

Foundations of Marketing 320F – Section 04945 Fall, 2011

Mon / Wed 9:30- 11:00AM, UTC 2.112A

Instructor: Dr. Elizabeth Danon-Leva

Email: elizabeth.danon-leva@mccombs.utexas.edu

Office: CBA 6.314

Office hours: Mon & Wed 11:30AM -12:30 PM or by appointment

(Office hours will start on Monday Aug 29, 2011)

TA: Anne Hallock

Office Hours: Thursdays 11:00 a.m. – 12:30 p.m. or by appointment

Office: CBA 4.304, space C

Email: Anne.Hallock@mba12.mccombs.utexas.edu

TA: David Scheinfeld

Office Hours: Tuesdays 3:00 p.m. – 4:30 p.m. or by appointment

Office: CBA 4.304, space A

Email: dscheinfeld@mail.utexas.edu

Prerequisites

• Upper division standing (completion of a minimum of 60 credit hours); restricted to non-business students.

• Grade Point Average of 2.0 or better (for Business Foundations Certificate)

Required Textbook

Marketing 5, Lamb, Hair, McDaniel, (5th ed.) 2012, South-Western Cengage ISBN-13: 978-1-111-52809-6

Objectives

This course is designed to introduce non-business students to the foundations of marketing as they relate to the whole business enterprise. This course will be focused on the *understanding* and *application* of key marketing concepts. You will find that, although the text serves as a useful foundation for the concepts covered in the class, simple memorization of the material in the text will not be sufficient. It is the attendance in lectures and the participation in discussions during class that will cement the concepts, allow you to apply them to real business problems, and prepare you for the exams.

I will provide insight into the way in which customer wants and needs are transformed into a firm's strategies and tactics. This course will consist of class lectures, textbook, speakers, films, articles, and cases all designed to give you a comprehensive understanding of marketing.

- 1. To provide you with knowledge of the history of marketing activities and the evolution of the modern marketing system.
- 2. To heighten your awareness of the interaction between business and society as it relates to marketing activities; what role it plays in the economy and within an organization.
- 3. To expand your understanding of the marketing system and basic marketing vocabulary.

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- 4. To develop your understanding of basic marketing activities and ways that marketing relates to other business activities.
- 5. To sharpen your analysis of business strategy and tactics from a marketing person's perspective.
- 6. To provide you with a framework for developing marketing strategy and a working understanding of tools and tactics useful in implementing marketing strategy.

Course Description

Marketing 320F is a mass section survey course. As a result, the course will be taught in a lecture format. I will personalize the class with outside information, guest speakers, films, and personal business experiences. However, in addition to this material, the course will include discussions of articles on "current events" related to marketing. You will be responsible for all speakers, films, articles and personal business example covered in each class.

The course will utilize Blackboard; class lecture notes will be posted on the Web site prior to class and will provide an outline of what will be discussed in class and will help you understand the organization of the lecture.

The class lecture notes are subject to modification at the time of class and additional material will be provided during class. You will find the course a much more positive learning experience if you bring a copy of the posted notes with you to class. However, you will not be able to absorb all of the material that is presented in class by merely reading the posted lecture notes. You are responsible for not only attending class, but also reading the assigned text material prior to the class.

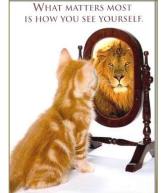
Several guest lecturers will be invited to class. They have special marketing expertise that will enrich the course content. There may be questions on examinations or quizzes from material that is presented by the guest lecturers.

As much as possible I will try to involve you in all the course material by asking for your opinions and comments on topics as they are covered in class. As we cover different aspects of marketing, you will probably notice examples of marketing in the world around you. I encourage you to keep up with current events in business and

marketing by regularly reading the popular business press, such as *Business Week, Financial Times, USA Today (money section), Fortune, Forbes,* and *The Wall Street Journal.*

We will cover a great deal of information throughout the semester. In addition, each new topic in the course builds on previously covered material. It is essential that you remain current in your assignments, reading the appropriate text chapters *prior* to the class in which the relevant material will be covered. This will both enhance your understanding of the lecture material and enable you to comment and contribute in class.

I would like to learn more about each of you personally. Please, feel free to take the time to visit me or your TA during office hours.



Lecture Policies and Expectations

Class sessions will include lecture, discussion, tests, and other activities. The class sessions will be based on content from the textbook, assigned readings, guest speakers, and videos. You may also e-mail me with questions you would like addressed in the next lecture. If I determine you need more individual attention, I may ask that you see me after class or during office hours.

The keys to having a successful experience in this class include:

• Commit yourself to learn the concepts presented in this class. Don't simply memorize vocabulary words.

- Blackboard is <u>required</u> for this course. Look at Blackboard announcements weekly for updates, important class notices, and grades. Print the PowerPoint slides beforehand and bring them to class. PowerPoint slides will be available on Blackboard by midnight the day before each scheduled class. It is your responsibility to check Blackboard regularly.
- Take notes during class on everything, including the videos and speakers.
- The material in this class builds on itself. Do not get behind. Read assigned chapters and articles prior to the class in which they will be discussed. This will provide you with an overview of the concepts and vocabulary so that our class discussion will be much more meaningful.
- Observe the marketing principles we discuss in class as you journey through your daily life:
 - Read articles in the business press (e.g., Wall Street Journal, Business Week, etc.) and think about the marketing implications for you, other consumers, the organizations, the industry, the economy, and society.
 - Think about the reasons why you buy a certain brand of clothes, beverages, or cars.
 - Consider why the products you buy are priced the way they are.
 - Observe how many forms of advertising you encounter every day.
 - Consider how diverse consumers can be and the effect this has on marketing strategy.
 - "Reverse engineer" the marketing efforts you are exposed to and understanding how these efforts utilize (or don't utilize) the marketing principles we discuss in this class.

The highest professional standards are expected of all members of the McCombs community. In an effort to create a classroom environment in our large lecture hall that remains conducive to learning, please remember to follow these rules every day:

- 1. <u>Conduct yourselves professionally. Come to every class, on time</u>; be seated and ready to begin when the class period starts. On time arrival shows respect for both fellow students and faculty and it enhances learning by reducing avoidable distractions. If you must leave class early, please tell me before class starts. I would appreciate it greatly.
- 2. Maintain a relaxed but professional environment in class. Please do not bring noisy and/or smelly food (i.e. fries & burgers) to class. Snacks ok.
- 3. <u>Phones and wireless devices are turned off</u> if you forget, turn it off quickly. Please do not take any calls in the classroom. Hearing the annoying ringing in the middle is class is not professional, it cuts off the flow of discussion when the search for the offender begins. When a true need to communicate with someone outside the class exists (e.g. for some medical need) please inform the professor prior to class.

Out of courtesy to your colleagues, professor and guest speakers, pls refrain from using your PDAs in any way. If this is continuous and distracting be prepared to be asked to put away.

4. Put away all newspapers, books, and other materials not related to our class – keeping your attention on the lecture helps you and helps me. You are not expected to bring your textbook to class, but please do so if you find it helpful.

5. <u>LAPTOPS are closed and put away.</u>

Due to abuse by those who came before you, I regret to have this policy in my classroom. When students are surfing the web, responding to email, instant messaging each other, and otherwise not devoting their full attention to the topic at hand they are doing themselves and their peers a major disservice. Those around them face additional distraction. Fellow students cannot benefit from the insights for the students who are not

engaged. Faculty office hours are spent going over class material with students who chose not to pay attention, rather than truly adding value by helping students who want a better understanding of the material or want to explore the issues in more depth. Students with real needs may not be able to obtain adequate help if faculty time is spent repeating what was said in class.

The McCombs School of Business Marketing Department has a "No Laptop" classroom policy.

6. Avoid side conversations.

The classroom acoustics make these very distracting for your fellow students. I want you to be engaged, but if you have something to discuss, let us all share your observations. If the side conversations are continuous be prepared I will call your attention in class and ask you to leave the classroom.

- 7. <u>Etiquette with Guest Speakers.</u> Information will be posted the night before so you know who to expect. Arrive on time. Do not engage in side conversations, texting, etc. Take notes, there will be no PPT posted. Expect a debriefing of the guest speaker's topic the following class after. Speakers are available to meet with you after class.
- 8. <u>Students are fully prepared for each class</u>. This means coming to class having read the assigned pages in the text book per the course schedule. When students are not prepared they cannot contribute to the overall learning process. This affects not only the individual, but their peers who count on them as well. Participate in class discussions. I reserve the right to call on you, so be prepared!
- 9. <u>Treat your fellow students, Professor and Guest Speakers with respect</u> by being polite and considerate. Disagreement and debate are encouraged. Intolerance or disrespect for the views of others is unacceptable. Equally disrespectful is texting or tweeting during class or when a guest speaker is presenting.
- 10. <u>I encourage you to visit me during office hours</u> so we can get to know each other. Perhaps you want to talk about career options, future goals & aspiration, or have a question about projects or grades.
 - If you have concerns, suggestions, or feedback about any aspect of this class, please voice them to me. You can always talk with me during office hours or by scheduled appointment.
- 11. I have <u>no tolerance for acts of academic dishonesty</u>. Such acts damage the reputation of the school and the degree and demean the honest efforts of the majority of students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam. I reserve the right to scan all submitted documents for plagiarism using such tools as Google, TurnItIn, SafeAssign and other such tools.

The reason for all these "rules" is not to be hard-line, but to minimize distractions. I've found that students moving around during the class, arriving late, leaving during the class, talking – and certainly laptops, PDAs, and cellphones, really interrupt the flow of the material; not just for me, but for the rest of the class as well. Students not conducting themselves professionally will be asked to leave the classroom. If you must leave class early, please tell me before class starts. I would appreciate it greatly. We have so little time that I hate to waste it. The bottom line is just to show respect for other students and for the whole learning process.

Extra Credit Opportunity

You can earn up to **TWO** extra credit points on your *final grade* by participating in research studies through the Marketing Department Subject Pool. You can earn <u>one point</u> for <u>each</u> study you participate in. You may not participate in the same study twice. These extra credit points will be added to your <u>final</u> grade.

You can register and check your extra credit status via the Marketing Department Subject Pool website at: http://mccombs.sona-systems.com

You may go to the website and register today and you will be notified by email when the first studies are posted online. For more information on the Subject Pool, see the Marketing Department website: http://www.mccombs.utexas.edu/dept/marketing/undergrad/subjectpool.asp

You are strongly encouraged to participate in these studies. It is a good way to get exposed to marketing research and it is valuable to understanding marketing and consumer behavior. These opportunities are offered throughout the semester, but will *end the 2nd to last week* of the regular semester (not including finals), so plan ahead. Studies end by Wednesday, Nov 23rd, 2011

Questions regarding extra credit? Email Crystal Lee, the Subject Pool Coordinator, at: hyunjung.lee@utexas.edu

Other

<u>TA:</u> Your TAs should be contacted on all exam reviews, <u>articles</u>, <u>textbook</u>, and <u>absence issues</u>, etc. Feel free to copy me on all email correspondence.

Students who use TA office hours regularly to ask questions about course material or simply to ask directions regarding study methods tend to do better in class.

Grading

Your grade in the course will be a function of three multiple-choice examinations, an optional final examination, homework quizzes, participation in extra credit marketing department research projects, and in-class discussion when guest lecturers make presentations.

The course grade will be computed as follows. There will be <u>no rounding</u> of grades.

- A 93.0 and above
- A- 90.0-92.9
- B+ 87.0-89.9
- B 83.0-86.9
- B- 80.0-82.9
- C+ 77.0-79.9
- C 73.0-76.9
- C- 70.0-72.9
- D+ 67.0-69.9
- D 63.0-66.9
- D- 60.0-62.9

F 59.9 and below

To be fair to all students, grade changes or additional extra credit opportunities will not be considered. There will be no exceptions. No arguments about +s or -s because this would remove the benefits of the +/- system, which

was introduced to insure a more accurate grading system. The way to get the grade that you want is by <u>earning</u> it *during* the semester and not by asking for a favor at the end of it.

Exams:

Surprise Quizzes (6) Extra Credit	10 points 2 points
Total	102 points



Final Exam (Optional, cumulative, replaces your lowest exam grade) 30 points

Please note that after the Final Exam, the only student meetings I will schedule are for discussing exams from a learning perspective, and these will be scheduled during the next semester. *No grade discussions of any kind (other than to correct data entry or calculation errors) will occur at the end of the semester.*

Exam Policies

Please consult the calendar and establish that the exam dates/times will not conflict with your schedule during the first day of class. You must take the exam on the dates indicated in the class calendar. You will need to come to class ten minutes early on test days and bring your student ID card.

No alternative test dates or times will be provided except as required for those students presenting a letter of accommodation from the Dean of Students SSD office. **No make-up dates are offered for students who miss an exam.** Remember that if you miss an exam, while you will be given a zero, you may take the optional Final Exam to replace the zero grade.

Do not make any plans to leave town before the Final Exam to assure yourself the opportunity to make up a missed exam or low exam score.

- Exams will cover assigned chapters in the textbook, other assigned readings, lectures, class exercises, class discussions, videos, and guest speakers. You are responsible for <u>everything</u> covered in the previously stated areas.
- Exams will consist of multiple choice questions. The emphasis on these exams will be on the application of concepts and not on memorization.
- Test grades will be posted on Blackboard within two business days following the test.

The following rules are key to exam efficiency in a large class. <u>Failure</u> to follow any of these rules will result in a penalty:

- 1. **Bring a photo ID to all exams** You must bring your student ID card to each exam and present it. Students without any ID will be checked by the Professor against the photo roster for the course. If you leave the exam without showing a photo ID or being checked against the roster, you will receive a zero grade regardless of your test answers. In other words, do not leave in a hurry. No exceptions will be made to this rule.
- 2. *Turn off all cell phones, PDAs, pagers, calculators, or any other personal technology* during exams, and do not have them on your desk or otherwise visible during the exam. No additional notes, books, headphones, or tools are allowed. This is for exam security.
- 3. Bubble in Exam "A" or "B", your EID and full name in pencil on your Scantron for all exams. Exams completed in ink cannot be read by the scanner and must be hand graded. If you miss to include any of this information you run the risk of a wrong grade or not being graded at all
- 4. Stop writing and stand up to hand in your exam when I call 'time'. Students arriving late to an exam will not be given additional time.

- 5. *Use of pencils and erasers are allowed*. The professor, TA and proctors will randomly examine your space and anything found to be more than your Scantron and exam questions material will be confiscated and your grade penalized with zero.
- 6. Stay in your seat until you are ready to turn in your exam. Leaving the room unaccompanied during the exam will not be permitted except in cases of medical emergencies (i.e. don't drink a Big Gulp right before a test!).
- 7. When you finish your exam, you must hand in your Scantron and exam questions sheets together.
- 8. Students who have English as their second language may bring a language book dictionary only (no electronic foreign language dictionary is permitted). It will be inspected and should not include any notes, loose pages, or any additional course material/information. Pls show to the TA or Prof prior to exam start.
- 9. Please accept the responsibility of aggressively *avoiding ANY behavior that may appear to be cheating*. Keep your Scantron sheet in front of you, your eyes on your own paper. *NO ball caps allowed during the exam*.

Should any TA or exam proctor observe a student behaving in a way that arouses their suspicion, they may ask the student to move to the back of the classroom to complete the exam and will ask the student to speak with me after class. This is not an accusation, I will merely ask for an explanation of what was observed. Please be advised that I reserve the right to use 'undercover' proctors posing as students taking the exam. I will refer any suspected violations to the Office of the Dean of Students for investigation. An 'F' in the course will be the recommended penalty in most cases of exam cheating or other scholastic dishonesty.

Exams will be available for review for two weeks only following the posted grades during TA and instructor office hours only. You may take notes, but you may not copy the exam nor remove the scantron, exam, or exam key (including verbatim notes or pictures of these items) from the TA or instructor's office. Removal of exam-related material from the instructor's office is considered cheating and will be treated as an incident of scholastic dishonesty. (Because of the size of the class, we cannot extend this beyond the stated time frame).

Please note that after the Final Exam, the only student meetings I will schedule are for discussing exams from a learning perspective, and these will be scheduled during the next semester. No grade discussions of any kind (other than to correct data entry or calculation errors) will occur at the end of the semester.

Surprise Quizzes

- Six (6) unannounced quizzes will be given during the semester. The quiz will generally consist of 2-4 multiple choice questions of any topic covered up to that day, including the day quiz is done.
- Each quiz is worth 2 points for a maximum total of 10 points. <u>There will be no make-up quizzes offered.</u> Students missing a quiz will receive a zero for that quiz. This is not negotiable.
- The five (5) highest quiz grades will be counted towards your class grade (the lowest of your six (6) quizzes will be dropped.)
 - Should a guest speaker request a survey, at the discretion of the professor, a surprise quiz can be substituted. The amount of the extra point will be based on the quality (not quantity) of your response Should this occur, an announcement at the end of class will be done as well as posted on Blackboard immediately after class. The students will have only 36 hrs to respond. No exceptions or extensions to this timeframe will be allowed.

Meeting Your Grade Goals

First, review this syllabus and the course requirements carefully. There are many opportunities provided to help you succeed in this course. However, you must take advantage of them throughout the semester since the extra credit opportunities are time-limited. A full 10 points of your grade is determined solely by your surprise quizzes, with an additional 2 extra credit points available to add to your final grade. Please note that grades are based on your output, not your effort, nor your improvement. I expect each of you to have the time management skills to evaluate course requirements and complete them on time and accept the consequences of your choices.

Please see the instructor or TA for guidance early in the semester if you are not meeting your grade goals. Your TA will NOT provide notes for missed classes! Any member of the teaching team is happy to assist you in using this information to devise a more successful study system.

It is always disappointing to hear from students at the end of the semester who did not take advantage of attendance and extra credit and end up only one or two points away from a higher grade. Do not be one of them! All choices—even 'right' ones — have consequences, so skipping class/studying less to meet other legitimate life needs will not excuse you from receiving the grade you earn in this class. The instructor will not discuss or consider any grade changes at the end of the semester (regardless of special circumstances, catastrophes, improvement, good intentions, needs, desires, etc), so please put your effort into this class throughout the semester and accept the consequences of your choices.

Attendance

Class attendance is essential and expected. All class meetings will be held as scheduled unless it is announced otherwise. You are expected to be in class on time to eliminate disruption of class discussions, class speakers and lectures.

Late to Class: Students coming into class late are requested to enter the class from the **REAR DOORS ONLY.** Entering the class doors through the side doors is disturbing to your fellow students, your instructor, and guest speakers.

University Policies

Services for Students with Disabilities (SSD):

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY. Please also contact me early in the semester regarding any special assistance I may provide, including during class. Letters of accommodation MUST be submitted within TWO weeks of the start of the semester. Students are RESPONSIBLE FOR MAKING ARRANGEMENTS FOR THEIR ACCOMODATIONS "NOT" the TA or the PROFESSOR.

Religious Holidays:

If any student will have to miss a class as a function of a religious Holy Day, they need to inform the Professor by the end of the third class day so that alternative arrangements can be made. If you must miss a class, a work assignment, or a project in order to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable time after the absence. If you miss an exam, remember that is why 4 exams are offered in this course, you have the opportunity to take the Final Exam to make up for the one you missed. This policy can be reviewed online at: http://www.utexas.edu/student/registrar/catalogs/gio3-o4/ch4/ch4g.html#religious

Academic Dishonesty: Don't cheat. Integrity is important in the "real world" and the classroom alike. The bottom line is that I will not be tolerant of any unethical behavior in any way shape or form and will seek out the maximum penalties for any student violating the University's policies.

This class will operate in full compliance with the Policy Statement on Scholastic Dishonesty for the McCombs School of Business, which is described in detail at

http://www.mccombs.utexas.edu/udean/advising/policy/code of conduct.asp.

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business. By teaching this course, I have agreed to observe all of the faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all of the student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

By enrolling in this class you have agreed to observe all student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.



CHEATING WILL NOT BE TOLERATED....PERIOD!!!

All aspects of the delivery of this course, including the class lecture, are the intellectual property of the professor. Any unauthorized reproduction, transmission, transcription or duplication of any aspect of the delivery of this course is strictly prohibited.

Final Thoughts

Please take advantage of the opportunities in this course. I am here to help you. Please keep in mind that this is a dynamic course, constantly in development to incorporate the growth and changes in the field of international business. Your patience and understanding are appreciated. There **will be changes** to the course schedule, and I reserve the right to make changes to this syllabus. That said, your feedback is important to me and to the development of the class, so please feel free to give me your constructive criticism and feedback on the course.

Marketing will be demanding, at times difficult and quick paced course. It involves a mindset that forces you to integrate, to be imaginative, and to be decisive in situations with limited information. Developing a mindset – a way of thinking – is much more difficult than learning specific information or techniques. You must learn to think analytically. You may find the course requirements and evaluation to be very demanding. However, facing demands is the surest way I know to learn and grow. You will be able to use the skills and knowledge you have learned in this class in whatever path you take in your career as a means to effect positive change. At the same time the course is difficult, it will give you valuable insight into the real world that will benefit you as you pursue a career in an increasingly global world.

Finally, this course should be very enjoyable – I believe learning should be fun! Despite some of the formal rules in the course, much of the class discussion can be spontaneous and creative. More than most other courses you have had in college, you will get out of this class what YOU put into it. I can simply guide. If you will commit yourself to preparation, apply yourself to the tasks at hand, and then open yourself up to learn what you can from the process and from other students, I think you will find this among the most enjoyable and worthwhile courses you will have in your business education.

MKT 320F COURSE SCHEDULE

Note that course structure, guest speakers, and reading assignments are subject to change. It is your responsibility to remain informed of the routine changes and adjustments announced during each class meeting and/or posted on Blackboard.

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CLASS	DAY	DA	TE	ТОРІС	CHAPTER / PPT, Articles, etc posted or Blackboard for EACH
			1	Introduction to the course	class
1	W	Aug	24	Introduction to the course Purpose & Scope of the Course, Syllabus & Expectations Overview of Marketing	Intro 1
2	М	Aug	29	Strategic Planning	2
3	W	Sept	31	The Marketing Environment	4 & Case Study: Starbucks
4	М	Sept	5	NO CLASS - Labor Day - NO CLASS	
5	W	Sept	7	Consumer Behavior & Business Marketing	6 and 7
6	М	Sept	12	Marketing Segmentation	8
7	W	Sept	14	Guest Speaker	
8	М	Sept	19	Product Concepts AND Product Development & Management	10 and 11
9	W	Sept	21	Guest Speaker	
10	M	Sept	26	Marketing for NPO	12 & Case Study: Minute Clinic
11	W	Sept	28	EXAM 1 (Chapters 1-2, 4,6-8,10-12, Lectures, Articles, Cases, Special Topics, specific video clips & Guest speakers)	EXAM
12	M	Oct	3	Marketing Channels	13
13	W	Oct	5	Supply Chain Management	14
14	М	Oct	10	Guest Speaker	
15	W	Oct	12	Retailing	15 & Case Study: Nordstrom
16	M	Oct	17	Marketing Communications	16
17	W	Oct	19	Guest Speaker	
18	M	Oct	24	Advertising & PR	17
19	W	Oct	26	Sales Promotion AND Special Topic: TBA	18
20	M	Oct	31	EXAM 2 (Chapters 13-18, Lectures, Articles, Cases, Special Topics, specific video clips & Guest speakers)	EXAM
21	W	Nov	2	Global Marketing	5
22	М	Nov	7	Guest Speaker	
23	W	Nov	9	Pricing Concepts & Strategy	19
24	М	Nov	14	Pricing Tactics	20 & Case Study: Wal-Mart
25	W	Nov	16	Guest Speaker	
26	М	Nov	21	Marketing Research AND CRM	9 & 21
27	W	Nov	23	Marketing Ethics & Social Responsibility AND Special Topic: Legal Aspects of Marketing	3
28	M	Nov	28	Social Media & Marketing / Course Wrap-up	22
29	W	Nov	30	EXAM 3 (Chapters 3,5,9,19-22 Lectures, cases, Special Topics, specific video clips & Guest speakers)	EXAM
	??	Dec	TBD	FINAL EXAM (optional AND comprehensive- includes all chapters, cases, articles, videos) Time & Location: TBD	FINAL EXAM

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Student Personal Information Sheet

Marketing 320F Fall 2011

Please complete the following information. This information will not be shared with others. This sheet provides me with your contact information as well as a brief background on you. The better I understand you & your interests, the more I am able to help & guide you to areas of your interest. Thank you!

an.	NAME:
	Telephone(s):
\bowtie	Email(s):
	Major:
\odot	Expected Graduation Date:
H	What is your nationality, where were you born?
H	What language(s) do you speak other than English?
B	What are your professional career goals?
B	What are your dreams & hopes?
B	What are your expectations for this class to help you toward your career goals & personal dreams?
B	Tell me something special and/or interesting about yourself (i.e. hobbies, interests, and accomplishments, family) and/or What did you do this summer?
B	Do you have any question for me?