Instructor Information

Instructor: April Hearne
Office: BTC 228
Mailbox: BTC 312
Hours: TR 9-10; 1:30-2:30 W 10-11
Phone: 501-812-2843
Email: ahearne@uaptc.edu

*All emails and telephone calls will receive a response within two business days.

Chair: April Hearne 812-2843 ahearne@uaptc.edu
Dean: Dr. Bentley Wallace 812-2836 bewallace@uaptc.edu

*If your emails and telephone calls do not receive a response within two business days, the appropriate chain of command is above.

Course Information

This course is taught TR 10:50-12:05 during the Spring 2019 semester.

Catalog Description

3 Credit Hours (3 lecture hours)

This course addresses the key decisions required to understand the existence of markets and how buyers within them may be accessed profitably. Key concepts include an overview of competitive markets, buyer behavior, developing new markets and products, promotion and distribution channels, pricing and profitability concepts, the sales and collections process and strategic planning.

Course Materials

Workbook: Brand Builder Workbook

Other Book: Social Media Marketing
ISBN: 978-1-305-50275-8

Software: Microsoft Word
Mission Statement

University of Arkansas – Pulaski Technical College provides access to high-quality education that promotes student learning and enables individuals to develop to their fullest potential.

Institutional Learning Outcomes and General Education

UA-PTC supports a college-wide institutional learning assessment program which concerns effective instructional methods and promotes student learning achievement by assessing:

1. Communication
2. Critical Thinking
3. Cultural Awareness
4. Information Literacy
5. Professionalism
6. Quantitative Literacy
7. Technology Literacy

For more information, please consult the following website: https://uaptc.edu/sla

Department / Program Learning Outcomes

ENTREPRENEURSHIP PROGRAM LEARNING OUTCOMES
The Business department and Entrepreneurship program, consistent with the College’s mission and the Division’s objectives, encourages the success of its students in all technical fields and academic disciplines by promoting the following throughout the program:

1. Development of a personal business plan for a small business
2. Identify steps in starting a business
3. Develop a marketing plan for a small business
4. Demonstrate a working knowledge of SWOT within a small business model
5. Identify advertising opportunities within/for a small business venture
6. Identify different selling opportunities within/for a small business
7. Identify funding opportunities for individual small business ventures
8. Identify business opportunities through current business trends
9. Brainstorm new business ideas and concepts
10. Identify and recognize the importance of employee motivation and leadership within a small business organization
Business Department Learning Outcomes

1. **Written Communications** - Students will demonstrate written communication skills appropriate for business situations.

2. **Oral Communications** - Students will create and effectively deliver oral presentations that are concise and informative and conduct research appropriate to the task at hand.

3. **Teamwork** - Students will demonstrate effective interpersonal skills and the ability to work effectively in teams of diverse composition.

4. **Quantitative Reasoning and Financial Analysis Skills** - Students will demonstrate the ability to perform basic financial analysis.

5. **Computer Skills** - Students should demonstrate proficiency in the use of general productivity software in business applications with an emphasis on Microsoft Excel and Microsoft Word.

6. **Competency in Discipline** - Students will demonstrate the ability to apply theories and methods to the solution of common types of problems related to their academic field of study.

7. **Global Perspectives** - Students will demonstrate an understanding of global dimensions of business including socio-cultural, political-legal, technological and economic environments.

8. **Ethical Reasoning** – Students will apply principals of ethical reasoning to resolve issues.

**COURSE OBJECTIVES:**

Upon completion of this course, the student should be able to:

a. Develop a working knowledge of how buyers may be accessed within certain markets.

b. Develop an advanced understanding of how brands effect buying behavior.

c. Acquire the ability to develop and nurture a brand from an entrepreneur perspective.

d. Demonstrate a working knowledge of SWOT within a business model.

e. Understand the importance of the 4 P’s in terms of marketing a small business.

f. Identify the basic factors of strategic planning within their own small business.

g. Demonstrate the ability to develop, research, write and implement all aspects of the marketing plan.
Policies

Report a Complaint or Concern

UA-PTC takes very seriously complaints and concerns regarding the institution. Most complaints or concerns of a specific nature should be initiated and resolved at the campus level through normal college processes whenever possible. UA - Pulaski Technical College receives and resolves complaints using a variety of methods. To report a complaint or concern, please follow the link below.

https://www.uaptc.edu/report-a-concern-complaint

UA-PTC Attendance Policy

Education at UA-PTC requires students’ active involvement in the learning process. Thus, students are expected to attend all classes and actively engage in all learning assignments and/or opportunities provided in their classes. Class attendance should be treated as mandatory by all students as attendance will be taken by all instructors during the first two weeks of class. Additionally, a written policy on student attendance that is tied to course objectives and included in a course syllabus will be provided for each course by instructors.

Departmental Attendance Policy

Students are expected to attend all class sessions. After an unavoidable absence due to illness, emergency, or other extenuating circumstance, the student must take the responsibility for contacting instructors in order to initiate arrangements for completing all activities missed. Excessive absences and work not made up may adversely affect final grades. Failure to attend class for any period of time does not constitute a withdrawal. Students should attend the first day of classes. Instructors establish attendance policies for their classes, and students have the responsibility to know those policies and to comply with them. When absences exceed the number allowed by the instructor of the class, the instructor has the authority to assign the student a grade of “F” at the end of the semester.

Attendance for students receiving Veterans Administration benefits will be reported to the VA representative in Veterans Services. Unavoidable absences such as jury duty, military duties, injuries, or illness must have written documentation supplied by the student. Makeup work for classes or tests missed will be arranged with the instructor’s consent. When a student drops a course the Department of Veterans Affairs will be notified of the last date of attendance and directed to end benefits for the course for the remainder of the term.
Course Policies

The UA-PTC Catalog rules and regulations will be enforced in this course at all times. Please consult the following website for more information: https://www.uaptc.edu/catalog

Professional behavior is required. Punctual attendance and intelligent participation are expected. Particulars as determined by the instructor are detailed in the paragraph below.

Appropriate behavior is expected for all communications, including any notes, email messages, or telephone conversations. Some guidelines for communication are included in this syllabus to help you.

Grading Policy

Letter grades will be based on the following scale:

- 90 to 100% A
- 80 to 89% B
- 70 to 79% C
- 60 to 69% D
- 0 to 59% F

HOMEWORK/CCLASSWORK:

All assignments, out-of-class or otherwise, will not be accepted past the class date/time they are due. All due dates will be EACH SUNDAY at 11:59pm unless otherwise noted. For face to face classes other assignments may be assigned during class...you are responsible to turn those in during the time announced.

Online Students: All assignments will need to be typed into a Word document and attached into the relative assignment. DO NOT type your assignments in the contact or comment box. If you do not have Microsoft Word on your computer then you have 2 options...use the computers on campus OR download the free Microsoft Word version that is available through your Pulaski Tech Email address. Simply log into your email from your computer and download it from there.
Face to face students: Your assignments must be TYPED. Any assignment submitted online will need to be attached via a Word document.

Discussion Questions for online students:

During weeks when discussion questions will be due you will be required to first answer the question posed to you THEN respond to a minimum of 2 of your classmates responses in order to simulate a “class discussion”. The answer given to the discussion question itself is worth 15 points; the 2 responses is an additional 10 for a total of 25 points possible.

VALUATION OF ASSIGNMENTS:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes 10 @ 20pts each</td>
<td>200</td>
</tr>
<tr>
<td>Final</td>
<td>200</td>
</tr>
<tr>
<td>Presentation 1-2 @50pts each</td>
<td>50-100</td>
</tr>
<tr>
<td>Weekly Assignments</td>
<td>100-200</td>
</tr>
<tr>
<td>Additional Assignments/Discussions/Attendance</td>
<td>0-200</td>
</tr>
<tr>
<td>Total</td>
<td>550-900</td>
</tr>
</tbody>
</table>

**Note** The lowest assignment and quiz grades will dropped at the end of the semester. Because of this no late work is accepted.

These planned assignments as well as the points possible may change at any time at the desire of the instructor.

* Instructors have one week to provide feedback and post grades for all assignments unless otherwise noted by a departmental policy that has been approved by the Dean of the School.

In an online class, eligibility for Financial Aid is based on student participation. Logging into the course does not constitute participation. For purposes of roster certification, students must complete a gradable attendance artifact.

Cell Phones: In consideration of others, cell phones and other personal communication devices must be turned off during class. If you have an EMERGENCY situation and must be available by phone, please set your phone to a mode that will not disturb others (e.g., silent or vibrate). Under no circumstances may students use cell phones or electronic communication devices in the classroom. Any instance to where a cell phone is used within class, i.e. text, phone call, etc. will result in dismissal from the class for the day.

Arriving Late for Class: Students arriving late to class are distracting. If you arrive late, please enter quietly and take your seat; please wait until class is dismissed before picking up
handouts, handling attendance reporting, etc. Excessive tardies may result in being dropped for
the semester.

**Children in Class:** Students may not bring children to class, and may not leave children
unattended anywhere on campus.

**Academic Integrity**

It is expected that all students who attend UA-PTC conduct themselves in a manner appropriate
for the college experience. Academic integrity is a vital component of collegiate behavior. The
UA-PTC catalog states, “The gaining of knowledge and the practice of honesty go hand-in-
hand.”

The catalog also states, “The responsibility and authority of initiating discipline arising from
violations of the rules against dishonesty during the process of the course are vested in the
instructor of that course.”

The complete Academic Integrity Policy is in the UA-PTC code of conduct.

Academic Integrity and Ethical behavior means communicating honestly and politely with fellow
students and with the instructor. It means relying solely on your own memory to answer test
questions as well as refraining from plagiarism throughout any assignment that requires
research to complete. Cheating/sharing work will not be tolerated. The first offense WILL result
in an “F” for that grade and the second offense WILL result in dismissal and failure from the
course.

**Accommodation Policy**

Services for Students with Disabilities: UA-PTC is committed to fulfilling all federal requirements
as stated in the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and the
American with Disabilities Amendments Act (ADAAA) of 2008. Accommodations are available
to students who have documented disabilities. Students who request accommodations must
register with the Disability Services Office (Main Campus: 501-812-2738 or South Campus: 501-
812-2862) and must provide current and relevant documentation.

Students requesting accommodations should inform the instructor at the beginning of the course
or as soon as accommodations are approved. It is the student’s responsibility to provide their
Accommodation Letter to the instructor. Accommodations are not retroactive and will only be
provided once your instructor receives the Accommodation Letter.


Student Code of Conduct

All students are expected to abide by the UA-PTC Student Code of Conduct. For the full Student Code of Conduct, access the most current version of the UA-PTC Academic Catalog. [Link to Student Code of Conduct]

Sexual Misconduct

No person at Pulaski Technical College will, on the basis of gender, be excluded from participation in, be denied benefits of, or be subjected to sex discrimination, sexual harassment or sexual misconduct under any education program or activity. All college administrative policies and procedures regarding sex discrimination, sexual harassment, and sexual misconduct are in compliance with Title IX. Students who feel they are victims of sexual misconduct should contact the UA-PTC Title IX Deputy Coordinator for Students:

Michelle Anderson, Director of Student Life and Leadership
Campus Center Building Room 216
501-812-2756
manderson@uaptc.edu

Course Evaluations

Students may be asked to evaluate their instructor and course near the end of the semester. These student evaluations are very important to the improvement in the quality of instruction and course materials. All results are anonymous and shared with the faculty only after the semester is over and grades have been posted.

Information Literacy

UA-PTC is committed to the Information Literacy Competency Standards for Higher Education as established by the Association of College and Research Libraries and endorsed by the National Forum on Information Literacy. Therefore, all courses will incorporate an information literacy component so that, by graduation, all students will be able to recognize the need for information, then locate, evaluate, synthesize, and communicate information in an ethical manner. Information literacy encompasses critical thinking, research, media, technology, health, business, and visual literacy skills to produce lifelong learners who can make informed decisions in the workplace and in their personal lives.
### Tentative Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Assignment</th>
<th>Points</th>
<th>Due Date</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Week 1 Assignments</td>
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<tr>
<td>2</td>
<td>Week 2 Assignments</td>
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<td></td>
<td>CLO 1, 2, 3</td>
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<tr>
<td>3</td>
<td>Week 3 Assignments</td>
<td>45</td>
<td></td>
<td>CLO 1, 2, 3</td>
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<td>4</td>
<td>Week 4 Assignments</td>
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<tr>
<td>5</td>
<td>Week 5 Assignments</td>
<td>0-50</td>
<td></td>
<td>TBD</td>
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<tr>
<td>6</td>
<td>Week 6 Assignments</td>
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<td>TBD</td>
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<tr>
<td>7</td>
<td>Week 7 Assignments</td>
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<td>TBD</td>
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<tr>
<td>8</td>
<td>Week 8 Assignments</td>
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<td>Week 9 Assignments</td>
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<td>11</td>
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<td>TBD</td>
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</tbody>
</table>

Final Exam: TBD

*All Points and Assignments are subject to change*

**Final Exam Schedule:** TBD

Disclaimer: This schedule is a guide for the semester. The instructor reserves the right to amend the schedule as necessary.
Course Agreement Form

Read, complete, and return to instructor:

I have read the course syllabus for April Hearnes Market and Consumers class at Pulaski Technical College, and I understand its content. I also understand the rules for the class, and I will follow and abide by these rules, including those relating to attendance, assignments, grading criteria, plagiarism, and behavior.

__________________________
Semester

__________________________
Date

__________________________
Print name

__________________________
Signature

__________________________
UA-UA-PTC Email address

__________________________
Telephone