

MKT 521 01W: Marketing Management Summer 1, 2020

Instructor Information:

Dr. Alma Mintu-Wimsatt

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Office Hours: By phone M-F 10:00-2:00 or by appointment

Phone: (214) 534-1494 cell

Preferred Form of Communication: Email

Communication Response Time: Within 24 hours except during weekends

Dr. Alma Mintu-Wimsatt (aka Dr. M.), William L. Mayo Professor and Professor of Marketing, received her Ph.D. in Marketing from the University of Kentucky in 1990. Dr. M. joined TAMU-Commerce in 1992. Since joining TAMU-C (then ETSU), Dr. M. has been recognized both in research and teaching. She is listed as among the top 10 most cited researchers at TAMUC. Dr. M. is a recipient of the William L. Mayo Professorship and a Citation from the Joseph H. Lauder Institute of Management and International Studies, The Wharton School and The School of Arts and Sciences, University of Pennsylvania. Of her many accomplishments, Dr. M. is most proud of being the runner up in the 2016 Access Capon Distinguished Teaching Competition from the Society of Marketing Advances; Paul W. Barrus Distinguished Faculty Award for Teaching from TAMUC and H.M. Lafferty Distinguished Faculty Award for Scholarship and Creative Activity from TAMUC. Dr. M. 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.

Online Platform:

Browser for D2L: Firefox or Chrome

To get started, you will need your campus-wide ID (CWID) and password to log into the course. Log-in to myLeo student portal and from the top menu ribbon select Apps (2nd tab). Scroll down and click on MyLeo Online (D2L Brightspace). If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at (903) 468-6000 or helpdesk@tamuc.edu. If you have not already done so, please go ahead and test your login to the system and report any problems to the e-mail listed below.

Once you are logged-in your D2L account, scroll to the bottom to find "My Courses." If you are having technical difficulties with any part of Brightspace (D2L), please contact Brightspace Technical Support at 1-877-325-7778 or click on the Live Chat or click on the words "click here" to send an email.

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 (or AHP). The ADP will be e-mailed to you as an attachment by Dr. Mintu during the first day of class. It is also available for download under Week #1 tab. The AHP has to be returned immediately during the first week of class. Be sure to upload the signed copy to your AHP as the designated assignment. Do not email your submission to me. Refer to the end of the syllabus on "*How to...*"

Course Description & Objectives:

This course is a comprehensive study of the effective application of marketing strategies in international and domestic organizations. MKT 521 has been designated as a Global Course in

conjunction with TAMUC's Quality Enhancement Plan (QEP). The course will help prepare students for an interconnected world through a focus on improved global competence. Students will be able to apply knowledge of the interconnectedness of global dynamics. As a result, students will be able to view themselves as engaged citizens within an interconnected and diverse world.

Case analysis approach and current professional literature are utilized. The course is designed to provide MBA students with the KNOWLEDGE, UNDERSTANDING and/or APPRECIATION of:

- 1) The role of micro and macro marketing in an organization and the development/planning of a marketing strategy;
 - 2) The elements that influence buyer behavior;
 - 3) The essentials of the 4P's: Product, Place, Price, Promotion;
 - 4) What defines an effective implementation of the marketing strategy;
 - 5) Development of student communication skills and critical thinking.
- All these will be accomplished through assigned readings, class discussions, and cases.

Student Learning Outcomes:

Upon completion of the course, student should:

- 1) Have in-depth knowledge to key marketing concepts and the role of marketing in the global business arena;
- 2) Be able to integrate marketing concepts to real world applications;
- 3) Be cognizant of ethical marketing challenges; and
- 4) Be exposed to mainstream and current marketing practices.

IMPORTANT NOTE:

There seems to be a **STRONG** belief among some 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 521 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 challenging.

All deadlines are absolute and no extra credit is available. 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 (preferred) or use the Virtual Office for additional questions you may have.

Please read and review this syllabus carefully to ensure that the set-up of this specific course will work with your own schedule/style. Since you have been forewarned, please do not email me during the course to 'complain' about the schedule. 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."

Textbook:

Title: Marketing Management

Authors: Greg Marshall and Mark Johnston

Publisher: McGraw Hill

ISBN: 978-1-259-63715-5 (print)

Edition: 3rd (2019)

Note: You will not need/use Connect**Discussion Forum Articles:**

Mainstream materials are also required along with the different chapters for discussion purposes and to complement the chapters/topics in this course. In particular, Bloomberg Businessweek (formerly known as Businessweek) will be utilized in this class. The library will have this business magazine. If you are searching using their website - Businessweek.com, note that dates/title may vary from the citation provided in your syllabus. However, if you use the library's electronic database - then the provided citation should be accurate. By utilizing the library's database, 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 D2L tab for easy access.

Marketing News is published by the American Marketing Association (AMA - Chicago) and accessed using our library's database. If you do not access these journals using the library, membership will be required by AMA. By utilizing the library's database, you will NOT have to pay to get a copy of articles referenced in your syllabus.

If you encounter library-related issues (especially for students accessing the library database from abroad), please contact the librarian whose name is indicated below. However, do not expect that Sarah will be at your beck and call. Extend her professional courtesy by giving her some lead time to assist you. I do not respond to students who ask that I send them a copy of the article.

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

COURSE SCHEDULE: A detailed course schedule has been provided for your convenience. Be sure to follow carefully. All deadlines will be strictly followed unless otherwise announced.

Unit	Dates	Chapters/Due Dates
Unit #1	June 1	Icebreaker – All About you! Discussion <ul style="list-style-type: none"> • Post your personal introduction in Discussion • Post any questions/clarification in Discussion <p>Discussion will close by 11:30 p.m. on June 1</p>

		DISCOVER MARKETING MANAGEMENT
Unit #2	June 2	<p>Chap. 1: Marketing in Today’s Business Milieu</p> <p>Discussion:</p> <ul style="list-style-type: none"> • “The Positives & Negatives of Marketing,” Marketing News, June/July, 2019, p. 30-eoa (end-of-article) <p>Discussion will close by 11:30 p.m. on June 2</p>
Unit #3	June 3- June 4	<p>Chap. 2: Marketing Foundation: Global, Ethical & Sustainable</p> <p>Case Study #1:</p> <ul style="list-style-type: none"> • Ferrell & Gresham (1985), “A Contingency Framework for Understanding Ethical Decision Making in Marketing,” Journal of Marketing, Vol. 49 (Summer), pp. 87-96. • “Just Try and Social Distance This,” Bloomberg Businessweek, April 20, 2020, p.40-eoa <p>Case Study #1 due by noon CT on June 3</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Case #1 <p>Discussion will close by 11:30 p.m. on June 4</p>
Unit #4	June 5- June 8	<p>Chap. 3: Elements of Marketing Strategy, Planning & Competition</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Ready or Not, Colleges Go Online, Bloomberg Businessweek, Mar. 23, 2020, p.12-eoa. <p>Discussion will close by 11:30 p.m. on June 8</p>
		USE OF INFORMATION TO DRIVE MARKETING DECISIONS
Unit #5	June 9	<p>Chap. 4: Market Research Chap. 5: CRM, Big Data, Marketing Analytics</p> <p>Case Study #2:</p> <ul style="list-style-type: none"> • Outline India: Enabling the Jump from Data to Decisions (Textbook, p.136) <p>Case #2 due by Noon CT on June 9</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Case #2 <p>Discussion will close by 11:30 p.m. on June 9</p>

Unit #6	June 10- June 11	<p>Chap. 6: Understanding Consumer & Business Markets</p> <p>Discussion:</p> <ul style="list-style-type: none"> • “What Gen Z Wants,” Bloomberg Businessweek, April 29, 2019, p. 12-13. • “Household Size May Be Bottoming Out,” Bloomberg Businessweek, Feb. 17, 2020, p.64. <p>Discussion will close by 11:30 p.m. on June 11</p>
Unit #7	June 12- June 15	<p>Chap. 7: Segmentation, Target Marketing & Positioning</p> <p>Case Study #3:</p> <ul style="list-style-type: none"> • Crafty Credit Card Competitor ‘Chases’ Amex for Share of Millennials’ Wallets (Textbook, p.207) <p>Case #3 due by Noon CT on June 12</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Case #3 <p>Discussion will close by 11:30 p.m. on June 15</p>
MIDTERM	June 16	<p>Chaps. 1-7 and Ferrell & Gresham article Available all day until 11:30 p.m. CT</p>
		DEVELOP THE VALUE OFFERING - PRODUCT
Unit #8	June 17- June 18	<p>Chap. 8: Product Strategy & New Product Development</p> <p>Discussion:</p> <ul style="list-style-type: none"> • “The Tequilero Who Made Patron a \$5.1 Billion Business,” Bloomberg Businessweek, Aug. 6, 2018, p.52. <p>Discussion will close by 11:30 p.m. on June 18</p>
Unit #9	June 19- June 22	<p>Chap. 9: Build the Brand Chap. 10: Service as the Core Offering</p> <p>Case Study #4:</p> <ul style="list-style-type: none"> • “But Is It Good,” Bloomberg Businessweek, Aug. 19, 2019, p.14. <p>Case Study #4 due by noon CT on June 19</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Case #4 <p>Discussion will close by 11:30 p.m. on June 22</p>
		PRICE & DELIVER THE VALUE OFFERING

Unit #10	June 23- June 24	<p>Chap. 11: Managing Price Decisions</p> <p>Discussion:</p> <ul style="list-style-type: none"> • “\$5000 for A Night In... a Tent,” Bloomberg Businessweek, Oct. 29, 2018, p.72-EOA. <p>Discussion will close by 11:30 p.m. on June 24</p>
Unit #11	June 25- June 26	<p>Chap. 12: Manage Marketing Channels, Logistics & Supply Chain</p> <p>Case Study #5:</p> <ul style="list-style-type: none"> • “Restoration Hardware – Using the Brick-and-Mortar Store as the 3D Catalog” (Textbook, p.337) <p>Case Study #5 due by noon CT on June 25</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Case #5 <p>Discussion will close by 11:30 p.m. on June 26</p>
		COMMUNICATE THE VALUE OFFERING
Unit #12	June 29- July 1	<p>Chap. 13: Promotion Essentials – Digital & Social Media</p> <p>Chap. 14: Promotion Essentials – Legacy Approach</p> <p>Discussion:</p> <ul style="list-style-type: none"> • “From Behind the Great Firewall,” Bloomberg Businessweek, April 22, 2019, p.62-EOA. <p>Discussion will close by 11:30 p.m. on July 1</p>
FINAL	July 2	Chaps. 8-14 and discussion articles Available all day until 11:30 CT

Time Zone Used:

We will be using Central Standard Time as the default for opening and closing times/dates/deadlines. Please make the necessary adjustments if you are in a different time zone.

Schedule Details:

Student access to your course for Summer 1, 2020 will start June 1st. This is a default setting beyond the control of Dr. Mintu.

LECTURE:

For each Unit, Power Point slides for each chapter will be open for access and review starting June 1st.

DISCUSSION BOARD:

Discussion Board will be open for posting during the designated dates per Course Schedule. For example, Unit #1 Discussion Board will be open on June 1st until 11:30 p.m. After the deadline, postings can be viewed on a "Read Only" basis. A feedback email recapping the discussion will be sent to the class 24 hours after the closing deadline.

While the schedule is hectic, once you have been in this course for a week, you will actually appreciate this set-up and know why it works best. However, as noted earlier - *Please read and review this syllabus carefully to ensure that the set-up of this specific course will work with your own schedule/style.*

It is the responsibility of each student to keep track of the course schedule. All deadlines will be on Central Time. Any student who will not be able to log into the class web site for more than 3 days (i.e., because of an extended business trip or other extenuating situations) should contact Dr. Mintu in advance.

CASE SUBMISSIONS:

All case submissions are due by NOON CT on the assigned day per Course Schedule.

Power Point Slides:

It is the responsibility of each student to keep up with the chapter designated for a given Unit as well as assigned readings. Power Point slides are provided for each chapter. This can be found under the "Lecture" tab for the given Unit.

Participation:

This MKT 521 course is going to be discussion-driven. 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 objectives of the forum are to create critical and sophisticated discussion on relevant as well as interesting topics. Former students have expressed that this is the *most* fun and interesting part of MKT 521.

Just like in traditional face-to-face classes, online MKT 521 students are expected to effectively communicate their ideas and opinions in class. A total of 100 points are available as your discussion grade to be determined by Dr. Mintu at the end of Summer 1. However, as Summer 1 progresses (typically around the midterm), you are welcomed to check with Dr. Mintu on the status of your participation grade.

For each Unit, Dr. Mintu will outline 3-5 discussion questions found under the 'Discussion Questions' tab for each Unit. You will have access to all Discussion Questions at the start of the semester. This will give you plenty of time to review the discussion questions and conduct some research, if you so desire. To participate in the discussion, click on the 'Discussion Board' tab.

You are expected to answer at least 3 of these questions and post your answers during the discussion as ONE thread (do not post answers to each question separately). When posting your answers – use the Q&A (Question & Answer) format. In addition, you are also expected to

interact at least twice with your colleagues and/or Dr. Mintu throughout the discussion cycle. Dr. Mintu will interact/add other queries throughout the duration of the discussion as well.

The discussion board will be open on the designated start date by 12:01 a.m. and terminate by 11:30 p.m. on designated end date. Note that for Units #4, #7 and #9, discussion will be open during the weekend. You are welcomed to post during these weekend dates but are *not* required. Once the discussion boards are closed - your only access to the discussion will be on a "Read Only" basis. There is absolutely no make-up for missed postings.

At the end of each Unit's discussion cycle, you will receive a Feedback email collating important points based on the discussion. Many have found the Feedback email beneficial.

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

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

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

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

Grading rubric: 100 points

Disengaged	Acceptable	Commendable	Completely engaged
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
< 75 points	75 points	76-89 points	90-100 points

The quality of your postings, the number of answered discussion questions, and sub-thread responses posted per Unit throughout the semester will determine how close to 100 points a student can obtain. Carefully follow the grading rubric presented. 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 are not only responding to Dr. Mintu's Unit 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/NOTES:

- 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 insights into the topic or questions. Dr. Mintu carefully reads each of your postings and may respond directly to you regarding your comments.
- 2) Posting during 'one seating' or 'one log-in' will not be sufficient in this course. The key to participation is logging and posting often *throughout* the discussion cycle. Carefully read the rubric to maximize credit.
- 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. Refer to the end of the syllabus on "*How to...*"
- 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 (APA style) 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. All Discussion Boards will start by a question posted by Dr. Mintu. This will help get the interaction started. At the end of each posting cycle, you will receive a Feedback e-mail summarizing the week's discussion.

Case Study:

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 'Case Study #' tab for the designated Unit. For example, Case Study #1 questions can found under Unit #3. All deadlines are absolute and no late papers will be accepted.

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). The Q&A (Question & Answer) format is required in organizing your analysis/submission. Those who do not follow the Q&A format will be penalized (0 pts. for 'Organization' – see rubric below). 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 chapters and/or assigned readings. The discussion questions (for posting purposes) will also help you frame your analysis. Each case study is worth 15 points.

Cases will be evaluated base on the following:

- (1) Use of research facts to validate your recommendations/suggestions - 6 points
- (2) Integration of previous and/or current chapters' concepts into the analysis. - 6 points
- (3) Organization of analysis contents – 3 points

To submit your analysis, be sure to upload your work using the designated Assignment. Refer to the end of the syllabus on “*How to...*” Check the schedule for deadlines - 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: 15 points

	Needs Improvement	Proficient	Exemplary
Use of existing case facts	Student did not effectively use case information in the analysis. 0-2 points	Student identified & utilized some case information in the analysis. 3-4 points	Student identified & effectively utilized relevant case information in the analysis. 5-6 points
Integration of relevant concepts	Student did not demonstrate the ability to integrate current/ previous concepts in the analysis. 0-2 points	Student identified & related some concepts currently/ previously discussed in the class. 3-4 points	Student identified & effectively integrated concepts currently/ previously discussed in class. 5-6 points
Organization	Student did not follow Q&A format/instructions, not organized, and/or not cohesive in answering the required questions. 0-1 point	Student used Q&A format, was somewhat organized and cohesive in answering the required questions. 2 points	Student use Q &A format, was clear, organized & cohesive in answering the required questions. 3 points

IMPORTANT CASE SUBMISSION RULES:

- 1) Be sure to type and save your case submissions in Word document form (using Office 2016 or earlier) – limit of 1 text page is to be strictly followed.
- 2) Submit your case analysis using the assignment # designation (i.e., Case Study #1). Proper case submission process is critical to ensure timely grading. Failure to assign proper assignment association will result in significant delays OR your case submission may NOT be graded! Refer to the end of the syllabus on “*How to...*”

3) Required format – Use the Question and Answer (Q&A) format. This will ensure that you have effectively answered all the questions and Dr. Mintu does not overlook any of your responses. If using references, make sure it is properly cited APA referencing style.

4) All case submissions have to be in Word 2016 format or earlier. Any work submitted that cannot be opened/read by Dr. Mintu will NOT be graded and awarded a zero.

Exams:

Per Course Schedule, there will be two exams in this class: Midterm and Final. Please note that the Final is NOT a comprehensive exam. Each exam is worth 100 points.

Each exam will be composed of the following:

10 Multiple choice questions - 20 points

10 True/False – 20 points

4 Essay questions - 60 points

Sample questions and/or exam guidelines will be provided a few days before the mid-term/final.

The time limit for each exam is 90 minutes. Exams are due on the designated date per your Course Schedule.

Grade Components:

Two exams - 200 points

5 cases - 75

Discussion/participation - 100

TOTAL - 375 points

Assignment of letter grades will be as follows:

A (90%) 337-375

B (80%) 299-336

C (70%) 261-298

D (60%) 223-260

F (<60%) Less than 222

Class Communication:

Always check the "Course Announcements" posted by Dr. Mintu. These announcements will be dated, so you will be aware of any changes.

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

Dr. Mintu believes in keeping in constant contact with her students. Deadline and reminder e-mails will be sent out regularly. Therefore, each student should always check his/her e-mail account.

What to expect from Dr. Mintu:

Be cognizant of the fact that I am a stickler for schedules and deadlines. Like most of you, I have a life outside MKT 521 and the only way I can balance everything is to follow a regimented schedule.

- 1) Dr. Mintu grades ALL your submissions herself. Typically, your submissions will receive her Feedback (i.e., grades/comments) in 24-48 hours, unless otherwise noted.
- 2) Dr. Mintu will also send (constant) reminders regarding the upcoming class schedule and Unit discussion feedback – check your email regularly. All deadlines are absolute!
- 3) Always check the “Course Announcement” section (main student screen). Dr. Mintu updates this page on a regular basis.
- 4) One of Dr. Mintu’s pet peeves is students who ask questions that can be answered if the said student had read the syllabus carefully. So, be sure to read your syllabus carefully.

Student Code of Conduct:

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<http://www.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquette

<http://www.albion.com/netiquette/corerules.html>

Academic Integrity:

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

Graduate Student Academic Dishonesty 13.99.99.R0.10

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Netiquette – Student Guidelines:

Netiquette is the new way of defining professionalism through online communication. Students who violate proper Netiquette will be administratively dropped by Dr. Mintu from the course.

Student Guidelines for the class:

- Do not dominate any discussion.
- Do not use offensive language.
- 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 even 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.

TAMUC Attendance:

For more information about the attendance policy please visit the Attendance webpage and Procedure 13.99.99.R0.01.

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

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 162
 Phone (903) 886-5150 or (903) 886-5835
 Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: Office of Student Disability Resources and Services

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice:

Texas A&M University-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.

Campus Concealed Carry:

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the Carrying Concealed Handguns On Campus document and/or consult your event organizer.

Web URL:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

Technology Requirements:

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

Desktop Support

Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
Microsoft® Edge	Latest	N/A
Microsoft® Internet Explorer®	N/A	11
Mozilla® Firefox®	Latest, ESR	N/A
Google® Chrome™	Latest	N/A

Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
Apple® Safari®	Latest	N/A

Tablet and Mobile Support

Device	Operating System	Browser	Supported Browser Version(s)
Android™	Android 4.4+	Chrome	Latest
Apple	iOS®	Safari, Chrome	The current major version of iOS (the latest minor or point release of that major version) and the previous major version of iOS (the latest minor or point release of that major version). For example, as of June 7, 2017, D2L supports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version. Chrome: Latest version for the iOS browser.
Windows	Windows 10	Edge, Chrome, Firefox	Latest of all browsers, and Firefox ESR.

- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
 - 512 MB of RAM, 1 GB or more preferred
 - Broadband connection required courses are heavily video intensive
 - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- You must have a:
 - Sound card, which is usually integrated into your desktop or laptop computer
 - Speakers or headphones.
 - *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site](http://www.java.com/en/download/manual.jsp)
<http://www.java.com/en/download/manual.jsp>

- Current anti-virus software must be installed and kept up to date.

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.

JavaScript is enabled.

Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
 - [Adobe Reader](https://get.adobe.com/reader/) <https://get.adobe.com/reader/>
 - [Adobe Flash Player](https://get.adobe.com/flashplayer/) (*version 17 or later*) <https://get.adobe.com/flashplayer/>
 - [Adobe Shockwave Player](https://get.adobe.com/shockwave/) <https://get.adobe.com/shockwave/>
 - [Apple Quick Time](http://www.apple.com/quicktime/download/) <http://www.apple.com/quicktime/download/>
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

HOW TO GUIDE – D2L for MKT 521

Here are some basic guidelines that will help you fulfill the requirements for MKT 521.

How do I find MKT 521 in D2L?

Log-in to myLeo portal. Click on the D2L icon. Once in D2L, scroll to the bottom of the homepage to My Courses or click on the ‘thumbnail’ icon on the top right hand of the homepage.

How to upload assignment submissions?

Go to the Activities tab (top of the page). Scroll to Assignment. You will find the submission folder for each Case. Click on the appropriate case folder. To upload, click on Add a File. Be sure to hit the ‘Submit’ button.

How to upload the Academic Honesty Policy?

Go to the Activities tab. Scroll to Assignment. Click on Academic Policy. You will find the blank PDF for you to download and sign. To upload the signed PDF, click on Add a File. Be sure to hit the ‘Submit’ button.

How do I participate in the discussion?

Be sure to pay close attention to the deadlines. There is no make up for missed postings.

A Discussion module or tab is assigned per Unit. Click on the appropriate Unit [see Course Schedule] and its corresponding Discussion Board.

- If starting a new thread, click on the “Start a New Thread’ button. Compose a title and your contents (Posting #1).
- If responding to an existing thread, click on the title of the thread then click on ‘Reply to Thread.’ (Posting #2)
- If responding to an existing reply – use the “reply” button found within the text box of the posting you are replying. (Posting #3)

What do I need to do to comply with the minimum posting requirement?

Posting #1 – Assignment question – Use START A NEW THREAD;

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

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

Where do I find my exams?

Scroll down and click on Other Grade Requirements tab.

Where do I find my exam grades and how do I view my exam in its entirety?

To find grade - Click on the Grades tab at the top left hand of your course page.

To view exam - Click Class Progress; Click on Quizzes; Click Details; Click on Attempt 1
Then the quiz/test will pop up.