



COURSE SYLLABUS

Course: **MKTG 4103 Marketing Topics**

Prerequisite: MKTG 3433. May be repeated for up to 6 hours of degree credit

Catalog Description of the Course:

This course is designed to give students a deeper understanding of marketing in the nonprofit sector, how it functions and how nonprofit marketing differs from traditional for profit marketing. Students will work with local nonprofits on various marketing projects throughout the semester. The class will use a service learning model of instruction.

Text:

Assigned readings – see blackboard.

Blackboard: <http://courses.waltoncollege.uark.edu/webapps/login> I will be using Blackboard for this course to disseminate information. If I send email, I will use your UARK account you were assigned by the University. **Check Blackboard often and early, this is how you will be able to find your grades, check assignments, see about cancellation of class etc.**

Grades:

Group project – 400 pts

Group presentation - 100 pts

Weekly reading summary papers - 200 pts

Term paper - 200 pts

Class discussion, participation, attitude, work ethic - 100 pts

Equal Treatment for All:

The University Catalog reprints the Campus Council Statement on Discrimination. In the spring of 1983, the Campus Council adopted a statement on equal treatment, amended in fall 1991: “The Campus Council of the University of Arkansas, Fayetteville, does not condone discriminatory treatment of students or staff on the basis of age, disability, ethnic origin, marital status, race, religious commitment, sex, or sexual orientation in any of the activities conducted on this campus. Members of the faculty are requested to be sensitive to this issue, when, for example, presenting lecture material, assigning seating within the classroom, selecting groups for laboratory experiments, and assigning student work. The University faculty, administration, and staff are committed to providing an equal educational opportunity to all students.”

Students with special needs:

Please come see me if you need a note taker or special exam arrangements. I am happy to reserve a quiet room for you to take exams if necessary, get a note taker etc...

Class Attendance and Preparation: Come to class and be prepared

Inclement Weather Policy:

- The official University of Arkansas policy will be followed with regard to cancellations due to bad weather. If the University is open, I will be here.
- You are responsible for verifying at 575-7000, 575-2500, or <http://pigtrail.uark.edu/info/weather/nclnk> regarding weather conditions.
- If the weather is such that it does not merit school closing, but you are unable to arrive safely please make the choice that is right for you. I will make every effort to put cancellation notices on Blackboard.

Academic dishonesty:

Cheating will not be tolerated. If [academic dishonesty](#) is suspected, it will be reported to the judicial coordinator and to the All University Judicial Board, where appropriate.

- Here are a few behaviors I consider as cheating:
 - If you look at someone else’s exam while taking an exam.
 - Use someone’s homework as your own.
 - Submitting any work that someone else did as your own without giving them proper credit for the work.
 - Searching the web for similar assignments and turning them as your own.
 - **Generally, cheating is any work that you did not do, but from which you benefit.**

Tentative Schedule by WEEK:

Week of:	assignments	
20-Aug	Begin reading Intersector Transfer of Marketing Knowledge	Feed Fayetteville – Denise Garner
27-Aug		guest speaker 8/29 – The Farm 8/31 Pivot training
3-Sep	Labor day 9/3	guest speaker 9/5 Seeds that Feed and 9/7– Full Circle Pantry
10-Sep	summary due - see BB assignments	Friday 9/14 Apple Seeds
17-Sep	summary due - see BB assignments	
24-Sep	summary due - see BB assignments	9/28 Ag-Law
1-Oct	summary due - see BB assignments	
8-Oct	summary due - see BB assignments	
15-Oct	Fall break 10/15 and 10/16	
22-Oct	summary due - see BB assignments	
29-Oct	summary due - see BB assignments	Case Study
5-Nov	summary due - see BB assignments	Case Study
12-Nov		
19-Nov	Thanksgiving 11/21, 11/22, 11/23	
26-Nov		
3-Dec	Dead day 12/7	
10-Dec	Finals Week	