



Arthur J. Bauernfeind
College of Business

MURRAY STATE UNIVERSITY



DEPARTMENT: Management, Marketing and Business Administration

COURSE PREFIX and NUMBER: MKT 285

CREDIT HOURS: 3

COURSE TITLE: EMERGING TECHNOLOGIES IN MARKETING - Spring 2016

LOCATION AND TIME: BB 209 lab, 3:00-4:15 on Monday/Wednesday

INSTRUCTOR: Yana Andonova
yandonova@murraystate.edu
Department of Management, Marketing, and Business Administration
Office: 413D
Phone: 270-809-4766

Office Hours: Mon, Wed 11:30- 1:00pm
Tues 11am-4pm
Fri 12-2pm

(Other times by appointment)

COURSE DESCRIPTION: In the business world, the emergence of new technologies constantly creates problems for those slow to respond to them and competitive advantage for those who are quick to do so. This course focuses on the technologies which are currently shaping the world's economy and markets. It includes practical, hands on instruction in these technologies, readings on their potential impact, discussion of appropriate strategies for exploiting them and a project which integrates multiple technologies in a business setting.

PURPOSE: Technological innovation impacts every aspect of business operations. It is also our goal to implement these technologies in a "real world" setting by choosing businesses or organizations to assist that may use our expertise.

New technologies can:

1) Enable new products and services, 2) create new methods for interacting with employees, partners and customers, 3) enable new research methods, 4) streamline business operations and/or 5) create opportunities for entrepreneurial new businesses. As the pace of innovation accelerates, managers are constantly challenged with mastering new technologies, understanding their potential and integrating them into their business operations. In this course, students develop these skills by working with the new technologies shaping the modern business world and incorporating them into their knowledge base and skill set.

OBJECTIVES: To complete this course, students must demonstrate:

- 1) Effective written and oral communication skills.
- 2) A basic knowledge and introductory level skills of selected emerging technologies in the business world, with special emphasis on business geographic information systems (BGIS), social media, promotional material design, video editing, and online survey research.
- 3) An enhanced ability to perform segmentation and targeting using GIS software.
- 4) Basic knowledge and application of spatial concepts and be able to apply spatial ability to come to business decisions.
- 5) Knowledge of the power of social media outlets in marketing.
- 6) Application of specific social media outlets enacted for advertising and promotion as well as increased goodwill.
- 7) Basic design concepts for promotion of print and online ads.
- 8) The ability to create and edit videos for public relations and marketing purposes.
- 9) Introductory research skills using online survey tools and subsequent analyses of information.

CONTENT OUTLINE: (See last two pages of this syllabus.)

***Note, this course is primarily assignment-based. You need to check canvas every week to make sure you're on track with the deadlines for the assignments that need to be completed. While you should be able to complete most of the assignments in class, it is possible that you might occasionally need to wrap up an assignment outside of class.

***Please bring a pair of earphones to class with you as occasionally you will need to view videos.

INSTRUCTIONAL ACTIVITIES: Lecture, application exercises, readings, projects

FIELD AND CLINICAL EXPERIENCES: None

RESOURCES: internet resources, handouts, videos, various computer software and shareware

TEXT: None, but selected readings and videos are included in each module.

EVALUATION AND GRADING PROCEDURES:

GRADED ASSIGNMENTS:

1. Module projects representing three areas of study (these assignments will revolve around an overall fictitious business that you choose)
2. Quizzes after each module
3. Other graded projects assigned as determined

GRADING SCALE: Final grades will be based on points earned as a percentage of total possible points. The following scale will be altered only for the benefit of the class.

90% and above = A

80% to 89.99% = B

70% to 79.99% = C

60% to 69.99% = D
below 60% = E

*All grades are always kept for student perusal on Canvas.

IMPORTANT NOTES:

- 1) Uploading a blank file submission by the student will result in a zero, with no redos. It is the student's responsibility to check his/her final work, AND**
- 2) No AUDITS will be granted for the class after mid-term.**

OTHER POLICIES:

1. Late assignments turned in on Canvas or on paper will receive a grade of zero.
2. Make-up quizzes are possible only with the prior approval of the instructor and will not include a team component.
3. Individual extra work to improve a grade will not be allowed.
4. The faculty of the Department of Management, Marketing, and Business Administration expects professional quality performance on all written work submitted for credit in our courses. Professional quality performance includes: 1) proper grammatical construction and spelling, 2) logical and clear presentation of content, and 3) neat, well-structured documents.
5. The faculty of the Department of Management, Marketing, and Business Administration expects students to be prepared for each class meeting. This includes studying assigned material before the class meeting at which it will be discussed. It also includes participating in class discussions.
6. The Academic Dishonesty Policies of Murray State University and the College of Business are incorporated into this document. These policies will be enforced vigorously in this course. Copies are available in the classroom and from the instructor. Students have full responsibility for reading, understanding and complying with these policies.

ATTENDANCE POLICY: Students are expected to adhere to the MSU Attendance Policy outlined in the current MSU *Bulletin*. The instructor of this course reserves the right to reduce a student's grade for excessive unexcused absences.

ACADEMIC HONESTY POLICY:

Murray State University takes seriously its moral and educational obligation to maintain high standards of academic honesty and ethical behavior. Instructors are expected to evaluate students' academic achievements accurately, as well as ascertain that work submitted by students is authentic and the result of their own efforts, and consistent with established academic standards. Students are obligated to respect and abide by the basic standards of personal and professional integrity.

Violations of Academic Honesty include:

Cheating - Intentionally using or attempting to use unauthorized information such as books, notes, study aids, or other electronic, online, or digital devices in any academic exercise; as well as unauthorized communication of information by any means to or from others during any academic exercise.

Fabrication and Falsification - Intentional alteration or invention of any information or citation in an academic exercise. Falsification involves changing information whereas fabrication involves inventing or counterfeiting information.

Multiple Submission - The submission of substantial portions of the same academic work, including oral reports, for credit more than once without authorization from the instructor.

Plagiarism - Intentionally or knowingly representing the words, ideas, creative work, or data of someone else as one's own in any academic exercise, without due and proper acknowledgement.

Instructors should outline their expectations that may go beyond the scope of this policy at the beginning of each course and identify such expectations and restrictions in the course syllabus. When an instructor receives evidence, either directly or indirectly, of academic dishonesty, he or she should investigate the instance. The faculty member should then take appropriate disciplinary action.

Disciplinary action may include, but is not limited to the following:

- 1) Requiring the student(s) to repeat the exercise or do additional related exercise(s).
- 2) Lowering the grade or failing the student(s) on the particular exercise(s) involved.
- 3) Lowering the grade or failing the student(s) in the course.

If the disciplinary action results in the awarding of a grade of E in the course, the student(s) may not drop the course.

Faculty reserve the right to invalidate any exercise or other evaluative measures if substantial evidence exists that the integrity of the exercise has been compromised. Faculty also reserve the right to document in the course syllabi further academic honesty policy elements related to the individual disciplines.

A student may appeal the decision of the faculty member with the department chair in writing within five working days.

Note: If, at any point in this process, the student alleges that actions have taken place that may be in violation of the Murray State University Non-Discrimination Statement, this process must be suspended and the matter be directed to the Office of Equal Opportunity. Any appeal will be forwarded to the appropriate university committee as determined by the Provost.

NON-DISCRIMINATION POLICY AND STUDENTS WITH DISABILITIES:

Policy Statement

Murray State University endorses the intent of all federal and state laws created to prohibit discrimination. Murray State University does not discriminate on the basis of race, color, national origin, gender, sexual orientation, religion, age, veteran status, or disability in employment, admissions, or the provision of services and provides, upon request, reasonable accommodation including auxiliary aids and services necessary to afford individuals with disabilities equal access to participate in all programs and activities.

In addition, Murray State University does not discriminate on the basis of sex in its educational programs and activities and is required by Title IX and 34 CFR part 106 not to discriminate in such a manner. The prohibition against sex discrimination specifically includes a prohibition of sexual harassment and sexual violence. This non-discrimination in education programs and activities extends to employment and admissions and to recruitment, financial aid, academic programs, student services, athletics and housing.

For more information, contact the Title IX Coordinator and Executive Director of Institutional Diversity, Equity and Access, 103 Wells Hall, (270) 809-3155 (voice) (270) 809-3361 (TDD).

Students with Disabilities

Students requiring special assistance due to a disability should visit the Office of Student Disability Services immediately for assistance with accommodations. For more information, students should contact the Office of Student Disability Services, 423 Wells Hall, Murray, KY 42071. 270-809-2018 (voice) 270-809-5889 (TDD).

IMPORTANT WEB SITES AND RESOURCES:

University Strategic Plan:

<http://murraystate.edu/strategic-initiatives-plan/>

College of Business Strategic Plan:

<http://www.murraystate.edu/Academics/CollegesDepartments/CollegeOfBusiness/strategicplan0914.aspx>

Canvas:

<http://estudy.murraystate.edu/>

MSU Code of Ethics:

http://www.murraystate.edu/Libraries/COB_Documents/Code_of_Ethics.sflb.ashx

MSU Appeals and Grievance Procedures:

http://www.murraystate.edu/Libraries/COB_Documents/Appeals_and_Grivance_Procedure.pdf

<http://www.murraystate.edu/Academics/RegistrarsOffice/AcademicAppeal/>

or <http://support.murraystate.edu/default.asp?id=819&Lang=1&SID=>

Racer Oral Communication Center:

The Racer Oral Communication Center offers free, one-on-one help with all aspects of the presentation process. To make an appointment, please call 809-3458 or visit <http://comcenter.murraystate.edu> to schedule through an online calendar. To best make use of your time at the Center, please bring a copy of your assignment with you to your appointment.

AACSB's 25% Rule: This Course Counts Toward Undergraduate Business Hours:

Business majors/areas include: Accounting, Business Administration, Computer Information Systems, Finance, International Business, Management, and Marketing. All other majors/areas are considered non-business.

Non-business majors are not permitted to complete more than 30 hours of business courses from the prefixes ACC, BPA, CIS, FIN, MGT, MKT, RES and OSY or the courses LST 240 and LST 540 without completing the Business Core Requirements.

If you plan to complete more than 30 hours, you must contact the Center for Undergraduate Business Advising in the College of Business for special permission.

MKT 285
Spring 2016
****COURSE CONTENT AND SCHEDULE**

Please note that this schedule and course content are subject to change at any time. As most of this course is done hands-on in the computer lab, course pace adjustments may need to be made periodically in the semester.

A COMPLETE LIST OF ASSIGNMENTS AND POINT TOTALS ARE OUTLINED ON CANVAS

Week and Technology Module

Basics of Marketing and Social Media

Week 1 – Introduction: Basics of Marketing, Four Ps, Customer and Stakeholder Engagement
(VisualCV, Social Media Assignment I: Facebook Page Analysis and Comparison for Marketing)

Week 2 – Social Media & Marketing: Facebook, LinkedIn, Twitter
(Power of Facebook and Twitter, Klout, QR Codes, Social Media Assignment II: Using Twitter and LinkedIn for Marketing)

Week 3 – Social Media & Marketing
(Kickstarter, Pinterest, wikis, Social Media Assignment III, IV: Using wikis to analyze differing Facebook pages, social media article review)

Week 4 – Social Media & Marketing
(Topsy, Storify, Google Marketing: Discovering Google AdWords and Analytics, two-way conversations, social media in connection with traditional advertising)

Quiz on Social Media at end of Week 4

Basics of Promotion

Week 5 – Concepts of Promotion and Image Editing
(Review of web and print promotional material, Paint.net Tutorials I and II)

Week 6 – Image editing: Paint.net
(Complete Paint.net III and IV (advanced practice), business card, small business of your choice logo and ad)

Week 7 – Websites, Video creation and editing
(Create personal website using marketing concepts, formulate and shoot promotional video)

Week 8 – YouTube uploads and Animoto
(Continue work on video, post to YouTube and website, create Animoto video in conjunction with your chosen theme)

Week 9 – Intro to Marketing Research

(Discovering marketing problem formulation, sampling techniques, instrument design. Then, create survey to assist local small business of your choice or student organization, create survey on SurveyMonkey using at least the required question formats and number of questions, let instructor approve survey, send survey to approved sample through social media. Then, we will perform statistics and complete marketing research report write-up.)

Week 10 – Quiz on Graphic Design and Marketing Research

GIS (Geographic Information Systems)

Week 11 – What is GIS? Google Maps

(Instruction on GIS, using spatial tools to solve marketing problems and identify potential markets, Google Maps scavenger hunt)

Week 12 – Consumer GIS: Picasa Web Albums, Google Maps

(continuation with GoogleMaps, using Picasa to post and geotag photos on a promotional theme)

Week 13 – BGIS: SpatialLab I: BikesToGo assignment

(Basics of using your first GIS program, BikesToGo commences—using maps to choose attractive business locations)

Week 14 – Business GIS: Outdoor Living Exercise

(using ArcGIS for the first time—navigating the software, completing parts I, II, and III of Outdoor Living, in which you will use maps to choose attractive business locations as well as target potential marketing for ad mailings)

Week 15 – Business GIS: Outdoor Living Exercise cont.

(completion of Outdoor Living—parts IV and V—and completing written report to management)

Quiz on GIS at the end of Week 15

Week 16 – Student Mini-Presentations (topic: new technology for marketing) and Course Assessment

*** This tentative course schedule will additionally include detailed readings, videos, and assignments which will be encountered as the course progresses.*