

# BMGT 357 – Marketing and/or Retailing Internship

## Course Information

**Course Title:** Marketing and/or Retailing Internship

**Course Number:** BMGT 357

**Professor:** Mary Harms

**Reachable at:** [mharms@rhsmith.umd.edu](mailto:mharms@rhsmith.umd.edu), 301-467-3992

**Term:** Second Summer Session 2022

**Credits:** 3

**Course Dates:** July 11<sup>th</sup>, 2022 until August 19<sup>th</sup>, 2022

**Office Hours:** Upon request.

## Course Description:

This course is a supervised work experience in marketing. As an upper-level undergraduate, it offers important benefits to you, including: 1) the opportunity to earn credit while exploring a career in marketing, and 2) an avenue to apply concepts learned in marketing courses to real problems faced by firms.

In addition to your on-the-job experience, you will complete a marketing audit of your firm and a self-evaluation of your internship performance. In your marketing audit, you will evaluate your firm's organizational structure and marketing strategy. Based on your audit, you will make recommendations for the future direction of your firm's marketing strategy. In your self-evaluation, you will evaluate your internship experience in relationship to your career goals.

## Course Structure

A blended learning course is one where traditional face-to-face instruction is replaced by web-based online learning. Blended learning courses provide more flexibility around when and where you learn than a traditional course. In return, you are required to take a more active, participatory role in the learning process.

The course is structured into weekly modules. Each module:

**Starts** on Sunday morning and

**Ends** on Saturday night.

I will be posting the videos and readings by Sunday morning for the week. Although the course is a second session summer course, students usually begin their internships before mid-July. In order to complete the course while performing their internship, I encourage students to follow the posted weekly schedule to be able to complete the course deliverable on time without stress on their work week.

## Tips for Success

- **Manage your time:** Make time for your online learning each week. Give yourself plenty of time to complete assignments (plus extra time to handle any technology problems).
- **Login regularly:** Log in to Canvas at least once a week to view announcements from Prof Harms.
- **Try not to fall behind:** This class moves at a quick pace and each week builds on the previous. It is very difficult to catch up if you wait until the last minute to complete your assignments or skip a learning unit. Please **reach out to me early if you feel you're slipping behind** on the content and I will try to help.
- **Utilize the Canvas settings:** Canvas can ensure you receive timely notifications in your email or via text. Be sure to enable announcements to be sent instantly or daily. You can find more information at this link to the [student canvas community website](#).

- **Ask for help if needed:** If you need help with Canvas ELMS or other technology, contact Smith IT or email [OTL-EdTech@umd.edu](mailto:OTL-EdTech@umd.edu). If you are struggling with a course concept, reach out to your peers, TAs, and me for support.

## Course Materials & Software


No textbook is required, however, the BMGT 350 text will be helpful in completing your marketing audit.

## Course Objectives


By the end of this course students will be able to:

- Understand and apply concepts learned in marketing courses in a business environment such as SWOT analysis, situational analysis, key success factors, setting goals
- Evaluate various marketing careers from perspective of personal career goals
- Understand how to work in a business environment, in person and virtually
- Further develop their critical thinking skills

## Full Course Outline


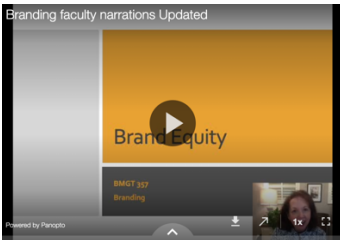


Week 1 – Monday, June 13 – Sunday, June 19	
Weekly Goal	Get to know the industry that you are working in this summer
Explore	<p>Look up your company's industry on IBISWorld.com and look at the key success factors, trends, costs of doing business, economic drivers of the business. You will use these in your marketing audit so put them in a folder for the marketing audit.</p> <p>Websites, blogs and podcasts that are pertinent to the industry that your employer is a part of</p>
Complete	Create a list of 10 websites, blogs, podcase with a short description of each that individuals in the industry follow to stay on top of trends in the industry. Ask your supervisor and others in the firm for suggestions. Consult IBISworld.com (database available through lib.umd.edu that can help you in this assignment). This will be due with your self-evaluation in August but creating it now will help you be more informed about the industry that you are working in this summer.
Deliverable	None at this time
Week 2 – Monday, June 20 – Sunday, June 26	
Weekly Goal	Create personal and professional goals for the internship and enhancing LinkedIn profile
Watch/Read	 <p>Your updated LinkedIn profile will be due with your self evaluation at the end of the semester. Watch this tutorial to help you leverage the professional opportunities a strong LinkedIn profile can offer.</p> <p>Read "How to get the most out of your internship" paper, found in FILES folder, Week 2</p>
Complete	<ul style="list-style-type: none"> <li>• Work on your LinkedIn profile following suggestions in the tutorial</li> <li>• Personal and professional goals for your internship</li> </ul>
Deliverable	Personal and professional goals will be due July 1 <sup>st</sup> , 2022


### Week 3 – Monday, June 27 – Sunday, July 3

Weekly Goal	Learning more about the company that you are interning for
Read/Watch	<p>Watch: Value propositions and core competencies video</p> 
Complete	<ul style="list-style-type: none"> <li>3 personal goals and 3 professional goals for your internship experience</li> <li><i>It is suggested that you write the introduction for your marketing audit this week. You won't be handing it in until end of semester but writing it this week will keep you on track to finish on time</i></li> </ul>
Deliverable	3 personal goals and professional goals

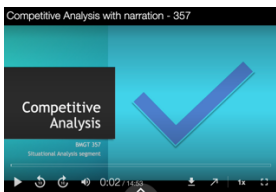
### Week 4 – Monday, July 4 – Sunday, July 10

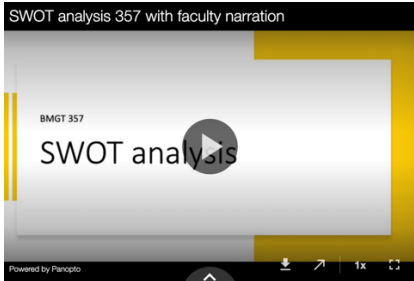



Weekly goal	What is the organization of the company and, specifically, the marketing department?
Read/Watch	None
Complete	<p><b>Due:</b> <i>Nothing is due this week but strongly urge you to work on the organizational chart of the firm and the marketing department.</i></p> <p><b>Assigned:</b> Analysis of the organizational structure of the company (Section II of the marketing audit)</p> <ol style="list-style-type: none"> <li>1. Present an organization chart. Show the structure of your firm, including positions of responsibility and lines of authority. Show how marketing positions fit into the overall structure of the firm.</li> <li>2. Describe the responsibilities of persons in marketing positions. This information should come primarily from interviews with managers. Keep in mind that even if your firm or location has no marketing department, someone must perform marketing functions.</li> </ol> <p>IN WRITING THE NEXT TWO SECTIONS, YOU SHOULD PLAN ON DOING SOME ONLINE LIBRARY RESEARCH. THE LIBRARY DATABASES ARE EASILY ACCESSIBLE THROUGH THE INTERNET.</p> <p><a href="http://www.ibisworld.com">www.ibisworld.com</a> is an excellent site for learning more about the industry in which you are working. Be sure to look at the key success factors in the industry, profit margins, trends, economic drivers, etc.</p> <p>Ask fellow workers and your boss what trade journals they read online. I also encourage you to consult:</p> <p><i>Businessinsider.com</i>  <i>RetailDive.com</i>  <i>Businessweek.com</i>  <i>Wall Street Journal</i>  <i>New York Times</i></p>

	<i>The Economist</i> <i>Forbes</i> <i>Fortune</i> <i>FastCompany</i> <i>Financial Times</i>
Deliverable	None
Week 5 – Monday, July 11 – Sunday, July 17	
Weekly Goal	What is the marketing strategy of the firm?
Watch	<div> <p>What is strategy with faculty-narration 2020</p>  <p>Strategy Video</p> </div> <div> <p>Branding faculty narrations Updated</p>  <p>Branding Video</p> </div> <div> <p>Brand Voice with faculty narration</p>  <p>Brand Voice Video</p> </div> <div> <p>Review-Marketing Tactics 4Ps with faculty narration 20...</p>  <p>Review of the 4P's in marketing Video</p> </div>

	 <p>Segmentation, targeting, positioning video</p>
Complete	<p>For the marketing audit, work on the analysis of the marketing strategy of the firm (Section III of marketing audit):</p> <ol style="list-style-type: none"> <li>1. Segmentation strategy. Describe the target customer. If the target customer is other businesses(B2B), present information on geographic location, type of industry, company size, and product end-use. If the target customer is the ultimate consumer, present information on socioeconomic, demographic, and psychographic characteristics. Keep in mind that your company may have more than one group of target customers.</li> </ol> <p><i>EXAMPLES:</i> <i>Southwest Airlines has business and leisure travelers of all ages, income levels, etc.</i></p> <ol style="list-style-type: none"> <li>1. Analyze the marketing mix. Include the elements of the marketing mix, as specified below. Refer back to your marketing textbook for help with this! Include detailed information with specific examples.</li> </ol> <p>Listed below are examples of the type of questions you should be answering in your analysis. You can add, subtract, or modify information in this section to reflect the marketing mix of your organization. If you have questions, please contact <a href="#">Professor</a> Harms.</p> <ol style="list-style-type: none"> <li>1. <b>Product Strategy: (Remember, a product can be a tangible good and/or an intangible service)</b></li> <li>2. Category or categories offered</li> <li>3. Product Mix (width, depth, consistency)</li> <li>4. Branding policy: Give the name(s) of brand(s) in the product mix. Does your company use individual or family branding? Show the trademark(s) of your company's brand(s).</li> <li>5. Brand (or corporate) image.</li> <li>6. Evidence of product innovation</li> <li>7. <b>Pricing Strategy:</b></li> <li>8. Position in market (e.g., discount, moderate, upscale) Do they use price skimming or price penetration?</li> <li>9. Type of pricing (e.g., cost-based, demand-based, competitor-based)</li> </ol> <p><b>Note</b> that if you are in a business-to-business operation, pricing may be determined by negotiation. If this is the case, discuss the process.</p> <ol style="list-style-type: none"> <li>3. <b>Communication Strategy:</b></li> <li>4. Advertising: Is message institutional, price or product-oriented? What advertising messages are currently being used? What media are used? Give examples! (e.g., print, broadcast, online)</li> <li>5. Direct marketing (e.g., direct mail, telemarketing, Internet)</li> </ol>

	<ol style="list-style-type: none"> <li>6. Personal Selling: Describe your company's approach to personal selling. How do sales representatives communicate with the customer? In person, by telephone, or electronically? What efforts do the sales representatives make to develop a "relationship" with their customers?</li> <li>7. Sales Promotion: Describe your company's sales promotion program. Examples of tactics include, but are not limited to: consumer promotion (coupons, premiums, contests, samples, point-of-purchase display); trade promotion (trade allowances, push money, training, participation in trade shows)</li> <li>8. Customer service. What efforts does your company make to support its products after-sale?</li> <li>9. Describe the company or organization's online presence—website, Facebook, Snapchat, Instagram, LinkedIn, Twitter and Pinterest.</li> <li>10. <b>Distribution:</b></li> </ol> <p>Describe the channel through which your company's products are marketed. Provide a diagram (or diagrams) showing the location of your organization in the channel.</p> <p><i>EXAMPLE:</i></p> <p><i>L.L. Bean uses a direct distribution system, in which it sells its products directly to the consumer through its retail store, catalogs, and the Internet.</i></p> <p><i>Godiva (the chocolatier) uses a direct distribution system, and a system in which there is one middleman. In the one middleman system, sales representatives sell to retail stores that resell Godiva products to consumers.</i></p>
<b>Deliverable</b>	None
<b>Week 6 – Monday, July 18 – Sunday, July 24</b>	
<b>Weekly Goal</b>	Understanding the importance of the situational analysis in strategic marketing
<b>Read</b>	<i>IBISworld.com for industry, other resources such as Mintel for consumer trends.</i>
<b>Complete</b>	<p><b>Analysis of the environment in which your firm is operating (25%): Library research is essential in this section! The UMD library has a wealth of databases that you can access either through VBIC, or directly through the University's Web site.</b></p> <ol style="list-style-type: none"> <li>1. Consumer trends. Identify and discuss trends that may influence the behavior of your firm's target markets (e.g., demographics, lifestyle, confidence levels, satisfaction). Be sure to give as many facts (including statistics, if relevant) as possible. Be sure to cite your references</li> </ol> <p><i>EXAMPLE:</i></p> <p><i>More people have smartphones creating demand for mobile web sites for companies.</i></p> <p><b>B. Economic trends that are influencing your company's customers and end users (income, interest rates, inflation)</b></p> <ol style="list-style-type: none"> <li>1. Industry trends - Trade journals for the industry and ibisworld.com are excellent sources. Discuss how the industry has been impacted by the pandemic.</li> <li>2. Include industry's KSF, economic drivers, costs of doing business</li> </ol>

	<p>EXAMPLES:</p> <p><i>In consumer electronics, discount stores are fighting the "showrooming" trend where customers come to look at products in the store but then buy them online--using the store only as a showroom. "Webrooming" is also a trend where consumers research a product online and then purchase in the store.</i></p>
Deliverable	None
Module 2: Week 7 – Monday, July 25 – Sunday, July 31	
Weekly Goal	Completing the situational analysis for the marketing audit by doing a competitive analysis and looking at the technological trends and legal and regulatory trends affecting the industry and, potentially, your firm
Watch	
Complete	<p><b>It is suggested that you complete the situational analysis this week for your final marketing audit to be submitted mid-August.</b></p> <p>Assigned: <a href="#">Competitive analysis worksheet to be included in the audit</a>      <a href="#">Download Competitive analysis worksheet to be included in the audit</a></p> <p>Competitive situation.</p> <p>Evaluate the level of competition in the industry in which you are working. IBIS World is an excellent source. You can ask your supervisor who they consider to be competition for the business but I also suggest that you explore this on your own as they may not realize who is a competitor.</p> <p>Identify at least three other organizations selling similar goods or services. Compare the marketing mix of those firms to the marketing mix of your firm on at least two dimensions. What element or elements of the marketing mix does your firm use to gain a competitive advantage?</p> <p>EXAMPLES:</p> <p><i>Nordstrom competes with Bloomingdale's and Macy's. It gains a competitive advantage through superior customer service.</i></p> <p><i>Netflix offers streaming entertainment as does Apple +, Disney+, etc. Netflix's competitive advantage is their proprietary programming. Disney+ has a huge catalogue of movies as a competitive advantage and an\ well-known name in family entertainment.</i></p> <ol style="list-style-type: none"> <li>1. Trends in technology. Identify and discuss changes in technology that may affect the marketing strategy of your firm. Be sure to discuss both the internet and computerization.</li> </ol> <p>EXAMPLES:</p>

	<p><i>Hotel chains such as Marriott uses computerized information systems to build databases including detailed information on their customers' personal characteristics and buying habits. This information is used to develop "preferred customer" programs that create long-term relationships.</i></p> <p>1. Legal and regulatory trends.</p> <p>EXAMPLES:</p> <p>What are some recently passed state or federal laws that impact the industry?</p>
Deliverable	None
Week 8 – Monday, August 1 – Sunday, August 7	
Weekly Goal	Using critical thinking, create a SWOT analysis for the firm and make recommendations for their marketing strategy. This is weighted heavily in your final marketing audit grade so take time to do critical thinking.
Watch	<div>  <p>Video on SWOT analysis</p> </div> <div>  <p>Video on market leaders</p> </div> <div>  <p>Video on market followers or challengers</p> </div> <div>  <p>Video on services</p> </div>



Complete	<p>Section V of your marketing audit</p> <p><b>SWOT Analysis and Recommendations for strategy (35%):</b></p> <p>If your company is primarily a service-based business, you will want to evaluate the service offering here. Please check announcements on both services marketing and SWOT analysis.</p> <p>Consider your analyses of environmental trends vis-à-vis the marketing mix of your company. What are the strengths and weaknesses of your firm compared to its competition? What threats do you see? What opportunities are there? What changes in marketing strategies would you propose for the next five years? Create a table to summarize the SWOT and then discuss each entry in more detail. Remember, Opportunities and threats occur outside of the company but impact the company's strategy and business dealings.</p> <p>I will be looking for critical thinking in this section, not just a regurgitation of the facts.</p> <p>After thoroughly analyzing the situation, I want to see that you have carefully thought this through and developed strong strategic solutions. This is usually the section that students have the most difficulty with as they have either not left enough time and/or space for their answers.</p>
Deliverable	None
Week 9 – Monday, August 8 – Sunday, August 14	
Weekly goal	Completing the marketing audit
Read/Watch	None
Complete	Create a title page (remember, it's a marketing paper so let's see a graphic on this page), detailed table of content (Use a table in word to make it easier to line up the numbers then make your borders invisible), number your audit's pages for the table of contents and add a bibliography and appendix.
Deliverable	
Week 10 – Monday, August 15 – Sunday, August 21	
Weekly goal	Completing the marketing internship
Complete	<p>Finishing <a href="#">marketing audit</a> and <a href="#">self evaluation</a> that includes the list of 10 business sources compiled earlier in the summer and a link to updated LinkedIn profile.</p> <p><b>Overall Presentation - 5 points</b></p> <p>A. Professional in appearance – cover page, detailed table of contents, headings, subheadings, page numbers, etc.</p> <p>B. Spelling</p> <p>C. Grammar</p> <p>D. Appropriate use of marketing terms</p>

**Format:**

This paper should be at least 20 pages long (single-spaced), including exhibits and a reference list. Please use headings and subheadings to help you organize your work and improve readability. While I have written these guidelines in paragraph form, please do not write your paper in outline format. Be sure to keep paragraphs under 8-10 lines with a line of leading between each paragraph.

Use a 11-point Arial font, left-justification, and 1-inch margins on the sides and 1" on top and bottom. Also, be sure to include page numbers.

The citations in your paper should be specific enough so that I can locate the information easily if I need to. If, for example, you cite information from a website, the complete URL should be included in the reference list. If you cite information from either a book or a magazine or newspaper article, a specific page should be cited. Do cite any interviews you have with company employees. I recommend using MLA for acknowledging sources used. Feel free to use endnotes, rather than footnotes.

In writing your paper, keep in mind that not all sections are equally important. In grading, the weight of the sections will vary from 5% (Introduction) to 35% (SWOT Analysis and Recommendations for strategy). Factors influencing your grade will include content (completeness and accuracy), organization, and quality and clarity of presentation. Please make your presentation as professional looking as possible. Please note that if your paper is not carefully edited, your grade will be adversely affected. This means that your grammar, punctuation, and spelling should be of professional quality.

**Helpful Hints** - Try to avoid the following common grammatical errors:

- Using "it's" as the possessive. "It's" means "it is". The possessive is "its."
- Using singular nouns with plural pronouns. When you refer to "the firm", the correct pronoun is "its", not "their". Similarly, when you refer to "the consumer" the correct pronoun is "he" or "she".
- Not underlining or italicizing the name of a periodical in either the text or the reference list (e.g., *The Wall Street Journal* or The Wall Street Journal).

NOTE: Failure to use good grammar will have a negative effect on your grade!

**Plagiarism:** Plagiarism, which involves using someone else's ideas or words as your own, is unacceptable and will be prosecuted in accordance with University policy. Keep in mind that if you quote someone, the words MUST be placed in quotation marks. It is NEVER appropriate to copy material from annual reports, magazines, books, newspapers, or any other printed material (including web sites) without placing the information in quotes.

Consistent with University Policy, please include on the cover sheet of your paper the following statement of academic integrity:

**"I pledge on my honor that I have not given or received any unauthorized assistance on this assignment."** \_\_\_\_\_ (your signature)

**This assignment is due by 11:59 p.m. on Wednesday, August 17<sup>th</sup>.** There will be a 10-point reduction in points for each day the project is late. Your self-evaluation will be due on Friday, August 19<sup>th</sup> by 11:59 p.m.

[1] Please submit the paper electronically through Canvas

[2] Failure to use the library databases sufficiently in your analysis will detract from your grade.

Threats in your SWOT analysis should be selectively derived from Section IV.

Recommendations for strategy should be based on your SWOT analysis.

	<i>Remember, this is a project that you can take into an interview to show your written communication skills.</i>
<b>Deliverable</b>	Marketing audit on Wednesday, August 17 <sup>th</sup> by 11:59 p.m. via Canvas Self evaluation on Friday, August 19 <sup>th</sup> by 11:59 p.m. via Canvas Supervisor's evaluation is due on August 15 <sup>th</sup> and Prof Harms will be responsible for collecting these from employers

### Individual Assignments

- Will be posted under assignments on course homepage with description of expected deliverable and rubric
- [A sample assignment handout clarifying student responsibilities](#)

Exams – No exams in this course

### Grading Structure

Assignment	Percentage %
Personal goals	5%
Marketing Audit	75%
Self-evaluation	10%
Supervisor's evaluation	10%
<b>Total</b>	<b>100%</b>

Letter grades based on weighted total scores will be assigned as follows:

A+	97 – 100		B+	87 – 89		C+	77 – 79		D+	67 - 69
A	93 – 96		B	83 – 86		C	73 – 76		D	63 - 66
A-	90 – 92		B-	80 – 82		C-	70 – 72		D-	60 - 62

### Course Policies

#### University Class Policies

Students are responsible for knowing their rights and reviewing all course related policies found at this link to [UMD's Office of Undergraduate Studies website](#) or [UMD's Graduate Schools list of Course Policies](#).

Here are some guides that may be useful for the transition to online instruction

- [Campus Resources for Students](#)
- [Resources for Students Learning Online](#)
- [Best Practice for Learning Online](#)
- [Navigating Zoom as a Student](#)
- [Managing Technical Difficulties](#)

### Resources & Accommodations

#### Accessibility and Disability Services

The University of Maryland is committed to creating and maintaining a welcoming and inclusive educational, working, and living environment for people of all abilities. The University of Maryland is also committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the

benefits of the services, programs, or activities of the University, or be subjected to discrimination. The [Accessibility & Disability Service \(ADS\)](#) provides reasonable accommodations to qualified individuals to provide equal access to services, programs and activities. ADS cannot assist retroactively, so it is generally best to request accommodations several weeks before the semester begins or as soon as a disability becomes known. Any student who needs accommodations should contact me as soon as possible so that I have sufficient time to make arrangements.

For assistance in obtaining an accommodation, contact Accessibility and Disability Service at 301-314-7682, or email them at [adsfrontdesk@umd.edu](mailto:adsfrontdesk@umd.edu). Information about [sharing your accommodations with instructors](#), [note taking assistance](#) and more is available from the [Counseling Center](#).

### **Student Resources and Services**

Taking personal responsibility for your own learning means acknowledging when your performance does not match your goals and doing something about it. I hope you will come talk to me so that I can help you find the right approach to success in this course, and I encourage you to visit [UMD's Student Academic Support Services website](#) to learn more about the wide range of campus resources available to you.

In particular, everyone can use some help sharpening their communication skills (and improving their grade) by visiting [UMD's Writing Center](#) and schedule an appointment with the campus Writing Center.

You should also know there are a wide range of resources to support you with whatever you might need ([UMD's Student Resources and Services website](#) may help). If you feel it would be helpful to have someone to talk to, visit [UMD's Counseling Center](#) or [one of the many other mental health resources on campus](#).

### **Basic Needs Security**

If you have difficulty affording groceries or accessing sufficient food to eat every day, or lack a safe and stable place to live, please visit [UMD's Division of Student Affairs website](#) for information about resources the campus offers you and let me know if I can help in any way.

### **Statement on Diversity and Inclusion**

As part of the [Smith School's commitment to diversity and inclusion](#), we recognize the importance of a diverse student body as necessary to a THRIVING environment. We are committed to fostering inclusive and equitable classroom environments. The Robert H. Smith School of Business strives to ensure all members of the Smith community feel welcomed, valued, and proud of every aspect of who they are. Through education, knowledge creation, advocacy, programming, and support, Maryland Smith commits to building an inclusive community that fosters a sense of belonging among all stakeholders.

I invite you, if you wish, to tell us how you want to be referred to both in terms of your name and your pronouns (he/him, she/her, they/them, etc.). The pronouns someone indicates are not necessarily indicative of their gender identity. Additionally, how you identify in terms of your gender, race, class, sexuality, religion, and dis/ability, among all aspects of your identity, is your choice whether to disclose (e.g., should it come up in classroom conversation about our experiences and perspectives) and should be self-identified, not presumed or imposed. I will do my best to address and refer to all students accordingly, and I ask you to do the same for all of your fellow Terps.

### **Technology Policy**

[Guidelines for technology policies used by Smith instructors.](#)

### **Faculty Expectations**

- I will respond to emails within 48 hours. Feedback on assignments and grades will be returned in a timely manner, targeting an interval of 7 working days.
- I will hold myself to the same high standards I hold my students
- I will be responsible for communicating any and all course, grading, or syllabus changes
- I will do my best to ensure all students have a positive learning experience in my classroom
- I will do my best to ensure all students have a voice in my classroom

## Student Expectations

While the following is not an exhaustive list and in no way can replace your grade in this class, the rubric below can assist you in clarifying how to be successful in this course. If you are concerned at any time that you are falling behind please contact me via email as soon as possible.

Unsatisfactory	Beginning	Developing	Excellent
No or late submission of major assignments	On-time submission of all assignments	On-time submission of all assignments	On-time submission of all assignments
Minimal effort on assignments (inside and outside of class)	Demonstrated effort on some assignments	Demonstrated effort on most assignments	Demonstrated effort on all assignments
No high quality output on any learning assessment or subpar quality across several learning assessments	High quality output on some learning assessments	High quality output on most learning assessments	High quality output on all learning assessments

## Academic Integrity

The University's [Code of Academic Integrity](#) is designed to ensure that the principles of academic honesty and integrity are upheld. In accordance with this code, the Smith School does not tolerate academic dishonesty. Please ensure that you fully understand this code and its implications because all acts of academic dishonesty will be dealt with in accordance with the provisions of this code. All students are expected to adhere to this Code. It is your responsibility to read it and know what it says, so you can start your professional life on the right path. **As future professionals, your commitment to high ethical standards and honesty begins with your time at the Smith School.**






It is important to note that course assistance websites, such as CourseHero, are not permitted sources for Smith School courses, unless the instructor explicitly gives permission for you to use one of these sites. Material taken or copied from these sites can be deemed unauthorized material and a violation of academic integrity. These sites offer information that might not be accurate and that shortcut the learning process, particularly the critical thinking steps necessary for college-level assignments.

Additionally, it is understandable that students may use a variety of online or virtual forums for course-wide discussion (e.g., GroupME or WeChat). Collaboration in this way regarding concepts discussed in this course is permissible. However, collaboration on graded assignments is strictly prohibited unless otherwise stated. Examples of prohibited collaboration include: asking classmates for answers on quizzes or exams, asking for access codes to clicker polls, etc.

Finally, on each exam or assignment you must write out and sign the following pledge:

***"I pledge on my honor that I have not given or received any unauthorized assistance on this exam/assignment."***

To help you avoid unintentional violations, **the following table** lists levels of collaboration that are acceptable for each type of assignment. If you ever feel pressured to comply with someone else's academic integrity violation, please reach out to me straight away. Also, **if you are ever unclear** about acceptable levels of collaboration, **please ask!**

	 Open Notes	 Use Book	 Ask Friends	 Search Online	 Work in Groups
	Students may look at their class notes while they complete this deliverable	Students may look at the assigned course textbook/readings while they complete this deliverable	Students may get help from classmates, friends, or others to complete this deliverable	Students may search the web for related ideas or information while they complete this deliverable	Students may complete the deliverable through joint work with others

Goals	No	No	No	No	No
Marketing Audit	Yes	Yes	No	Yes	No
Self evaluation	Yes	Yes	No	Yes	No
Supervisor's evaluation	No	No	No	No	No

### Course Evaluation

Please submit a course evaluation through CourseEvalUM in order to help faculty and administrators improve teaching and learning at Maryland. All information submitted to CourseEvalUM is confidential. Campus will notify you when CourseEvalUM is open for you to complete your evaluations for fall semester courses. Please go directly to the [Course Eval UM website](#) to complete your evaluations. By completing all of your evaluations each semester, you will have the privilege of accessing through Testudo, the evaluation reports for the thousands of courses for which 70% or more students submitted their evaluations.

### Copyright Notice

Course materials are copyrighted and may not be reproduced for anything other than personal use without written permission.

### About the Instructor

Mary Harms joined University of Maryland in 2001. She is an Associate Clinical Professor in the department of marketing, the program champion for the Strategic Design Fellows, founder of the Young Alumni Marketing Council, and is the academic coordinator for marketing internships. Throughout her academic career, she has also taught courses in services marketing, integrated marketing communications, sales management, personal sales, global marketing and an honors seminar on creativity and leadership in business.

In the Fall of 2008, she and Design Professor Ruth Lozner created the Design and Innovation in Marketing Undergraduate Fellows Program. Each year, 30-35 marketing and design students are chosen by a juried selection process to enter the 2-year program where they learn and collaboratively work on projects in courses tailored for the program. Students learn about product and packaging, interactive, green, universal, retail store and display, workplace, corporate and non-profit, graphic, presentation, information and wayfinding design. For more information about the program, go to <http://www.strategicdesigninbusiness.com>.

Harms also focuses on helping undergraduates secure internships and entry-level positions. She has created a marketing career guide for undergraduates that is available at <http://www.marketingjobsforterps.com>. She also sends bimonthly email blasts to undergraduate marketing students with internship and full-time marketing job opportunities.

She lead nine undergraduate programs abroad in the following courses: The Business of British Design and Culture, The Business of French and Dutch Design and Culture and the Business of Italian Design and Culture. In 2014 and 2015, she accompanied Smith students to Australia where she taught Global Marketing and coordinated their Australian internship experiences.

She was awarded the Krowe Award for Teaching Effectiveness in 2006, 2010 and 2019, the Distinguished Undergraduate Professor Award in 2020, the Phillip Merrill Faculty Mentor Award in 2006 and 2011 and was the runner-up for the Smith School's Krowe/Legg Mason Teaching Enhancement Award in 2005.

She served as the undergraduate AMA faculty advisor from 2004 - 2015. Under her tenure, the organization won awards at the International Undergraduate Marketing Conference for 10 consecutive years. The chapter has also received significant honors during that time from SUSA. From 2007-2015, she shared her responsibilities as faculty advisor with Professor Rosellina Ferraro.

For 20 years, she was involved in several entrepreneurial ventures ranging from a vertically-integrated chain of active sportswear stores to a collection of four decorative home accessories boutiques. Both she and her late husband were recognized for their entrepreneurial accomplishments. Before that, she worked as an interior designer in Madison, Wisconsin for two years and as a graphic designer for an advertising agency in Phoenix, Arizona.

In her free time, she gives tours at the National Gallery of Art in Italian Renaissance, American art as well as overviews of Western European art and Modern and contemporary art. She lives on the eastern shore of Maryland with her husband and adorable rescue poodle/maltese dog.

Her goal for this course is to help students of all majors understand the wide variety of career paths in marketing.