2nd 8 weeks
The first chat is planned for _Thursday_ of the semester.

Marketing and Business Analytics
A&M-COMMERCE

MKT 545.81B: Small Bus. Brand Management

NOTE ABOUT TIMES: All times and deadlines for this course are listed as Central Standard Time (CST) Zone or Commerce, TX times.

Professor / Instructor Contact Information/Bio

Dr. Chris Myers
Dept Head & Professor of Marketing
Office BA 315E
Office phone: 903-886-5700; Fax: 903-886-5702
Office hours: Tue 9am-2pm or by appt
Email: Chris.Myers@tamuc.edu (preferred communication)
Response Time: Less than 24 hours, no later than 48 hours weekend.

> **To protect your academic privacy, please always send me emails from your tamuc.edu email. Please use emails to ask me questions. This is the fastest way to reach me.**

Bio
Chris A. Myers, Ph.D. is a Professor of Marketing at the College of Business of Texas A & M University – Commerce. His undergraduate degree is a B.S. in Electrical Engineering from the United States Air Force Academy (USAFA) and his Masters and Ph.D. are from the University of Texas at Dallas. His marketing research focuses on the antecedents of branding, emotion in advertising, cross-cultural determinates of the effectiveness of brands, and technology mediated learning. He has published in _Journal of Promotion Management, Services Marketing Quarterly, Journal of Product and Brand Management, International Journal of Business Research_ and _Baylor University Medical Center Proceedings_. Dr. Myers has been associated with the Quality Texas Foundation for over 22 years. He assisted with the development of quality improvement programs and led the operational quality programs for Karlee, Corporation in the late 1990s. He was instrumental in the developing and tracking of performance and quality reviews for Texas Award for Performance Excellence (TAPE) (1998) and the Malcolm Baldrige National Quality Award (1999). He has also been a Quality Examiner as well. Additionally, Dr. Myers has 28 years in the USAF Reserves flying B-52s as a Master Navigator (EWO) and 5 years as a team leader and project manager for Kimberly Clark making Huggies Pull-Ups.

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook: Strategic Brand Management : Building, Measuring, and Managing Brand Equity 5th Kevin Lane Keller; Vanitha Swaminathan, Pearson, ISBN 9780134892498

REQUIRED SOFTWARE: Please submit ALL assignments in a format that is compatible with Microsoft Office. It is required to be in the Word .docx format.

Course Description

Small Business Brand Management - Three semester hours This course is a study of the core concepts of marketing as applied to small and medium sized enterprises (SMEs) with emphasis on effectively branding the business. It is designed to prepare students with the skills and requisite knowledge that are necessary to start and run a small business. You also are exposed to important business principles and tools that make the foundation of organizational settings. Pre-requisite: MKT 521

Minimal Technical Skills Needed

The course requires the use of the learning management system (D2L), and the use of Microsoft Word, Excel and PowerPoint to conduct assignments and presentations.

Instructional Methods

The course will use a combination of lecture ppts, videos, chat sessions, and online discussions. The D2L environment will be used for class related material and document posting.

Student Responsibilities or Tips for Success in the Course

Regularly logging into the course website is required. Students are required to check their email at least once a day to avoid missing notifications and updates of course processes. Although the professor will send reminder emails when an assignment is due, it is students' responsibility to meet all deadlines. It is the responsibility of the student to ensure that all notifications and materials sent to the professor are received by the professor. You should plan your time carefully.

Deadlines are absolute:
All discussions, assignment and exams must be completed on the due date. Late work will not be accepted and will be graded as zero.

Email Policy:
When you send me email, be sure to include the course title (MKT 529) and section number in the subject line. I receive more than 50 emails a day. To ensure that your email reaches my inbox and reduce confusions, do include your course title and section number in your email subject line.

Academic Honesty Policy
Students are required to sign and return the academic honesty policy document during the first

week of the class. Any form of cheating is not allowed or tolerated in this class and will be reported to the college and graduate school. The cheating includes but is not limited to: copying, lying, copying from another's assignment or test, changing the answers on an exam or assignment for re-grade, assisting another student in doing dishonest behavior.

Instructional Methods
This section describes how the learning process will be conducted (delivery modalities, course structure, Getting Started and types of learning activities and assessments).

Student Responsibilities or Tips for Success in the Course
Please use these tips to be successful.
1. Get the textbook. The textbook will be part of all assignments and you will have to reference specific page numbers.
2. Review all the announcements. Check email daily for any feedback I will provide. However, the email will direct you to further information.
3. Please note due dates are generally Sundays but **NOT** during the final week.

Attendance and Class/Chat Participation
ATTENDANCE IS NOT REQUIRED, BUT YOU GET 10 POINTS IF YOU ATTEND WITH YOUR CAMERA ON AND YOU ARE PARTICIPATING. Attendance and participation are vital to the success of your learning experience. The roll will be taken during the first 5-10 minutes of the class. If you are not in class when the role is taken you will be marked as absent (YOU ARE NOT PENALIZED FOR NOT ATTENDING). Students who leave early without advance notice to the instructor and sleeping during the class session will be marked as absent.

Please note you will not be allowed to make up missed work or exams (arrangements must be made with me **prior** to the due date of the assignment or day of the exam). It is the student's responsibility to find out from their classmates what materials were covered, distributed, or assigned during any missed classes.

The attendance policy does apply to the students of the online class. However, they are expected to be active participants of the class and will be evaluated for participation.

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. 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.

COURSE GRADING

Activity	Number	Total Points
Live Class (LC)	5	50
Reflection Paper (RP)	2	40
Reflection Survey (RS)	2	20
Bio	5	5
ADP (Policy)	5	5

Learning Task 1 (LT1)   50   50
Learning Task 1 (LT2)   100   100

SCORE	>=90	80-89.9	70-79.9	60-69.9	<60
GRADE	A	B	C	D	F

LC – Live Class (Zoom type class within the online platform)
ADP – Academic Dishonesty Policy

Week	Chapter
Wk 1	2
Wk 2	4
Wk 3	5
Wk 4	7
Wk 5	9
Wk 6	10
Wk 7	13
Wk 8	

TECHNOLOGY REQUIREMENTS
LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:
https://community.brightspace.com/s/article/Brightspace-Platform- Requirements

LMS Browser Support:
https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:
https://support.youseeu.com/hc/en-us/articles/115007031107-Basic- System-Requirements

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to loginto the course. 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.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open

computer lab, etc.

COMMUNICATION AND SUPPORT
If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support
If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here: https://community.brightspace.com/support/s/contactsupport

Interaction with Instructor Statement

Email Response:
The preferred method of communication is through emails. I usually respond within 24 hours (generally quicker than that). In weekend, the response time can be 48 hours.

Assignment Policy
All assignments will be graded within one week, or at least no more than 10 days after the due date. Some students might turn in the assignment earlier than the due date. I usually grade all assignment together unless you make specific requirement.

COURSE AND UNIVERSITY PROCEDURES/POLICIES
Course Specific Procedures/Policies

Deadline
Deadline is absolute. Missed assignments and exams will result in 0 points. Under exceptional conditions, a late assignment maybe accepted with the permission from the professor. However, under no circumstances will an assignment be accepted more than one week late.

Time Zone:
The default time zone is Central Standard Time (CST) for all assignments, exams, discussions etc.

Extra credit policy:
NO extra credits will be awarded for individual students. Don't attempt to ask for individual extra credit at the end of semester to raise your grade. It is not fair to other students.

Syllabus Change Policy
The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures
Student 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/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in anonline forum: https://www.britannica.com/topic/netiquette

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

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

Students with Disabilities-- ADA Statement

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 an 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/studentDisabilityResourcesAndServ ices/

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 Statement

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/policiesProceduresStandardsStatement s/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.