American Public University System

The Ultimate Advantage is an Educated Mind

School of Business
MKTG495
Senior Seminar in Marketing
Credit Hours: 3
Length of Course: 8 Weeks
Prerequisite: Completion of Program Coursework

Please see the **Lessons** area in the classroom for additional course specific information

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Course Description (Catalog)

This course is a capstone course designed to allow the student to review, analyze and integrate the work the student has completed toward a degree in Marketing. The student will complete an approved academic project or paper that demonstrates mastery of marketing principles, concepts, and study. This is a capstone course to be taken after all other marketing courses have been satisfactorily completed. Student must have SENIOR standing to register. NOTE: All required, core, and major courses must be completed prior to the enrollment in this course.

Course Scope

This course will help the student to design and develop an electronic portfolio, which encompasses the following learning assignments to help build this final undergraduate project.

1.   Marketing Plan
2.   Company Brochure
3.   Webpage for Organization
4.   Resume
5.   Cover Letter
6.   Reflective Essay

Each student will be required to construct each element of their electronic portfolio, based on the content knowledge gained from the core requirements of their program of study. Each core requirement will be cross-referenced with the course learning objectives to help ensure that all core requirements are linked with this final course in the student's program of study. Discussions will be held to help the student explore how to evaluate and critique their work in progress as they prepare each segment of their electronic portfolio.

This course is an opportunity for you to pull together information that you have been presented with in other courses. Since this course is the culmination of said material you will be expected to:

A) apply the theories and concepts that have been learned in previous marketing classes to a "real world" situation.
B) integrate knowledge of the functional business disciplines and develop an understanding of the interdependence of these disciplines.
C) practice making critical decisions in the face of complex competitive situations.

Class participation is an important learning tool and an opportunity to share relevant experiences with your peers. Students are strongly encouraged to take advantage of the opportunity to participate in class discussions.

Course Materials

Students are not required to purchase books for this course. All materials will be supplied by instructors. These materials, without being limited to, may include supplemental documents/examples, as well as electronic references.

Course Objectives

The successful student will fulfill the following learning objectives:

1. Identify essential elements for a successful marketing plan, as well as design and develop a functional marketing plan.
2. Design and develop a marketable business brochure for an organization.
3. Create a webpage for advertising possible services.
4. Design and develop a functional or chronological resume, along with an appropriate cover letter to be sent to potential employers
5. Reflect and discuss key issues and topics in a reflective essay on the overall process of capstone experience.
6. Students will demonstrate an understanding of the major topics discussed.
7. Students will demonstrate an awareness of the development and scope of management solutions.
8. Students will exhibit an ability to work constructively with others.
9. Students will display an understanding of their decisions and their impact as it relates to their simulation.

Course Outline

Week	Topic(s)	Learning Objective(s)
1	Overview of Electronic Portfolio/Marketing Venture CO2/CO5/CO7/CO10	• To identify and discuss the elements of an Electronic Portfolio (e-Portfolio). • To brainstorm a possible start-up business for use in this Electronic Portfolio (e-Portfolio).
2	Interviewing Materials Resume/Cover Letter CO5/CO7/CO10	• To describe and discuss various interviewing tools and materials. • To identify and discuss various types of resumes and cover letters. • To construct and evaluate the appropriate resume and cover letter for a particular job in industry.
3	Company Organization	• To develop and design a potential company

	Company Brochure CO2/CO4/CO5/CO6/ CO8/CO10	brochure or personal brochure advertising one's skills and/or services.
4	Development and Creation of Webpage CO4/CO5/CO7/CO8 CO10	• To identify and discuss various elements of a webpage. • To distinguish between a personal homepage and a professional webpage. • To develop and design a professional webpage.
5	Marketing Plan CO1/CO2/CO3/CO4 CO5/CO6/CO8/ CO9/CO10/CO11/CO12	• To examine and review various types of marketing plans. • To create a potential marketing plan that could be used for a new start-up business that could be used in securing financial assistance from external sources.
6	Marketing Plan CO1/CO2/CO3/CO4 CO5/CO6/CO8/ CO9/CO10/CO11/CO12	• To examine and review various types of marketing plans. • To create a potential marketing plan that could be used for a new start-up business that could be used in securing financial assistance from external sources.
7	Electronic Portfolio CO2/CO4/CO5/CO8 CO10	• To examine and review various types of electronic portfolio formats. • To create an electronic portfolio that includes all assignments from this course for review by potential employers.
8	Reflective Essay CO2/CO4/CO5/CO7 CO8/CO10	• To reflect upon the various aspects of one's program of study to analyze elements which were beneficial to the student's academic performance, as well as preparation for intended career path (appreciative inquiry). • To examine and discuss the importance of appreciative inquiry in the academic and workplace environments.

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies

Please see the Student Handbook to reference all University policies. Quick links to frequently asked question about policies are listed below.

Drop/Withdrawal Policy
Plagiarism   Policy
Extension Process and Policy
Disability Accommodations

Grading Scale
Please see the Student Handbook to reference the University's grading scale.

Citation and Reference Style
Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Late Assignments
Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that "life happens" but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class.

Netiquette
Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and <u>especially </u>satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers: ;-), :), ☺

Disclaimer Statement
Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to **librarian@apus.edu**.

- *Charles Town Library and Inter Library Loan:* The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- *Electronic Books:* You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- *Electronic Journals:* The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- *Tutor.com*: AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- *Disability Accommodations*: Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (http://apus.libguides.com/index.php)
The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

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