|----------------|--|
|          |                | <p><b>Submission due: June 29th by NOON CT</b></p> <p><b>Discussion: Case #4</b></p> <p><b>Discussion will close by 11:59 p.m. CT on June 29</b></p>   |
| Unit #10 | June 30        | <p><b>Database marketing</b></p> <ul style="list-style-type: none"> <li>• Data mining</li> <li>• Privacy and legal issues</li> </ul> <p><b>Case Study #5: The Data Knows (Bloomberg Businessweek, Sept. 12-16, 2011, p. 70-eoa)</b></p> <p><b>Submission due: June 30th by NOON CT</b></p> <p><b>Discussion: Case #5</b></p> <p><b>Discussion will close by 11:59 p.m. CT on June 30</b></p>   |
| Unit #11 | July 1, July 2 | <p><b>Discussion: Database Marketing</b></p> <p>Personalized Pricing (Bloomberg Businessweek, Nov. 18, 2013, p. 88-eoa)</p> <p>10 Minutes with Scott Howe (Marketing News, November, 2013, p. 50-eoa)</p> <p>What's a Friend Worth? (Bloomberg Businessweek, June 1, 2009, p. 32-eoa)</p> <p><b>Discussion will close by 11:59 p.m. CT on July 2</b></p>   |
| Unit #12 | July 3, July 6 | <p><b>Evaluation</b></p> <ul style="list-style-type: none"> <li>• Establishing CRM measures</li> <li>• Evaluating success</li> </ul> <p><b>Discussion: Future of CRM</b></p> <p>10 Minutes with Kristin Bush (Marketing News, 9/30/2009), p. 26-eoa</p> <p>Go to Forbes.com to 'search' for the following articles:</p> <p>The CRM of the Future Will Recommend New Customers Automatically by Darian Shirazi (9/3/2013)</p> <p>How Cloud Integration is Defining the Future of CRM by Louis</p> |

|                |                           |  |
|----------------|---------------------------|--|
|                |                           | Columbus (5/21/2013)                                   |
|                |                           | Discussion will close by 11:59 p.m. CT on July 6       |
| <b>Exam #2</b> | <b>July 7,<br/>July 8</b> | <b>Exam #2</b><br><b>Due Date: July 8th by NOON CT</b> |

**Reading Materials**

The following articles are available in TAMU-C library's database.

**Overview of CRM:**

Winer (2001), "Framework for Customer Relationship Management," *California Management Review*, Vol. 43 (4), p. 89-*eo*a [end-of-article].

Jain (2005), "CRM Shifts the Paradigm," *Journal of Strategic Marketing*, Vol. 13, December, p. 275-*eo*a.

Wyner (2007), "Relationship Management Revisted," *Marketing Management*, January/February, p. 10-*eo*a.

Olasz (2006), "Marketing's Role in a Relationship Age," *Baylor Business Review*, Vol. 24 (4), p. 2-*eo*a.

**Foundation of CRM:**

Sheth (2012), "The Reincarnation of Relationship Marketing," *Marketing Management*, Dec. 31, p. 11-*eo*a.

Crosby (2010), "The Experienced Relationship," *Marketing Management*, Summer, p. 10-*eo*a.

Vence (2007), "CRM: You Know What it Stands For, But You May Not Know What it Means," *Marketing News*, Sept. 15, 2007, p. 12-*eo*a.

Schieffer & Leninger (2008), "Customers at the Core," *Marketing Management*, Jan./Feb., p. 31-*eo*a.

Raman et al. (2006), "Leveraging CRM for Sales: The Role of Organizational Capabilities in Successful CRM Implementation," *Journal of Personal Selling and Sales Management*, Vol. 26 (1), p. 39-*eo*a.

Roberts et al. (2005), "Strategy, Technology, and Organizational Alignment: Key Component of CRM Success," (*Journal of*) *Database Marketing & Customer Strategy*, Vol. 12 (4), p. 315-*eo*a.

### **CRM Contexts:**

Wyner (2012), "Getting Engaged," *Marketing Management*, Fall, p. 4-eoa.

Franke et. al (2009), "Testing the Value of Customization: When Do Customers Really Prefer Products Tailored to Their Preferences," *Journal of Marketing*, 73 (Sept.), pp. 103-121.

Friedmann (2011), "What Business Are You In," *Marketing Management*, Summer, p. 18-eoa.

Pine et al. (1995), "Do You Want to Keep Your Customers Forever?" *Harvard Business Review*, March/April, p. 103-eoa.

Wilson (2006), "Developing New Business Strategies in B2B Markets by Combining CRM Concepts and Online Databases," *CR*, Vol. 16, No. 1, p. 38-eoa.

### **Creating Value & Loyalty:**

Duboff & Gilligan (2012), "The Experience of Loyalty," *Marketing Management*, Winter, p. 17-eoa.

Slater et. al (2009), "Know Your Customers," *Marketing Management*, January/February, p. 37-eoa.

Levy (2010), "How to Reach the New Consumer," *Marketing News*, February 28, 2010, p. 16-eoa.

Wilson (2010), "Beyond Listening," *Marketing Management*, Winter, p. 27-eoa.

Liang et al. (2006), "Customer Centric Information Systems," *Journal of Management Information Systems*, Vol. 23 (3), p. 9-eoa.

Breur et al. (2006), "The Importance of Focus for Generating Customer Value," *Journal of Financial Services Marketing*, Vol. 11 (1), p. 64-eoa.

Blanchard (2007), "Why Leaders Need to Put Customers First," *Financial Executive*, July/August, p. 36-eoa.

Jones & Sasser (1995), "Why Satisfied Customer Defect," *Harvard Business Review*, November/December, p. 88-eoa.

Berman (2006), "Developing an Effective Customer Loyalty Program," *California Management Review*, No. 49 (1), p. 123-eoa.



### **Database Marketing:**

"The Data Knows," Bloomberg Businessweek, Sept. 12-16, 2011, p. 70-eoa.

Moskowitz et al. (2006), "Databasing the Shopper's Mind," (Journal of) Database Marketing & Customer Strategy Management, Vol. 13 (2), p. 144-eoa.

Robertshaw & Marr (2006), "The Implications of Incomplete and Spurious Personal Information Disclosures for Direct Marketing Practice," (Journal of) Database Marketing & Customer Strategy Management, Vol. 13 (3) p. 186-eoa.

### **Evaluation:**

Payne & Frow (2005), "A Strategic Framework for CRM," Journal of Marketing, Vol. 69 (October), p. 167-eoa.

Ryals (2005), "Marketing CRM Work: The Measurement & Profitable Management of Customer Relationships," Journal of Marketing, Vol. 69 (October), p. 252-eoa.

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**Schedule Details - Please note that access to eCollege for Summer 1, 2015 will start June 8th. This is a default setting beyond the control of Dr. Mintu.**

#### **When to**

**Access** **Lecture Notes** - All lecture notes for the entire Summer 1 term be open for access and review during the first day of class – June 8th. This will give you ample time to look at the discussion questions, conduct the necessary research, and raise questions for clarification purposes.

**Discussion Threads** - Please pay close attention to the discussion schedule. Topic discussions will be open for review and posting for two days. Case discussions will only be open for 1 day. For example, Unit #1 (Relationship Marketing) will be open June 8 and June 9. Unit #3 (Case #1) discussion will only be open on June 12.

During the discussion period where a weekend falls between the 2-day cycle, such as Unit #12, the discussion board will remain open during the weekend [this is a function of the way eCollege is set-up]. You are welcomed to post during the weekend but this is not required.

Please *carefully* note your schedule for discussion deadlines. Once closed, students can “read only” the discussion threads.

**Exams #1 & #2** - The schedule for the two exams has been set-up for 2 days. However, please note that the deadline is noon CT on the 2nd day.

**It is the responsibility of each student to keep track of the course schedule.**

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**Lectures** Lecture notes can be found under the "Lecture" tab for each Unit. You will note that there are 2 units designated per topic – topic introduction and case application.

Each Lecture tab will contain the following:

(1) Relevant notes and references for the designated unit's topic. You can cross check notes and references with the Reading Materials noted above.

(2) Case study analysis and discussion questions for the given unit. For example, Unit #2's lecture tab will include the discussion questions for Unit #2. Under Unit #3's lecture tab, you will find Case Study #1's analysis and discussion questions.

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**Case Study** Just like in traditional face-to-face classes, MKT 574 students are expected to be able to effectively communicate their ideas and opinions in class using case studies. Students will analyze 5 current CRM trends and/or cutting edge topical areas.

For each assigned case, questions will be provided for students to analyze and submit. Case analysis questions will be different from the discussion questions. These case questions can be found under the 'Lecture' tab for the designated Unit. For example, Case Analysis Questions for Case Study #1 can found in Unit #3's lecture tab.

Each student will be required to submit a 1-page (page restriction will be strictly observed) single-spaced type-written case analysis (TEXT only, not including references or title page). Text written after the 1st page will not be read nor graded. References should be included in a separate page, if utilized. To guide you in your case analysis, be sure to read the appropriate lecture notes and/or readings (see Reading Materials). The discussion questions (for posting purposes) will also help you frame your analysis. Each case study is worth 10 points.

Cases will be evaluated base on the following:

(1) Use of research facts to validate your recommendations/suggestions - 5 points

(2) Integration of previous and/or current lectures' concepts into the analysis. - 5 points

To submit your analysis, be sure to upload your work in the designated "Drop Box." Check the schedule for deadlines - all cases are due by noon CT of the due date. Each case is worth 10 points. **Cases are due by NOON Central Time of the due date as indicted in your Course Schedule. No late submissions!** Dr. Mintu will typically have your cases graded and comments available within 24-48 hours after the deadline.

Grading Rubric: 10 points

| <b>Criteria</b>                  | <b>Needs improvement</b>  | <b>Proficient</b>  | <b>Exemplary</b>   |
|----------------------------------|---|--|--|
| Use of existing case facts       | Student did not effectively use case information in the analysis.<br><br>0-1 point                                | Student identified & utilized some case information in the analysis.<br><br>2-3 points                     | Student identified & effectively utilized relevant case information in the analysis.<br><br>4-5 points           |
| Integration of relevant concepts | Student did not demonstrate the ability to integrate current/ previous concepts in the analysis.<br><br>0-1 point | Student identified & related some concepts currently/ previously discussed in the class.<br><br>2-3 points | Student identified & effectively integrated concepts currently/ previously discussed in class.<br><br>4-5 points |

#### IMPORTANT CASE SUBMISSION RULES:

- 1) Be sure to type and save your case submissions in Word document form (using Office 2010 or earlier) – page limit of 1 page is to be strictly followed. You will be penalized (at least 3 points deduction) if the page limit is not followed.
- 2) To submit your case, go to “Dropbox” and upload the case by using the appropriate case title. Proper case submission process is critical to ensure timely grading. Failure to assign proper “Dropbox” association will result in significant delays OR your case submission may NOT be graded!
- 3) Format - The Question and Answer (Q & A) format is preferred by Dr. Mintu. This will ensure that she does not overlook any of your responses. If using references, make sure it is properly cited APA style.
- 4) All case submissions have to be in Word 2010 format or earlier. Any work submitted that cannot be opened/read by Dr. Mintu will NOT be graded and awarded a zero.

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**Participation - Discussion Postings** The discussion forum will comprise your participation grade. It is intended to help students interact with each other and learn from each other's opinions/insights including Dr. Mintu's. The objective of the forum is to create critical and sophisticated discussion on relevant and interesting topics.

Discussion questions will be provided by Dr. Mintu and can be found at the end of the lecture notes.

A total of 50 pts. is available as your discussion grade to be determined by Dr. Mintu at the end of Summer 1. You are welcomed to *periodically* check with Dr. Mintu the status of participation grade. Those who do not comply with the participation requirement will receive an email at the end of each discussion cycle. Please note that your discussion grade is "weighted" like your exams. There is NO MAKE-UP for missed discussion postings. Participation grade will be posted on or before you take your Exam #2

For each unit, Dr. Mintu will outline 3-5 questions found at the end of your Lecture notes. You are expected to answer at least 3 of these discussion questions and post your answers during the discussion as one thread (do not post answers to each question separately). You are also expected to interact at least twice with your colleagues and/or Dr. Mintu throughout the discussion cycle. Dr. Mintu will also interact/add other queries throughout the duration of the discussion as well. The minimum requirement will not apply for Unit #1.

The discussion board will be open by 12:01 a.m. and terminate by 11:59 p.m. on the dates indicated in your Course Schedule. For example, Unit #1 discussion will start on 12:01 a.m. on June 8th and close on June 9th by 11:59 p.m. For Unit #3, the board will open 12:01 a.m. and close by 11:59 p.m. on the same day, June 12th. Once the discussion threads are closed - your only access to the discussion will be on a "Read Only" basis.

**REQUIREMENT:** The MINIMUM unit requirement is as follows:

Posting #1 - Answer at least 3 topic questions found at the end of your lecture notes (post as one thread);

Posting #2 - Interact during the discussion cycle either by responding to your colleagues' and/or Dr. Mintu's postings;

Posting #3 - Interact during the discussion cycle either by responding to your colleagues' and/or Dr. Mintu's postings.

Grading rubric: 50 points

| <b>Disengaged</b>                               | <b>Acceptable</b>                        | <b>Commendable</b>  | <b>Completely engaged</b>   |
|---|--|---|---|
| Student doesn't fulfill the minimum requirement | Student fulfills the minimum requirement | Student answers more than 3 discussion questions & interacts more than twice per discussion cycle | Student provides substantive contributions & actively engaged <i>throughout</i> each discussion cycle |
| < 35 points                                     | 35 points                                | 36-44 points  | 45-50 points  |

The quality of your postings, the number of answered questions, and sub-thread responses posted per unit throughout Summer 1 will determine how close to 50 points a student can obtain. Note that for Unit #1, the minimum will not apply.

It is critical that students read ALL the postings for each topic. This will ensure that you not only respond to Dr. Mintu's weekly topic questions as well as her additional comments during the discussion, but to your colleagues' comments as well. Also, it will help in ensuring against anyone plagiarizing your work

#### IMPORTANT POSTING RULES:

- 1) Postings may be a few sentences or a couple of paragraphs in length. The key to a quality post is that it provides clear analysis and insight into the topic or questions. Dr. Mintu carefully reads each of your postings and may respond directly to you regarding your comments.
- 2) Note that long-winded postings are not necessary. Shoot for quality rather than quantity.
- 3) In the past, Dr. Mintu has encountered plagiarism among students (copying each other's postings). Please note that TAMU-C has explicit rules regarding plagiarism and will be subject to penalties. Students are advised to carefully read everyone's postings to ensure that no one has plagiarized your answer.
- 4) Students with very FEW or NO SUBSTANTIVE postings will not receive any credit.
- 5) Proof read your postings - eliminate any offensive references, poor sentence syntax, misspelled words, etc. Keep errors to a minimum.
- 6) No make up is provided for missed discussion postings. Students who fail to comply with the minimum requirement will receive an email from Dr. Mintu.
- 7) Be sure to cite references when utilized.
- 8) Have a sense of humor.
- 9) Dr. Mintu will be very much engaged in all discussions. She expects the same from her students. At the end of each cycle, you will receive a feedback e-mail summarizing the week's discussion.

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**Exams** There will be two exams in this class: Exam #1 and Exam #2. Please note that Exam #2 is NOT a comprehensive exam! Each exam is worth 50 points. **The time limit for each exam is TWO HOURS. Exams are due by NOON**

**Central Time on the date noted in your Course Schedule.**

The exams will cover all lecture notes, discussion threads and cases. Since your lecture notes are based on the Reading Materials provided, I strongly advise that you read these articles carefully. Sample questions and exam guidelines will be provided a few days prior to Exam #1.

The exam will be comprised of two parts:

10 items - True/False (but you need to justify your "false" answers) (20 points)  
4 essay questions (30 points)

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**Grading Scheme** **Grade Components:**

Two exams - 100 points  
5 cases - 50  
Discussion/participation - 50  
TOTAL - 200 points

The assignment of letter grades will be as follows unless a 'curve' is deemed necessary: 90% is the cut-off for an A, 80% for a B; 70% for a C, etc. As mentioned, no extra credit is available (see Note under Course Objectives/Description).

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**Class Communication** E-mails will be sent out regularly regarding Unit discussion feedback, reminders and other important information. Be sure to check your e-mail account regularly. Also, always check the "Course Announcements" posted by Dr. Mintu. These announcements will be dated, so you will be aware of changes.

All questions and/or comments regarding the class should be directed to Dr. Mintu as soon as possible via e-mail or the virtual office. In case of an emergency, call her on the number indicated in your syllabus. Dr. Mintu REGULARLY checks her e-mail – so you can expect a prompt response. **Dr. Mintu will attempt to respond to your e-mails within 24 hours, EXCEPT during the weekends.**

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**What to Expect From Dr. Mintu** I am sure most of you have asked/checked around about Dr. Mintu. Some of you will enjoy the class (specially if you like a more practical approach) and some of you won't. Regardless, be cognizant of the fact that I am stickler for schedules and deadlines. Like most of you, I have a life outside TAMU-C and the only way I can balance everything is to follow a regimented schedule.

1) All questions and/or comments regarding the class should be directed to Dr. Mintu as soon as possible via e-mail or at her virtual office. In case of emergency, call her on the number indicated. Dr. Mintu REGULARLY checks her e-mail – so you can expect a prompt response. Therefore, each student

should always check his/her e-mail account regularly. **Dr. Mintu will attempt to respond to your e-mails within 24 hours, EXCEPT during the weekends.**

2) Occasionally, current events may occur that have great relevance to marketing. E-mails may be sent to the class with additional questions for discussion.

3) Dr. Mintu grades ALL your submissions herself. Typically, your submissions will receive her feedback (i.e., grades/comments) within 24-48 hours after the deadline.

4) Dr. Mintu will also send (constant) reminders regarding the upcoming class schedule – particularly deadlines. Always check your MyLeo account.

5) Always check the “Course Announcement” section (main student screen) for other announcements. Dr. Mintu updates this page on a regular basis.

6) Dr. Mintu is very engaged in all her courses. She expects the same from her students.

7) Have a sense of humor - try to enjoy and absorb the practical applications of marketing & CRM.

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**Netiquette - Student Guidelines** - *Netiquette* is the new way of defining professionalism through network communication. Here are some Student Guidelines for the class:

- Do not dominate any discussion.
- Do not use offensive language.
- Keep writing style formal. Avoid slang.
- Never make fun of someone’s ability to read or write.
- Use simple English.
- Use correct spelling and grammar.
- Share tips with other students.
- Keep an “open-mind” and be willing to express your minority opinion.
- Be aware of the University’s Academic Honesty Policy.
- Think before you push the “Send” button.
- Do not hesitate to ask for feedback

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**Students with Disabilities** **Students with Disabilities:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an

accommodation, please contact:

**Office of Student Disability Resources and Services**

**Texas A&M University-Commerce**

**Gee Library- Room 132**

**Phone (903) 886-5150 or (903) 886-5835**

**Fax (903) 468-8148**

**[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)**