



UNIVERSITY OF CENTRAL ARKANSAS
COLLEGE OF BUSINESS
VISION, MISSION, AND CORE VALUES STATEMENT

Vision

Our vision is to be a leading regional public business college in Arkansas, with national recognition in selected fields or areas.

Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current and responsive curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the regional and global business community.

In carrying out this mission, the College of Business is guided by the following core values:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.

- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

**The University of Central Arkansas
College of Business
Spring Semester 2012**

Course Information

Course Number:	4370
Course Name:	Fundamentals of Direct Marketing
CRN:	23815
Semester:	Spring 2012
Location:	College of Business Building 214
Class Hours:	TTh - 9:25 am – 10:40 am

Instructor Information

Name:	Milan "Phil" Bartos
Office Location:	College of Business Building 312Q
Work Email:	philb@uca.edu
Phone:	(501) 450-5828 or (501)868-8969
Office Hours:	T&Th 7 – 7:45am/10:45am – noon Wed 7 – 11:45am

Prerequisites:

Principles of Marketing or Basic Marketing and/or Consent of Instructor

Textbook and Instructional Materials Required:

Contemporary Direct & Interactive Marketing, 2d
Lisa Spiller, Martin Baier

Course Description:

This course is programmed to examine the strategies, tactics, and execution of successful direct marketing applications. Students will develop a practical understanding of direct marketing fundamental concepts, processes, terminology, and associated technologies. Emphasis will be on the key elements of marketing, and application of interactive information literacy and technology. Students will focus their attention on customer relationship management in a collaborative environment.

Course Objectives:

(Note: Specific course related objectives.)

Learning Goals:

& Learning Objectives:

Student's Objectives:

- Attend all class sessions . . . **be on time!**
- Focus on understanding the application of the course material.
- Demonstrate an understanding of the course material.
- Complete assignments on time . . . **keep-up.**
- Act as a professional.
- Make positive contributions to class discussions through participation.
- Be creative and energetic.

Teacher's Objectives:

- Prepare and provide a workable and dynamic syllabus and schedule.
- Be creative, energetic and reasonable.
- Focus on preparing understandable class experiences based on practical applications.
- Encourage student participation.
- Challenge students' intellects.
- Be accessible and fair.
- Provide an environment for professional/individual growth.
- Learn from the student encounter experience and improve the teaching process.

The shared objective must be individual growth through learning. Both teacher and students have a responsibility to make the program a success . . . and have some **FUN**.

Successful completion of the course depends on combining outcomes from:

Lectures and practical exercises

(Note: Storyboards of transparencies are available on my website.)

Text and Articles

Class discussion . . . **This is a KEY element!**

Case histories and an in-class project

Course Delivery Method:

Lecture, student participation and semester project

Description of Major Deliverables/Course Requirements:

& Grading: (Including: Assignment Submission, Make-up exams, Classroom Policies)

Grading:

Grades will be used to measure the student's success in achieving the course objectives. The individual student's final grade will be based on the following components:

Four tests (50%)
Practical exercises and **participation** (20%)
Attendance and **participation** in class discussion (30%)

Note: Make-up tests are not planned and will be given at the discretion of the teacher. If a student misses a test the student will receive a zero grade.

The standards of measurement expressed as percentages and letter grade are:

A - 90% and above
B - 80 to 89.99%
C - 70 to 79.99%
D - 60 to 69.99%
F - less than 60%

Each student is expected to:

Read the assigned material ... Follow the attached schedule ... Ask question in class.

Attend class. Be on time! Participation in class is required. The attendance and participation grade may make a full letter grade difference in the final grade earned by the student. A student may be dropped from the course with a failing grade if they have three consecutive or a total of five explained or unexplained absences. *An attendance sheet is circulated during each class period. It is the responsibility of each student to register his or her attendance.*

Participate in class activities. Be prepared and contribute to the class discussions. Students who contribute to the class discussion may earn an increase in their final grade of up to one full letter grade.

Take semester exams. A significant percentage of exam questions will be drawn from class lectures and discussions.

Policies and Procedures:

Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Other Required Materials/Competencies/Resources:

Not applicable

Accreditation & Assurance of Learning:

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

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Ethical Conduct: On all exercises, papers or projects, the work of others must be cited accurately, and quotations used appropriately. Students are encouraged to discuss the basic issues of their exercises, papers or projects with the teacher and other students. All research and writing must be a student's own original work for this course. Violations of professional ethics are not expected, nor are they tolerated. See the current Student Handbook, Standards of Student Conduct. **Student Handbook:** Students should familiarize themselves with all policies listed in the most current Student Handbook, including policies on sexual harassment, general academic policies, as well as Academic Dishonesty that was mentioned in the Ethical Conduct section. **Note:** *The University of Central Arkansas adheres to the requirements of the American with Disabilities Act. If you need an accommodation under this Act due to a disability, contact the Office of Disability Support Services at 450-3135.*