



**NEW YORK CITY COLLEGE OF TECHNOLOGY
OF THE CITY UNIVERSITY OF NEW YORK**

DEPARTMENT OF BUSINESS

**DIRECT and INTERACTIVE MARKETING
MKT 2300 – OL23 (5465)**

SUMMER 2023

Online Course Syllabus and Schedule

INSTRUCTOR	Gilbert McGriff
OFFICE	Online-Asynchronous
STUDENT HOURS:	Monday 5 p.m. - 6 p.m. Wednesday 5 p.m. - 6 p.m.
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Course Description

This course is for students of our new social media-driven society and the problems and opportunities the new media creates for business. This course is for Marketers and Executives, at small, medium and large companies. So many companies, must rethink and reorganize not only the way they do business around their customers, but the way they empower their people to become likeable leaders. This course is for everyone who is a customer, who agrees that organizations need to be more likeable and want to be a part of the solution, online and offline. This course is not for those who want the latest tools to optimize their presence online-no course or book can stay up to date on this subject.

Course Learning Objectives

- 1. To provide the student with 11 fundamental Principles of likeable business**
- 2. To examine the role of Listening.**
- 3. To understand the process of Storytelling.**
- 4. To adapt the principles, of Authenticity.**
- 5. To describe the functions of Transparency.**
- 6. To understand the basic theories, concepts, and research findings in Team Playing.**
- 7. To develop a perception of Responsiveness, and Adaptability.**
- 8. To compare the theoretical approaches of Passion, Surprise and Delight, Simplicity, and Gratefulness.**

Student Learning Outcomes

At the conclusion of the course, the students should have acquired the skills and information delineated below.

- 1. The students will know the foundation for a likeable business.**
- 2. The students will enhance their communication skills by researching and analyzing Social Media companies in the workplace today.**
- 3. The students will know the role of social media in Today's Society.**
- 4. The students will learn the role of the Consumer in creating a more likeable World.**
- 5. The students will know why Today's Consumer Demand More.**
- 6. The students will know how leaders can deliver more likeable business to their firms.**

Student Conduct Regulations

Intellectual Honesty and Academic Integrity:

According to the New York City College of Technology Student Handbook, the terms cheating, and plagiarism are defined as follows:

Cheating:

Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices, or communication during an academic exercise.

The following are some examples of cheating, but by no means is this an exhaustive list.

- 1. Copying from another student during an examination or allowing another student to copy your work.**
- 2. Unauthorized collaboration on an assignment or examination.**
- 3. Using notes during a closed-book examination.**
- 4. Taking an examination for another student or asking or allowing another student to take an examination for you.**
- 5. Changing a graded exam and returning it for more credit.**
- 6. Submitting substantial portions of the same paper to more than one course without consulting each instructor.**
- 7. Allowing others to research and write assigned papers or do assigned projects, including the use of term paper services.**
- 8. Giving assistance to acts of academic misconduct/dishonesty.**
- 9. Fabricating data (all or part).**
- 10. Submitting someone else's work as your own.**
- 11. Unauthorized use during an examination of electronic devices such as cell phones, computers, or other technologies to retrieve or send information.**

Plagiarism:

Plagiarism is the act of presenting another person's ideas, research, or writings as your own.

The following are some examples of plagiarism, but by no means is this an exhaustive list:

- 1. Copying another person's actual words without the use of quotation marks and footnotes attributing the words to their source.**
- 2. Presenting another person's ideas or theories in your words without acknowledging the source.**
- 3. Using information that is not common knowledge without acknowledging the source.**
- 4. Failing to acknowledge collaborators on homework and other assignments.**

Internet Plagiarism includes submitting downloaded term papers or parts of term papers, paraphrasing, or copying information from the internet without citing the source, and "cutting & pasting" from various sources without proper attribution.

REQUIRED TEXTBOOK:

Dave Kerpen, likeable business, 1st Edition, ISBN 9780071800471 McGraw Hill

Course Organization and Instructional Methodology

This is a fully online 3 credit course with no required class sessions at the College. In this course we will use Blackboard. Blackboard is CUNY's web-based, course management system that professors use to present their course materials online. In Blackboard, students will be able to review and submit assignments, view documents and videos, interact with the professor and other students through Discussion Board, take Examinations, access grades, etc.

Here is the link to City Tech's website with information on WORKSHOPS and HELP for students using Blackboard: <http://websupport1.citytech.cuny.edu/workshops.html#student>.

Technology Requirements

Since this is a fully online course, you are required to have access to the following:

Blackboard – the link to Blackboard is: <http://it.citytech.cuny.edu/blackboard-student.aspx>

For City Tech students having difficulty logging into Blackboard, you can Email ITECH@citytech.cuny.edu or call 1-718-254-8565.

A City Tech E-Mail Address – We must be able to communicate via email. It is your responsibility to ensure that your City Tech email is working properly. Whenever I send email to students, the notices and information will be sent to your City Tech student email address, not your personal email address. For help with your City Tech email please contact: <http://it.citytech.edu/student-email.aspx> or contact: StudentHelpDesk@citytech.cuny.edu.

Regular access to a computer with reliable Internet connection – You need the Internet to use Blackboard, for text chat sessions and to do Internet Research on course topics.

All students must be familiar with using documents in MS Word and PowerPoint, Pdf., and Adobe and be able to navigate the Internet to use email, including opening and sending attachments, downloading files, etc.

Evaluation/Grading

Your grades in the class will be determined by the following: *Examinations, Chapter Reviews, Semester Project.*

Examinations (500 points)

The Midterm Examination (250 points) and the Final Examination (250 points) will be given on Blackboard Content and take place according to the Course Schedule and last for 2 hours each (120 minutes).

Chapter Review (250 points)

Each chapter will consist of one reading, at the beginning of the Summer Session. Complete the reading for each chapter 1-11 , and submit one written page of your review on the chapter by the due date on Course Syllabus. this will earn you 22.7 points for a total of 250 points (11 Chapters). However, you will be required to submit the review after reading each chapter on or before the due date. Make sure that you read each chapter before attempting to submit each review.

Semester Term Project (250 points)

This is a Social Media Term Project worth 250 points. Since this course addresses anyone who wants to become a more likeable leader, Marketers, Executives at small, Medium, and Large Companies, Not-For-Profit Organizations, Lawyers, Doctors, Dentist, Accountants, Consultants, Salespeople, and Leaders in Government, you will be required to analyze and develop a Social Media Term Project. The Term Project teaches you the basics of Social Media Companies, dynamics and how to effectively work to achieve a likeable business. Also, the Term Project will assist you with laying a solid foundation for the role of Social Media in today's society.

Grades Your grade for the course will be based on the following:

PERCENTAGE OF GRADE	
Course Components	Points
Midterm Examination	250
Final Examination	250
Social Media Term Project	250
Chapter Reviews	250
TOTAL	1,000

Grading System All grades will be based in proportion to the following scale:

Grade	Points
A	930 – 1000
A -	900 – 929.99
B+	870 – 899.99
B	830 – 869.99
B -	800 – 829.99
C+	770 – 799.99
C	700 – 769.99
D	600 – 699.99
F	Below 600

Course Duration/Time

This fully Online Course Direct and Interactive Marketing begins on Monday, July 10, 2023, and ends on Thursday, August 10, 2023.

MKT 2300 – Direct and Interactive Marketing, Online-Asynchronous

Summer 2023 - Course Schedule

Please note that this schedule is subject to change.

Module	Topics	Read/TextBook	Online Activity/ Assignment Due	Times Available/ Due Dates
1	Introductory Discussion to class by Prof. G. McGriff LISTENING	Syllabus, Module 1, Chapter 1	Blackboard Collaborate Ultra Review (Homework) Submit Chapter 1	Monday, 7/10 10:00 am to Wednesday, 7/12, 11:30am
2	STORYTELLING	Module 2, Chapter 2	Submit Chapter 2 Review (Homework)	Wednesday, 7/12, to Friday, 7/14, 11:59 pm
3	AUTHENTICITY	Module 3, Chapter 3	Submit Chapter 3 Review (Homework)	Friday, 7/14 to Monday, 7/17 11:59 pm
4	TRANSPARENCY	Module 4, Chapter 4	Submit Chapter 4 Review (Homework)	Monday, 7/17, to Wednesday, 7/19 11:59pm

5	TEAM PLAYING	Module 5, Chapter 5	Submit Chapter 5 Review(Homework)	Wednesday, 7/19, to Friday, 7/21, 11:59 pm
6	Midterm Exam Review Blackboard Announcement and Content/ RESPONENESSS	Chapters 1, 2, 3, 4, and 5/ Module 6 Chapter 6	Blackboard Announcement and Blackboard Content/ Submit Chapter 5 Review (Homework)	Monday 7/24 11:59pm
7	Midterm Exam,Wednesday 7/26/ 10:00am to 11:59pm/ ADAPTABILITY	Module 7 Chapter 7	Blackboard Content/ Submit Chapter 7 Review (Homework)	Monday, 7/24 to Wednesday 7/26 10:00am to 11:59 pm
8	PASSION	Module 8, Chapter 8	Submit Chapter 8 Review (Homework)	Wednesday,7/26, to Friday, 7/28, 11:59 pm
9	SURPRISE and DELIGHT	Module 9 Chapter 9	Submit Chapter 9 Review (Homework)	Friday, 7/28, to Monday, 7/31, 11:59 pm
10	SIMPLICITY	Module 10, Chapter 10	Submit Chapter 10 Review (Homework)	Monday, 7/31, to Wednesday, 8/3, 11:59 pm

11	GRATEFULNESS	Module 11, Chapter 11	Submit Chapter 11 Review (Homework)	Wednesday, 8/2, to Friday, 8/4, 11:59 pm
	Social Media Term Project Due	SUBMIT SEMESTER PROJECT	SUBMIT SEMESTER PROJECT citytech e-mail	Monday, 8/7 at 11:59 pm
12	ALL LATE ASSIGNMENTS DUE	Module 12,	Submit All Late Assignments Review (Homework)	Monday, 8/7, 11:59 pm
13	FINAL EXAM REVIEW	Chapters 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, and 11	Blackboard Announcement and Blackboard Content	Monday, 8/7, to Monday 8/7 11:59 pm
14	Final Exam	2 Hours	Chapter 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, and 11	Wednesday 8/9 10:00am to 11:59pm
15	Last Online Class	Blackboard Collaborate Ultra	Discuss Semester	Thursday 8/10 10:00am

MKT 2300 TERM PROJECT INSTRUCTIONS

A. The Term Project for the course is to analyze a existing Social Media Company using the various concepts, techniques, and methods learned in the class. In doing so, you should address the following aspects:

- 1. Identify the SOCIAL MEDIA COMPANY, including description of duties and responsibilities, background, Mission Statement, Target Market, SWOT Analysis, Competition, Global Aspect of the company. What SOCIALMEDIA COMPANY, are you interested in researching? FACEBOOK, YOUTUBE, TWITTER, INSTAGRAM, GOOGLE, AMAZON, TICK TOK etc. Why did you select this particular Company?**
- 2. Create an Organizational Chart that clearly shows the structure of your company. Describe the functional units in your company, i.e., Divisions, Departments, Strategic business units, etc.**
- 3. Describe the products and/or services provided by your company.**
- 4. Provide background information about your company, such as location, mission statement, strategic plan, description of the business.**
- 5. Who are the direct and indirect competitors for your company? Create a competitive analysis chart, (SWOT) based on their strengths and weaknesses.**
- 6. Discuss and describe the Target Market for the products and/or services for your company. Who are your potential customers? Where are they located? How many people are there? Do you have more than one segment? Provide as many demographic and psychographic characteristics as possible.**
- 7. Describe the Global aspects of your Company.**
- 8. What is the Marketing Strategy for your social media company? How does the company promote products and/or services to the Target Market?**
- 9. Discuss Human Resource Management such as recruitment, training, development, managing diversity, etc.**

B. TERM PROJECT DUE DATE:

The Term Project is due on Monday, August 7, 2023

ABSOLUTELY NO LATE TERM PROJECTS WILL BE ACCEPTED AFTER THE DUE DATE.

C. INSTRUCTIONS FOR PREPARATION OF THE TERM PROJECT

- 1. Each report must be typed and should include a Table of Contents, Title Page, and page numbers. Create your own headings for each section of the Term Project.**
- 2. Your reports must have a Cover Page; use color and graphic designs.**
- 3. You are encouraged to use the textbook as well as outside readings/sources when writing the reports.**
- 4. If direct quotes are used from any of the above sources, they must be properly cited, meaning you must include Works Cited, References, etc.**
- 5. Your Term Project should be a minimum of 3-5 pages in length, send Project as a Pdf to my ciytech e-mail.**
- 6. Submit Term Project to my E-mail Address: gilbert.mcgriff88@citytech.cuny.edu**

D. GRADING POLICY

- 1. THIS IS A INDIVIDUAL TERM PROJECT.**
- 2. THE TERM PROJECT IS EQUIVALENT TO 25 PERCENT OF YOUR FINAL GRADE FOR THE COURSE.**

INSTRUCTIONS FOR PREPARATIONS OF CHAPTER REVIEWS

(Homework chapters 1-11):

The Chapter Reviews (Homework) assignments for each chapter in the class textbook, should be submit on or before Due Date indicated on the Course Schedule. Absolutely, no late Chapter Reviews (Homework), will be accepted after the Due Date. Your Review should be typed (double space) and at least one page in length, send chapters as a (Pdf) to my citytech e-mail. This assignment will be 25 percent of your final grade.

Heading for assignment as follows:

Student's Name / Course Number:

Chapter Title-

Chapter Number / Due Date:

Examinations Dates:

Mid-Term Exam- July 26, 2023, 10:00am to 11:59pm

Final Exam-August 9, 2023, 10:00am to 11:59pm

Blackboard Content:

Once you start the Exam you cannot go back to previous question. If you try to go back you will be removed from the system and will not be able to complete the Exam. Also, if you remain to long on one question, you will be removed from the system too !

