COURSE DESCRIPTION
This course is designed to introduce business students to the fundamental concepts and principles of marketing. The knowledge you gain in this course should help you understand how marketing can help businesses succeed in a competitive environment. The skills you will have to practice in this course (i.e., analytical and oral/written presentation skills) will help you to become a more valuable employee whether you choose a career in marketing or in other fields.

For students majoring in marketing, this course will provide the foundation for more advanced courses and work experience. For students majoring in other disciplines, this course will help you understand how marketing relates to and impacts your functional area and will familiarize you with the mindsets of marketers with whom you will interact professionally.

At a more personal level, this course will help you become a better and more informed consumer. Understanding basic marketing theories and practices, you will be able to make more informed purchasing decisions. You will be able to identify unethical marketing practices and know how to discourage such acts in the market place.

LEARNING METHODS AND GOALS

Learning methods in this course will include:

- Reading of the textbook (This is a VERY important step. Any material from the assigned chapters may be included on a quiz/exam.)
- Online modules and quizzes
- Class discussions
- Class exercises
- Student presentations
- Short lectures by the instructor

In order to succeed in this course:

- Read assigned material in the text book (All exams and quizzes are based on the assigned reading in the textbook. We will only review some parts of the textbook chapters in class and discuss a few key topics together, but lectures are not a substitute for reading the book.)
Do the online assignments *prior* to class in which it will be discussed.

Attend class regularly and participate in class. Class discussions will give you opportunity to think critically, apply concepts discussed in the text, and interact with your fellow students. Class activities will give you a deeper understanding of the material and sharpen your analytical, problem solving, and reasoning skills.

Do not expect a curve, extra credit, or extensions on late assignments.

Listen and take notes when your classmates speak. Students have a tendency to zone out when people other than the professor talk. Your classmates often bring up important points that are crucial for understanding the chapter.

Use a planner to keep track of all the class deadlines.

Start studying for exams early. There is a lot of material covered on the exam. It is all manageable if you give yourself enough time to prepare.

Take the assignments and quizzes seriously. Your goal should not be to finish everything as fast as possible. Instead, focus on learning the material and think about how it can be applied to your interests.

We do not have enough time in class to cover all the material that is in the book. I try to focus class time on what students find most interesting and relevant to their future careers. I also look at how students performed on the chapter quizzes and focus the class on areas where students had the most difficulty. Just because we do not spend time on a concept in class does not mean it will not be on the exam.

Upon successful completion of this course, you will be able to:

**Content-related Outcomes:**

- Explain the role of marketing in business
- Explain how marketing puts customers at the center of its thinking in its quest for profitability
- Identify the important role of research in the marketing process
- Identify basic marketing strategies and describe their underlying rationale
- Differentiate segmentation, target marketing, positioning and basic strategies in product, promotion, pricing, and place areas

**Cognitive and Application Related Outcomes:**

- Identify and analyze marketing problems
- Understand that there are rarely clear-cut situations in marketing; make sound assumptions in dealing with uncertainties
- Make effective presentations to synthesize marketing-related concepts
- Using simple marketing concepts, observation, and reasoning, construct basic marketing principles
- Become a participating and effective member of a team
"HYBRID" COURSE
This course will be a "hybrid" course in that, instead of meeting twice a week, we will meet face-to-face only once a week, and you will participate in extensive online activities the rest of the week. The goal of hybrid courses is to combine the learning benefits of a physical classroom experience with the benefits of interactive technology.

It is very important that you keep in mind that, although we only physically meet on Wednesdays, you will be required to complete several online tasks each and every week by the end of the day Monday (NO exceptions/extensions for the online deadlines). Thus, you may wish to treat Monday as the second class day for this course and aim to have all your online assignments done well before the 11:59PM Monday deadline.

The schedule on this syllabus lists which chapters are assigned for each week. For example, for the date Monday 2/20, the schedule indicates: "Read chapter 3 and do online exercises by this date." This means that, after reading Chapter 3 of the textbook, you must log on to the course's Connect website (https://connect.mheducation.com/class/e-goldsmith-spring-2017-section-cwa) sometime before the end of the day Monday 2/20 and complete both of the online activities for Ch.3. Each Chapter has two required online activities (1. a "LearnSmart" module and 2. a quiz). So, for the week of 2/20, you are required to complete two online activities: LearnSmart for Ch.3 and the Quiz for Ch.3. Please email me (Emily.goldsmith@baruch.cuny.edu) if there is any confusion about what is required by the end of the day each Monday. (Please note: In the past, students have sometimes experienced Internet connectivity issues when trying to submit their assignments and have had to save the assignment and try submitting again a few minutes later. Thus, if you wait until 11:58PM on Monday to try and submit your assignment, it may not be able to go through right away. As a result, you may receive a 0/10 on that quiz if it doesn't go through by 11:59PM. I won't be able to grant any extensions/exceptions if this happens. I strongly encourage you to complete your assignments at least a few hours before the due date in order to ensure it goes through and you get full credit.)

COURSE MATERIALS

REQUIRED TEXTBOOK:

M: Marketing, 5th Edition (with ConnectPlus access)

Author(s): Grewal, Dhruv; Levy, Michael

REQUIRED ONLINE ACCESS (TWO SITES):

(1) Connect: https://connect.mheducation.com/class/e-goldsmith-spring-2017-section-cwa

*Please go to the url above and register on the Connect website as soon as possible. You have online assignments on this system due every week.*

(2) CUNY's Blackboard system: http://www.baruch.cuny.edu/bctc/blackboard/
*I will use Blackboard to communicate with you via email/announcements and post lecture slides*
## ASSIGNMENTS AND GRADING

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm Exam</td>
<td>25%</td>
</tr>
<tr>
<td>Final Exam (non-cumulative)</td>
<td>25%</td>
</tr>
<tr>
<td>Current Event Group Presentation</td>
<td>15%</td>
</tr>
<tr>
<td>Learn Smart (“LS”) Assignments (Online- on Connect website)</td>
<td>10%</td>
</tr>
<tr>
<td>Weekly quizzes (Online- on Connect website)</td>
<td>10%</td>
</tr>
<tr>
<td>In-class Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Research Participation (subject pool requirement)</td>
<td>5%</td>
</tr>
</tbody>
</table>

## DETAILS:

### Midterm and Final Exams (in class):
All exams will have 50 multiple choice questions. All questions will be based on the key concepts from the textbook. The final exam is not cumulative (it covers topics discussed after the mid-term exam). Most questions on the exam will involve applying concepts that were learned from class and the online assignments. Exams are meant to be a learning opportunity where students have the opportunity to apply concepts from class in new ways. Simply memorizing definitions will not be sufficient for success on exams.

### Current Event Assignment (group presentation)
Each week, starting at the third face-to-face class session, one group will present on a current event of its choosing relating to one or more key concepts from that week's chapter. A current event is an event that happened within the last 3 months. The group is responsible for preparing a PowerPoint presentation on the current event and its relation to the chapter for the day. For example, if a group is presenting on the week of the chapter relating to segmentation, this group may choose to find an article relating to the key concept of "demographic segmentation," such as the article: "Toyota Pitches Its RAV4 to a New Demographic" from the *New York Times* (July 12, 2011). In addition, to summarizing all the key information in the article, the group will need to ensure they focus on how the information in the article relates to key concepts in the chapter. **The goal of this presentation is to explain concepts you read about in the textbook to the rest of the class by showing how these concepts relate to real life.**

All articles must come from credible business sources. I suggest using the library databases to find the article to ensure that it is from a credible source. Please see APPENDIX A of this syllabus for more details on the evaluation criteria for this assignment. (Note: Please bring a hard copy of your PowerPoint slides and a copy of your article to turn into me on the day of your presentation.)

At the end of each presentation, the group will pose a question about the current event to the class. Each audience member has the responsibility to listen carefully and write their response to the question.
After a group has presented, we will open the floor for volunteers to share their response to the question that the presenters posed about the presentation and we will discuss as a class. Everyone in the audience must write an answer to the group question each week.

Group members that are absent on the day of their presentation will receive a zero on this assignment.

**Learn Smart ("LS") Assignments (Online - on Connect website)**

Because this is a combination ("hybrid") online and in-person course, each week, you are required to spend a substantial amount of time learning through online activities on the Connect system. Be prepared to spend two hours per chapter on the online material (remember that the online assignments are meant to replace class time as well as homework for one class per week). For each chapter, you will be required to complete the "Learn Smart" learning module. The Learn Smart module should be completed after reading the chapter. It is a quiz-like format that customizes the questions as you go along (i.e., if you get a question wrong, the module knows you need to spend more time on similar concepts and goes through those concepts again). **The Learn Smart module must be completed by 11:59PM Monday night to receive credit (NO exceptions or extensions).** For this portion of your grade, I am interested in whether or not you are completing the Learn Smart and not how many questions you are getting right/wrong. So, treat this as a learning exercise. If you complete the whole LS for a chapter (regardless of how many questions you got right/wrong), you will receive a 100% LS grade for that chapter.

*Please remember: Sometimes students experience Internet connectivity issues when trying to submit online assignments at the last minute. I recommend submitting online assignments at least a few hours before 11:59PM just in case.*

**Weekly quizzes (Online - on Connect website)**

Each week, you will be responsible for completing a 10-question quiz on the online Connect system FOR EACH CHAPTER LISTED IN THE SCHEDULE. Some weeks have only one chapter, while other weeks have multiple chapters. The questions on the quizzes will be based on material from the chapter assigned for that week. **The quizzes must be completed by 11:59PM Monday night to receive credit (NO exceptions or extensions on quizzes, so please do them well ahead of time in case your Internet connection or the Connect system are having issues around the time it is due).** If you do not complete the quizzes by the due date, you will be unable to get credit for that quiz and receive a 0/10 for that chapter's quiz. Unlike the above Learn Smart module, for this portion of your grade, I am interested in the number of questions you got right/wrong. So, it is suggested that you first read the chapter, then complete the Learn Smart module for that chapter to review key concepts, and then complete the quiz once you are more comfortable with the material. Your score on all the quizzes from the entire semester will be averaged for your overall quiz grade, which is 10% of your final grade. Note: the quizzes are "open book" - feel free to use your textbook while you take the quizzes. It is considered cheating if you use a test bank to complete the quiz or take the quiz with other students. Not only are those actions dishonest, they also inhibit your ability to learn the material and my ability to gauge student’s understanding of the material.

*Please remember: Sometimes students experience Internet connectivity issues when trying to submit online assignments at the last minute. I recommend submitting online assignments at least a few hours before 11:59PM just incase.*
**In-class Participation**

In-class participation is essential and encouraged in this course. Plan to come to class each week and participate at least once each class. If you have concerns about your ability to participate in class, please come talk to me or send me an email. In order to be objective in the grading of participation, there will be a formal way of recording participation throughout the semester. There are three ways of earning participation points - contributing to the class discussion, answering the question posed by the group project presenters, and completing two information sheets.

During the first class session, I will pass out five blank note cards to each student. You will write your full (first and last) name on the front of each note card. You will bring your note cards with you each week to class. When you raise your hand to participate, you will lift one of your note cards in the air. As I call on you, I will collect the note card with your name on it. I will only collect one note card from you per class, but you are encouraged to participate as much as you wish each class. By the end of the semester, I will be able to count in how many of the classes you participated based on how many note cards I have with your name on them. The goal is to participate in as many classes as possible, such that I have collected at least five of your note cards by the end of the semester. Each note card counts as 1 point toward your 10 point participation grade.

The second 4 points of your participation grade will come from answering the question posed by the group presenting their current event project. Each answer will be worth .5 points and you will submit 8 of them. Responses to the question will only receive points if they contain a thoughtful insight into the content of the current event presentation.

The final point of your participation grade will come from submitting the student information sheet (.5 points) and peer evaluation form (.5 points) on Blackboard. The student information sheet allows me to get to know you better. The student information sheet is due on Monday, February 13 at 11:59pm. The peer evaluation form will allow you to evaluate the extent to which the members of your group contributed to the current event project. The peer evaluation form is due on the same day that your group presents. Both the student information sheet and the peer evaluation form must be submitted on Blackboard in order to receive credit.

To summarize, the following are necessary for full participation points:
- 5 notecards for participating in class
- 8 quality responses to group project questions
- Submit the student information sheet on Blackboard by 2/13
- Submit the peer evaluation form on Blackboard on the day of your group presentation

**Research Participation (subject pool requirement):**

At many universities, researchers use student subject pools to conduct marketing research. We will learn about the marketing research process in Chapter 10. As part of this course, you will participate in the marketing research process as part of the data collection process. Your participation is voluntary, and you may choose to do an alternative assignment worth 5% of your grade if you do not wish to fulfill the subject pool requirement. Please read the document in the Appendix and follow the instructions to complete the research participation requirement. If you run into any problems with the subject pool requirement, please contact the subject pool assistant.
OTHER IMPORTANT INFORMATION

Attendance
An attendance sign in sheet will be provided at the beginning of each class. It is a violation of the honor code to sign in for another student. You are allowed a maximum of **two** absences in this course (and I will be keeping track). There are no excused absences; you have 2 freebies so plan accordingly. After two absences from the class your final grade for that section will drop by 2 points and 2 additional points for every absence thereafter.

Being absent on the day of your group presentation or exams will automatically result in the absentee receiving a grade of zero, unless you have a legitimate reason for missing your presentation day and email an explanation to me **prior** to your absence; in that case, an alternative assignment will be given to you.

Business values promptness. If you arrive to class after I take attendance you will be marked late. Being late twice equals one absence. After thirty minutes into the class, you will be marked absent instead of late. Coming in late is disruptive and disrespectful to your instructor and your classmates.

Laptop/Electronics Policy
There is substantial research showing that laptops and other electronics provide a distraction in learning environments. Students learn better, are more engaged with the class, and retain information longer when they take handwritten notes and do not use electronics while in class. Therefore, I do not allow laptops, tablets, or other electronics to be used in my class. The PowerPoint slides will be posted the day before class so that students have time to print the slides for class.

Please contact me as soon as possible if you have a medical condition that requires an accommodation for this policy.

Blackboard Website
This course will have a Blackboard website (in addition to the Connect website). Although you will complete online activities through the Connect website, **Blackboard is where I will post any additional course materials and information.** Additionally, I will use Blackboard to send emails to the entire class, so please ensure your Blackboard account is up-to-date with your correct email address.

Academic Integrity
Cheating and plagiarism are serious offenses. The following definitions are based on the College’s Academic Honesty website:

**Cheating** is the attempted or unauthorized use of materials, information, notes, study aids, devices or communication during an academic exercise. Examples include but are not limited to:

- Copying from another student during an examination or allowing another to copy your work
- Unauthorized collaborating on a take home assignment or examination
- Using unauthorized notes during a closed book examination
- Using unauthorized electronic devices during an examination
• Taking an examination for another student
• Asking or allowing another student to take an examination for you
• Changing a corrected exam and returning it for more credit
• Submitting substantial portions of the same paper to two classes without consulting the second instructor
• Preparing answers or writing notes in a blue book (exam booklet) before an examination
• Allowing others to research and write assigned papers including the use of commercial term paper services
• Signing in for another student on the attendance sheet

Plagiarism is the act of presenting another person’s ideas, research or writing as your own:

• Copying another person’s actual words without the use of quotation marks and footnotes (a functional limit is four or more words taken from the work of another)
• Presenting another person’s ideas or theories in your own words without acknowledging them.
• Using information that is not considered common knowledge without acknowledging the source.
• Failure to acknowledge collaborators on homework and laboratory assignment

My policy is to give a failing grade to any assignment that has been plagiarized or an exam in which you have cheated. If I catch a person cheating on the attendance sheet my policy is to give a zero to the cheating student for his/her participation grade. In addition, I am required by College policy to submit a report of suspected academic dishonesty, cheating, and/or plagiarism to the Office of the Dean of Students. This report becomes part of your permanent file.

Email Communication
This course is focused on developing marketing skills as well as skills that will help you be successful in the business environment. It is expected that all email communication is professional. When communicating with the professor and your fellow classmates your email must contain a descriptive subject, greeting, complete sentences, and a sign off. The professor will not respond to emails that do not meet these guidelines.

Students With Disabilities
Students with disabilities may receive assistance and accommodation of various sorts to enable them to participate fully in courses at Baruch. To establish the accommodations appropriate for each student, please alert me to your needs and contact the Office of Services for Students with Disabilities, part of the Division of Student Development and Counseling. For more information contact Ms. Barbara Sirois, Director of this office in NVC 2-271 or at (646) 312-4590.

Classroom Conduct
No talking
No cell phones
No food or drink
Class will start promptly at the designated start time. Please be on time. It is distracting to me and to other students when people arrive late.
<table>
<thead>
<tr>
<th>Date</th>
<th>Type of class</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday 2/1</td>
<td>Face-to-face</td>
<td>Class orientation, course overview, visit by McGraw Hill rep to discuss the Connect online system, introductions, group introductions</td>
</tr>
<tr>
<td>Monday 2/6</td>
<td>Online</td>
<td>Read chapters 1 &amp; 2, do online exercises by this date</td>
</tr>
<tr>
<td>Wednesday 2/8</td>
<td>Face-to-face</td>
<td>Review chapters 1 (Overview of Marketing) &amp; 2 (Developing Marketing Strategies and a Marketing Plan)</td>
</tr>
<tr>
<td>Monday 2/13</td>
<td>Online</td>
<td>Grace period for chapters 1 &amp; 2 online exercises Student information sheet due (submit on Blackboard)</td>
</tr>
<tr>
<td>Wednesday 2/15</td>
<td>Face-to-face</td>
<td>No Class- Classes follow a Monday schedule</td>
</tr>
<tr>
<td>Monday 2/20</td>
<td>Online</td>
<td>Read chapter 3, do online exercises by this date</td>
</tr>
<tr>
<td>Wednesday 2/22</td>
<td>Face-to-face</td>
<td>Review chapters 3 (Social and Mobile Marketing), Group #1 Presentation</td>
</tr>
<tr>
<td>Monday 2/27</td>
<td>Online</td>
<td>Read chapters 4 &amp; 5, do online exercises by this date</td>
</tr>
<tr>
<td>Wednesday 3/1</td>
<td>Face-to-face</td>
<td>Review chapters 4 (Marketing Ethics) &amp; 5 (Analyzing the Marketing Environment), Group #2 Presentation</td>
</tr>
<tr>
<td>Monday 3/6</td>
<td>Online</td>
<td>Read chapter 6, do online exercises by this date</td>
</tr>
<tr>
<td>Wednesday 3/8</td>
<td>Face-to-face</td>
<td>Review chapter 6 (Consumer Behavior), Group #3 Presentation</td>
</tr>
<tr>
<td>Monday 3/13</td>
<td>Online</td>
<td>Read chapters 7 &amp; 8, do online exercises by this date</td>
</tr>
<tr>
<td>Wednesday 3/15</td>
<td>Face-to-face</td>
<td>Review chapters 7 (Business-To-Business Marketing) &amp; 8 (Global Marketing), Group #4 Presentation</td>
</tr>
<tr>
<td>Monday 3/20</td>
<td>Online</td>
<td>Read chapters 9 &amp; 10, do online exercises by this date</td>
</tr>
<tr>
<td>Wednesday 3/22</td>
<td>Face-to-face</td>
<td>Review chapters 9 (Segmentation, Targeting, and Positioning) &amp; 10 (Marketing Research), Group #5 Presentation</td>
</tr>
<tr>
<td>Monday 3/27</td>
<td>Online</td>
<td></td>
</tr>
<tr>
<td>Wednesday 3/29</td>
<td>Face-to-face</td>
<td>Midterm</td>
</tr>
<tr>
<td>Monday 4/3</td>
<td>Online</td>
<td>Read chapters 11 &amp; 12, do online exercises by this date</td>
</tr>
<tr>
<td>Wednesday 4/5</td>
<td>Face-to-face</td>
<td>Review chapters 11 (Product, Branding, and Packaging Decisions) &amp; 12 (Developing New Products), Group #6 Presentation</td>
</tr>
<tr>
<td>Monday 4/10 and Wednesday 4/12</td>
<td></td>
<td>No Class- Spring Break</td>
</tr>
<tr>
<td>Monday 4/17</td>
<td>Online</td>
<td>Read chapter 13, do online exercises by this date</td>
</tr>
<tr>
<td>Wednesday 4/19</td>
<td>Face-to-face</td>
<td>Review chapter 13 (Services: The Intangible Product), Group #7 Presentation</td>
</tr>
<tr>
<td>Monday 4/24</td>
<td>Online</td>
<td>Read chapter 14, do online exercises by this date</td>
</tr>
<tr>
<td>Wednesday 4/26</td>
<td>Face-to-face</td>
<td>Review chapters 14 (Pricing Concepts For Establishing Value), Group #8 Presentation</td>
</tr>
<tr>
<td>Monday 5/1</td>
<td>Online</td>
<td>Read chapters 15 &amp; 16, do online exercises by this date</td>
</tr>
<tr>
<td>Date</td>
<td>Learning Mode</td>
<td>Activity</td>
</tr>
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<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Wednesday 5/3</td>
<td>Face-to-face</td>
<td>Review chapters 15 (Supply Chain and Channel Management) &amp; 16 (Retailing and Omnichannel Marketing), Group #9 Presentation</td>
</tr>
<tr>
<td>Monday 5/8</td>
<td>Online</td>
<td>Read chapters 17 &amp; 18, do online exercises by this date</td>
</tr>
<tr>
<td>Wednesday 5/10</td>
<td>Face-to-face</td>
<td>Review chapters 17 (Integrated Marketing Communications) &amp; 18 (Advertising, Public Relations, and Sales Promotions) Group #10 Presentation</td>
</tr>
<tr>
<td>Monday 5/15</td>
<td>Online</td>
<td>Read chapter 19, do online exercises by this date</td>
</tr>
<tr>
<td>Wednesday 5/17</td>
<td>Face-to-face</td>
<td>Review chapter 19 (Personal Selling and Sales Management) Group #11 Presentation</td>
</tr>
<tr>
<td>Monday 5/22</td>
<td></td>
<td>Final exam 10:30-12:30 Room TBA</td>
</tr>
</tbody>
</table>

*Note: There may be slight changes made to this schedule and syllabus throughout the semester*
APPENDIX A: CURRENT EVENT ASSIGNMENT (GROUP PRESENTATION)
EVALUATION CRITERIA

(a) Presentation Content: (10 pts.)
- Topic selected is a current business event (happened within the last 3 months)
- Use at least 2 references from reputable business sources
  - As you present, discuss the articles that you are using as references. How do they approach the current event? What are their similarities and differences? What perspective are they taking and who is the target audience?
- Current business event is well-summarized such that all audience members can participate in the discussion of the event
- Current event has a clear and logical tie to at least a portion of the chapter(s) for the day
- Presentation content relates clearly to key concepts in the chapter
- The end of the presentation should include a conceptual, open-ended question that is posed to the class. The question should not be just a fact that was covered in the presentation and should not be closed ended. The presenters must give the class enough information to be able to come up with a response to the question. However, students in the audience will also need to be familiar with the concepts covered in the book in order to give a well-thought out answer.
  - Example of a good question: Dr. Pepper Ten’s slogan “It’s not for women” can be perceived as sexist and may alienate potential consumers. What are the benefits of Dr. Pepper’s slogan and do you think that it will pay off in the long term?
  - Example of a bad question: What is Dr. Pepper’s market share?

(b) PowerPoint slides: (5pts.)
- Slides are professional-looking, clear, uncluttered, and consistent in look and style across all slides
- Slides should be free of grammatical errors and proofreading mistakes
- Information should not be repeated on multiple slides
- Slides should not be text-heavy. Use images and graphs when possible.
- Information is summarized, not copied directly from articles
- A printed copy of the slides should be provided on your presentation date
- The last slide should be a reference slide

(c) Presentation Style: (5pts.)
- Speakers presented in a professional manner
- Group members arrive to class on time
- Every group member spoke
- Presentation was well-paced for audience understanding
- Body language reflected comfort with the material being presented
- Smooth transitions among group members
- Group members were enthusiastic and confident
- Speaking volume was comfortable for the audience to follow
- Presentation maintained audience interest
- No reading from notes or directly off the slides
- Proper and professional language was used

** All members of the group will receive the same grade on the project unless the peer evaluation forms indicate that a group member did not contribute sufficiently to the project. In that case, the group member that did not participate will receive a lower grade.
APPENDIX B: Research Participation Requirement
(Marketing Subject Pool)

For information: https://baruchmarketing.sona-systems.com
Email: subjectpool@baruch.cuny.edu

As a MKT 3000 student you are eligible to join the Marketing Department’s “Subject Pool”. Students in the Subject Pool participate in research studies conducted by Marketing faculty and PhD students, and can earn up to 5% course credit for participating in 2 research studies, each up to 60 minutes long (a study that is less than 60 minutes still counts as a full 60-minute study). Research studies often involve filling out one or more questionnaires and completing tasks such as viewing advertisements or product descriptions, or listening to audio material.

Participation in these studies is voluntary. If you choose not to participate in the research studies, you can still get the 5% course credit by completing a written assignment. The assignment involves reading a case study and submitting a 3-page (typed) report on it.

How to get credit

a) You can get the 5% course credit by participating in two research studies, each taking up to 60 minutes, OR by completing a 3-page written assignment.
b) Your instructor will not know whether you participated in the two research studies or submitted a written assignment.
c) Course credit for a research study will only be given if you sign up online in advance. “Walk-ins” are NOT permitted. See “How to sign up for studies” below.
d) Research studies will be scheduled throughout the semester after the first 3 to 4 weeks of classes. You will be informed when studies are scheduled.
e) For the written assignment, you can sign up anytime during the semester (see “How to sign up for a written assignment” below), but you must submit it (drop it on subject pool mailbox located on marketing department, 12th floor) within 2 weeks of signing up, and before the last day of class.
f) When you complete a study, you will get a “receipt for participation” from the researcher. Please keep this receipt with you until you have received credit for the study (see “How to check if you got credit” below).

How to sign up for studies

Go to https://baruchmarketing.sona-systems.com
IMPORTANT: when signing up for studies, you must use the same ID number (the last 8 digits of your CUNY ID number) each time. This will ensure that you get the proper credit.

How to sign up for a written assignment

Go to http://baruchmarketing.info/subpool/Students/signupc1.asp
How to check if you got credit

Credit is usually posted within 2 weeks of completing a study. To check if you received credit, go to https://baruchmarketing.sona-systems.com

What to do if you did not get credit

If you did not get credit within 2 weeks of completing the study, please email subjectpool@baruch.cuny.edu and explain the problem. Make sure to provide information about the study you participated in (Study Name, date and time).