

# Marketing Department

*MAJORS HANDBOOK*  
*2018 -2019*



# Department of Marketing Faculty

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**Bruce Weinberg**  
**Department Chair, Marketing**  
**Professor of Marketing**

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weinberg@isenberg.umass.edu

Ph.D., MIT Sloan School of Management, 1993

**Teaching Interest:**

Ecommerce  
Interactive Marketing  
Social Media

Bruce D. Weinberg is a Professor of Marketing and Chair of the Marketing Department at the Isenberg School of Management at UMass, Amherst. Inc. Magazine named him the Netty Professor when he shopped exclusively online for one year during the Dot-Com era and emerged as the world's first online shopping blogger. He is an award winning researcher (*Journal of Marketing's* MSI/H. Paul Root best paper award), an award winning teacher, a former editor of the *Journal of Marketing Analytics*, and a Top Business Professor on Twitter. He has contributed to academic communities in a variety of ways, such as serving as guest editor for the *Journal of Service Research* and *the e-Service Journal*, as a track chair for the Academy of Marketing Science Annual Conference and the Decision Sciences Annual Conference, and as a minitrack chair for the Hawaii International Conference on System Sciences (HICSS).

Dr. Weinberg's research is both theoretical and applied, covering a variety of important marketing and e-business issues, including, social media/business and strategy, online shopping, the online customer experience, word of web, online auctions, customer lifetime value and new product forecasting. His publications have appeared in leading journals and other outlets such as *Journal of Marketing*, *Journal of Marketing Research*, *Harvard Business Review*, *Journal of interactive Marketing*, *Marketing Letters*, *Sloan Management Review*, *Wall Street Journal*, *Business Horizons*, *Journal of Business Research*, *Journal of Direct Data and Digital Marketing Practice*, *e-Service Journal*, *The Journal of Database Marketing & Customer Strategy Management*, and *Journal of the Operational Research Society*. In addition, he has been featured in and a contributor to leading outlets such as the *Wall Street Journal*, *New York Times*, PBS, and NPR.

Professor Weinberg earned his PhD at MIT's Sloan School of Management and his MBA at BA in Mathematics/Computer Science at Boston University. He has served as a Visiting Scholar in the McCombs School of Business at the University of Texas in Austin and as a Visiting Professor at Northwestern University's Kellogg School of Management. In addition, he has held appointments at Boston University's School of Management, Babson College, Tufts University's Fletcher School of Law and Diplomacy, and Bentley University; and he has worked with a number of organizations, such as General Motors, Verizon, and MetLife.





## **Cynthia Barstow** **Lecturer of Marketing**

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Phone: 545-6549 Fax: 545-3858  
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M.S., University of Massachusetts

### **Teaching Interests:**

Food Marketing and Merchandising  
Sustainability and Corporate Social  
Responsibility

Cynthia Barstow teaches marketing management, sustainability marketing and consumer behavior at the undergraduate and graduate levels. She is core faculty for the Isenberg MBA program and is the Founder/Executive Director of Protect Our Breasts, an interdisciplinary communications initiative, exemplifying the action learning-leader development model. Professor Barstow is also the President of Seed to Shelf: Marketing for Sustainability, a marketing consulting firm for the natural and organic industry. She is the author of *The Eco-Foods Guide* (2002 New Society) and a frequent industry speaker.



**Thomas Brashear-Alejandro**  
**Associate Professor of Marketing**

Room: N332 SOM  
Phone: 545-5666 Fax: 545-3858  
brashear@isenberg.umass.edu

Ph.D., Georgia State University, 1998

**Teaching Interests:**

Marketing Process  
International Marketing  
Sales Management

Thomas Brashear Alejandro's interests focus on the Marketing Department's niche research areas of international marketing, sales management, and marketing process. Currently serves as the Editor-in-Chief of *Marketing Intelligence and Planning*, Associate Editor of *Revista de Administracao de Empresas* and Associate Editor - Marketing - *Brazilian Administration Review*.

Professor Brashear Alejandro has taught graduate and doctoral courses in leading international universities including: Linkoping University, Linkoping, Sweden; Hunan University, Changsha, China; Pontificia Universidade Catolica do Parana (PUC-PR) - Curitiba, Brazil; Aalto University (Helsinki School of Economics), Helsinki, Finland; Renmin University, Beijing, China; University of the West Indies - Mona - Kingston, Jamaica; Universitati Commerciale Luigi Bocconi (Bocconi) - Milan, Italy; Fundacao Dom Cabral - Belo Horizonte, Brazil; Nankai University, Tianjin, China; Universidade Federal do Parana, Curitiba, Brazil.



**Kathleen Debevec-Witz**  
**Associate Professor of Marketing**

Room: N325 SOM  
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Ph.D., University of Cincinnati, 1982

**Teaching Interests:**

Promotional Strategy  
Retailing Management and Technology

Professor Debevec is an Associate Professor of Marketing at the Isenberg School of Management. She joined the faculty at the University of Massachusetts in 1982, after receiving her Ph.D. and M.B.A. from the University of Cincinnati. She served as Dept. Head from 1996- 2000 and currently teaches Advertising and Promotional Strategy and Retailing Management and Technology. Her students have competed in national and regional advertising competitions for the Ford Fusion, Ford Focus, Honda Element, Cadillac CTS, GMC, Time Magazine, the National Highway Transportation Safety Administration, and the Citibank Credit Education Program and placed first in the Ford Fusion, GMC, and Time Magazine competitions. In her Retailing Management class, students have engaged in case studies for TJX Corporation.

Professor Debevec's research focuses on the effects of message appeals and self-referencing on persuasion and deterrence of social smoking, on encouraging use of nutritional package information, and on the values of Millennials. Her work has been published in the *Journal of Consumer Psychology*, the *Journal of Consumer Behaviour*, the *Journal of Advertising*, *Psychology & Marketing*, the *Journal of International Consumer Marketing*, *Psychological Reports*, the *Journal of Research on Technology in Education*, the *Journal of High Technology Management Research*, the *Journal of Professional Services Marketing*, the *Journal of Marketing Education*, and *Genetic, Social, and General Psychology Monographs*, and presented at conferences including the Association for Consumer Research, Marketing & Public Policy, and the American Marketing Association.



## **Matthew Glennon** **Lecturer of Marketing**

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Phone: 545-7605  
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PMBA Isenberg School of Management

### **Teaching Interests:**

Marketing Management  
B2B Sales  
Introductory Marketing  
Business to Business  
Marketing  
Entrepreneurial

### **Research Interests:**

Green Business Practices  
Social Media  
Branding

### **Academic Background:**

#### **Education:**

MBA, Isenberg School of Management, UMass Amherst, 2003  
Bachelor of Science, University of Connecticut-Storrs, 1990

#### **Academic Appointments:**

Higher Education Consultant – Univ. Support Workforce and Development Program (USAID)  
Isenberg Sales Club Faculty Advisor  
Lecturer of Marketing, University of Massachusetts, 9/15-Present  
Adjunct Lecturer of Marketing, University of Massachusetts, 1/14-6/14  
Adjunct Lecturer of Marketing, University of Massachusetts, 9/11-12/11

#### **Professional Background:**

##### **Professional Experience:**

Corporate Account Executive, 2015, QualiChem  
Regional Sales Manager, 2007-2015, QualiChem  
Owner, 2004-2008, RPM Products LLC  
Sr. Account Manager and Product Manager, 1995-2001, Castrol, Division of British Petroleum

##### **Professional Appointments:**

International Marketing and Sales Consulting





## **Easwar Iyer** **Professor of Marketing**

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Phone: 545-5667 Fax: 545-3858  
iyer@isenberg.umass.edu

Ph.D., University of Pittsburgh, 1984

### **Teaching Interests:**

Consumer Behavior  
Marketing Management  
Environmental Marketing

Professor Easwar Iyer is interested in the interface between business strategy, consumer behavior and social responsibility and has published in leading marketing journals. After graduating from the Indian Institute of Technology (Madras) and the Indian Institute of Management (Calcutta), he got his Ph.D. from the Katz School of Business at the University of Pittsburgh. He joined the Isenberg faculty in 1984 and was Head of the Marketing Department from 2006 - 2012.

Easwar has been co-chair of the Marketing & Public Policy conference in 1997, the AMA's Summer Educator's Conference in 2010, and served as a doctoral consortium faculty. He has also served as an advisor to the Department of Energy. He is on the board of the Journal of Advertising and the Journal of Public Policy & Marketing and will be co-chairing the annual conference in 2014.

He has taught in the undergraduate, day MBA, Professional MBA, and doctoral programs. Easwar is interested in international programs and has taken students to many countries including Ireland and India. Currently he is working towards building long-term exchange relationships with universities in India and the Isenberg School.





**Elizabeth G. Miller**  
**Associate Professor of Marketing**

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Phone: 545-5639 Fax: 545-3858  
emiller@isenberg.umass.edu

Ph.D., University of Pennsylvania, 2003

**Research Interests:**

Consumer Decision Making  
Medical Decision Making  
Use and Interpretation of Information

Professor Miller teaches services marketing (undergraduate, MBA), consumer behavior (undergraduate, PhD), and an advertising practicum (undergraduate). She is also the director of the marketing department's doctoral program and the faculty advisor for the student-run AdLab. Her research focuses broadly on consumer decision-making and more specifically, on how consumers interpret and respond to information, particularly under high stress. Her research has been cited in the public press, presented at numerous conferences, including the Association for Consumer Research, Society of Consumer Psychology, and Marketing & Public Policy conferences, and has appeared in top marketing journals, such as the *Journal of Consumer Research*, the *Journal of Marketing Research*, and the *Journal of Service Research*. She has also been involved in consulting projects for Comcast Cable and the Wall Street Journal, and her comments on marketing have appeared in the Boston Herald and the Boston Globe, among other places.



**Tanya Tang**  
**Assistant Professor of Marketing**

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Phone: 545-7603 Fax: 545-3858  
yatang@isenberg.umass.edu  
Ph.D., University of Illinois at Urbana-Champaign

**Teaching Interests:**

New Product Development  
Innovation  
Social Media  
Marketing and Social Networks

Tanya Tang is an assistant professor in Marketing at Isenberg School of Management. Her teaching interests include courses in product strategy and marketing strategy. Given her background in Information Systems and Marketing, her research interests lie at the intersection of the two disciplines on innovation/new product development, social networks, and social media marketing. She graduated from University of Illinois at Urbana-Champaign with a Ph.D. degree in Marketing and won the Sheth Dissertation Award. She has published in Journal of Marketing and Journal of Business Research.



## **Dr. Francisco Villarroel Ordenes** **Assistant Professor of Marketing**

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Phone: 545-4941 Fax: 545-3858  
[fvillarroelo@isenberg.umass.edu](mailto:fvillarroelo@isenberg.umass.edu)

Ph.D., Maastricht University, 2017

### **Teaching Interests:**

Text Mining and analytics  
Services Marketing  
Branding  
Marketing Research

### **Research Interests:**

Text Mining  
Marketing Analytics  
Customer Experience  
Social Media Content  
Services Marketing  
Frontline Employees

### **Academic Background:**

#### **Education:**

PhD Marketing, Maastricht University, 2017  
MSc Marketing, Manchester University, 2011  
BBA, University of Chile, 2006

### **Professional Background:**

#### **Professional Experience:**

Nation Brand Manager, 2007-2010, Chilean Trade Commission  
Middle Office Trainee, 2006, JPMorgan Chase



NAME: \_\_\_\_\_ ID: \_\_\_\_\_ DATE: \_\_\_\_\_

**REQUIREMENTS CHECKSHEET**

**MARKETING**

**Marketing Core (18 credits)**

Sem.	Grade	Course
		<b>MARKETNG 412</b> Marketing Research *Pre-req. MARKETNG 301 and RES-ECON 212 or OIM 240 or STATISTC 240
<b>Upper-level Marketing Electives* (9 credits)</b> Choose <b>three</b> 400-level or above courses from list below		
<b>Upper-level Business Electives (6 credits)</b> Choose <b>two</b> 300-level or above courses within the Isenberg School of Management		

**Junior/Senior Year BBA Core (15 -18 credits)**

*\*Must have at least junior standing*

Sem.	Grade	Course
		<b>FINANCE 301</b> Corporation Finance *Pre-req. ACCOUNTG 221
		<b>MANAGMNT 301</b> Principles of Management
		<b>MARKETNG 301</b> Fundamentals of Marketing
		<b>OIM 301</b> Introduction to Operations Management *Pre-req. OIM 240 or RES-ECON 212 or STATISTC 240 <i>*Required for students entering BBA Fall 2012 or later</i>
		<b>SCH-MGMT 310</b> Management Communications or <b>SCH-MGMT 315</b> Marketing Communications or any <b>SCH-MGMT 300</b> -level junior year writing course listed in your Academic Requirements Report
		<b>MANAGMNT 494BI</b> Business Policy and Strategy or <b>MANAGMNT 488</b> Strategic Management for a Sustainable World *Pre-req. MANAGMNT 366 <i>*Must have senior standing</i> <i>*Both courses fulfill integrative experience requirement in senior year</i>

**Upper-level Marketing courses\*:**

*\*Not all courses are offered every semester*

*\*Most courses require MARKETNG 301 as a pre-req.; refer to SPIRE*

- MARKETNG 410 Consumer Behavior
- MARKETNG 421 Product Strategy
- MARKETNG 422 Advertising & Promotional Strategy
- MARKETNG 425 Sales and Distribution Strategy
- MARKETNG 437 International Marketing
- MARKETNG 441 Marketing Management
- MARKETNG 450 Direct Marketing
- MARKETNG 455 Internet Marketing
- MARKETNG 465 Retailing Management and Technology
- MARKETNG 468 Services Marketing
- MARKETNG 491F Topics in Social Media
- MARKETNG 491L Managerial Perspectives on Marketing Strategy
- MARKETNG 491M Customer Relationship Management (CRM)
- MARKETNG 491N Nonprofit Marketing
- MARKETNG 491S Small Business Marketing
- MARKETNG 491SM Marketing for Sustainable Business
- MARKETNG 497M Brand Management & Strategy
- MARKETNG 497T Text Mining & Analytics
- MARKETING 498B Advertising Practicum

Any MARKETNG course that is 400-level or above may also count

**Breadth Requirement: Non-Business Electives (21 credits)**

*\*One breadth requirement per semester may be taken with pass/fail grading*

*\*Only one Economics or one Resource Economics course may be used to satisfy credits for requirement*

Semester	Grade	Course	Credits

**Graduation Requirements**

- Complete at least 120 credits; 45 must be taken at UMassAmherst
- Maintain a cumulative average of at least 2.0 in your major and overall
- All required courses must be taken for a letter grade

**Student Responsibilities**

- Review Academic Requirement Report on SPIRE
- Meet with an advisor regularly to review progress toward completing graduation requirements
- Keep track of requirements for any additional majors or minors
- Make sure all graduation requirements are fulfilled

**Also please note that:**

- Isenberg School and Marketing major requirements may not be taken pass/ fail with the exception of MARKETNG 398
- Students can apply a maximum of 3 credits of an independent study and 3 credits of an internship to satisfy upper-level business electives
- More than half of major required courses must be taken at UMass Amherst

## COURSE DESCRIPTIONS

### **Marketing 301 - *Fundamentals of Marketing:***

This course is designed to introduce you to the activities of marketing and present the principles and strategies needed to successfully perform these tasks. We will critically analyze the marketing process, the institutions that perform it, the functions they provide, and their operating environments. Additionally, we will develop an awareness of the major marketing problems faced by a variety of organizations, with emphasis on sound approaches to addressing and resolving such problems. We will begin to cultivate a proficiency in developing customer-oriented, competitive marketing strategies and tactics, as well as make clear the impact and role of the marketing process in society. Finally, this course will serve to provide a foundation for those students who plan to do advanced work in marketing and related functional areas of business.

### **Marketing 410 - *Consumer Behavior:***

The primary objective of this course is conveying the underlying motivations and drivers of marketplace behavior in order to understand why people buy. This course will explore the social and individual forces which influence the buyer/consumer transaction. Additionally, we will revisit activities of marketing and present the principles and strategies needed to successfully perform these tasks. The course is designed to develop an awareness of the major customer-related marketing problems faced by a variety of organizations, with emphasis on sound approaches for addressing and resolving such problems. We will understand how to conduct marketing research to uncover consumer wants and desires; as well as, begin to cultivate a proficiency in developing consumer-oriented, competitive marketing strategies and tactics. This course will serve to provide a behavioral foundation for those students who plan to do advanced work in marketing and related functional areas of business. **Pre-reqs: MKTG 301.**

### **Marketing 412 - *Marketing Research:***

The objective of this course is to provide students with an understanding of the planning, execution and evaluation of marketing research activities. This course will place an emphasis on the techniques and methodology used in collection, analysis and interpretation of economic, demographic and sociological data for use in marketing decision making as well as knowledge of theory development and testing processes. Upon completion of this class, students should be able to understand, interpret, and appropriately use marketing concepts, theories, and models listed in the course outline.

**Pre-reqs: MKTG 301 and one of the following STATISTC 140 or 141, or FINOPMGT 250 or RES-ECON 211 or 212.**

### **Marketing 421 - *Product Strategy:***

The goal of this course is to develop conceptual, analytical, and decision-making skills expected of managers working in new product development area, from a marketing perspective. The course has three components. We'll start by understanding the fundamental concepts, strategic issues, and frameworks in product management. The second component of the course concerns the product itself. Here we'll develop a basic understanding of new product development process and cover topics on – idea management, concept development, and evaluation, product design, and new product launch. In the third component, we examine issues related to management issues in new product development such as managing mature and declined products, managing cross-functional teams, and marketing of high-technology products. **Pre-reqs: MKTG 301.**

## COURSE DESCRIPTIONS

### **Marketing 422 - *Advertising & Promotional Strategy:***

This course is designed to give you an understanding of the advertising process, integrated marketing communications, promotional tools, and new media options such as online and mobile advertising, and social media. We will focus on how consumer behavior, marketing communications theories, and research data can be used to design effective advertising and promotional strategies.

**Pre-reqs: MKTG 301.**

### **Marketing 425 - *Sales & Distribution Strategy:***

This course is designed to equip you with **Professional Selling Skills**. The journey to understanding what needs to happen to excel in the sales field will require a review of theory, followed by active participation in exercises designed to simulate selling situations. Therefore, the course curriculum involves both theory and practice. We have a distinguished set of guest speakers who will share their experiences and perspective in the sales field.

While the course if focuses on mastering professional selling skills, even if you do not chose a career in sales, selling yourself (and your ideas) will be a determinant factor in meeting your career goals. Therefore, you should expect that the skills you develop in this course will lead to better outcomes in events like job interviews, business presentations and public speaking engagements. A key part of this course will include a review of exactly how sales divisions typically function. We will learn how quotas and territories are established as well as how to construct accurate sales forecasts. We will also examine a multitude of factors one must consider when managing a sales organization.

In addition, you will engage in Salesforce CRM training which is made possible through a no charge license that's been arranged for each student. CRM training will reinforce key concepts covered in the course.

You should also plan to participate in two sales competitions which will occur over the course of the semester. **Pre-reqs: MKTG 301.**

### **Marketing 437 - *International Marketing:***

The cultural, economic, social, legal, political, or organizational forces that influence multinational marketing operations. **Pre-reqs: MKTG 301.**

### **Marketing 441 - *Marketing Management:***

The nature and problems of marketing management; the environment facing marketing managers, and the tools available for analysis and control of marketing activities and decision making.

**Pre-reqs: MKTG 301.**

### **Marketing 450 - *Direct marketing:***

Introduces principles and strategies for direct marketing and database marketing; direct marketing through the use of lists, catalogs, direct mail, print and broadcast media, telemarketing, and the Internet. **Pre-reqs: MKTG 301.**



## COURSE DESCRIPTIONS

### Marketing 455 - *Internet Marketing:*

Explores the internet's impact on the marketing discipline and the effective use of this technology; the internet's effect on marketing strategy, consumer behavior, advertising, retailing, and distribution.

**Pre-reqs: MKTG 301.**

### Marketing 465 - *Retailing Management & Technology:*

This course explores decisions facing retail buyers, managers and owners as well as electronic retailers. Topics include retailing trends, merchandise management, pricing, location, promotion, store design and customer service. **Pre-reqs: MKTG 301.**

### Marketing 491F - *Topics in Social Media:*

This course is primarily for students who want to intensively move along the path of becoming expert in effectively leveraging social media in marketing; although, certainly, the skills learned in this course can be applied in other areas. We'll explore the use of well-established social media tools, such as Twitter, Facebook, YouTube, Google+, as well as emerging tools, such as Pinterest. In addition, we'll study important topics, mechanisms and contexts, such as blogging, inbound marketing, privacy (e.g., do not track), authenticity, return on investment (ROI), mobile, customer service, branding, promotion, etc. **Pre-reqs: MKTG 301.**

### Marketing 468 - *Services Marketing:*

The service sector of the economy is twice as large as the manufacturing sector. Service organizations (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services) differ in many important respects from manufacturing businesses and require a distinctive approach to marketing strategy development and execution. This course will discuss how services are different, why they are different, and what strategies result from these distinctions. Topics include: the design and execution of the service delivery process (the services marketing mix), managing service quality, managing customer relationships, and recovering from service failure. **Pre-reqs: MKTG 301.**

### Marketing 491L / 591L - *Managerial Perspectives on Mktg Strategy:*

The objective of this course is to develop a practical understanding of strategic marketing management by looking at the many marketing related functions in a broad range of industries where marketing activity is critical to success. This will be accomplished in two ways. First using guest speakers with varied and high level experience, and second, through your research and reading. **Pre-reqs: MKTG 301.**

## COURSE DESCRIPTIONS

### Marketing 491M – *CRM (Customer relationship Management)*:

A firm's most valuable asset is the brand that it has invested in and developed over time. Although manufacturing processes can often be duplicated, a brand with strongly held belief and attitude established in consumers' minds cannot. This course provides students with insights about how to create profitable branding strategies and is divided into four learning modules: (1) understanding brand, which gives a basic overview of branding; (2) developing brand, which introduces the processes of crafting a brand; (3) measuring brand, which reviews the methods of measuring and interpreting brand performance; and (4) managing brand, which focuses on the management issues when a brand grows. The goal of the course is to develop conceptual, analytical, and decision-making skills expected of managers working in brand management. **Pre-reqs: MKTG 301.**

### Marketing 491S – *Small Business Marketing*:

While the dynamics of the entrepreneur are vigorous, there is also a downside to the small business. By some studies, many start-ups fail within the first few years of going into business. The causes of these failures are due to poor planning, lack of experience and lack of capital. Marketing and market planning, in particular, is a key element to the success of the new business. Good marketing begins with good data and research. This course will help the student gain "hand-on" experience in this area. **Pre-reqs: MKTG 301.**

### Marketing 591C - *Marketing / Sustainable Business*:

This course has been designed to introduce students to marketing through the sustainability lens. Both experienced marketers and those new to the field will benefit from approaching the development of a marketing plan with the triple bottom line (economic, environmental and societal) as the guiding principal. The demand for innovation and solutions to sustainable problems, from environmental degradation to societal inequities across supply chains, is increasing quickly. Those who want to succeed in the future business world need the savvy and experience of examining these issues and applying new models for growth. **Pre-reqs: MKTG 301.**

## **FIELD EXPERIENCES**

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### ***General Guidelines***

A field experience is a “practice” job, with faculty involvement and academic content. A field experience is characterized either as a co-op (i.e., field experience with compensation) or an internship (i.e., without compensation). Students may earn academic credit for either\*. Internship for academic purposes must have an academic value beyond that of practical employment. Moreover, the internship must have a logical integration with the student’s academic course of study.

The policy of the Marketing department is not to give academic credit just for work experience. The responsibility of the student is to develop an internship experience which clearly has academic value to the student’s course of study.

### ***Field Experience Stipulations***

- ❑ Co-ops and internships are registered by taking MARKETNG 398.
- ❑ No more than 3 credits will be awarded for MARKETNG 398.
- ❑ Only Marketing majors may register for MARKETNG 398.
- ❑ Marketing majors may register for MARKETNG 398 only once.
- ❑ The only grade for MARKETNG 398 will be a Pass (P) or Fail (F). No other letter grade will be awarded.
- ❑ A marketing faculty sponsor must be found before the end of the add/drop period of the relevant semester. You must get approval for the internship before it starts. No credit will be issued after the internship period.

### ***Student Responsibilities***

The student is fully responsible for identifying and completing arrangements for their field experience. After arranging for an internship, the student must:

1. Meet with the appropriate person in the Chase Career Center Office to obtain an ACADEMIC CONTRACT and discuss the process of identifying faculty for sponsorship. Complete and sign your portion of the contract.
2. Prepare a proposal (1-2 pages, typewritten) detailing:
  - a. The nature and scope of the internship responsibilities;
  - b. The academic value of the internship to the student’s program;

\* Most of the time, we use the words co-op, internship and practicum interchangeably.



- c. The method of evaluation regarding the student's performance on this academic component. (NOTE: the department does not accept diaries or logs of the internship experience as a method of evaluation). It is the student's responsibility to propose an evaluation plan. While a range of alternatives is acceptable, prior acceptable efforts have included (but have not been limited to) data collection and analysis or an extensive library research report. A faculty member is not restricted to accepting a student's proposed evaluation method.
3. Obtain a marketing faculty sponsor who will supervise and evaluate the internship. Confirm contract details and obtain faculty signature on Academic Contract Form.
4. Return form to the appropriate person in the Chase Career Center Office for final signature.
5. Register for the course, MARKETNG 398, by submitting the approved Field Experience Academic Contract to the Department office. On-line SPIRE enrollment cannot be used. Register for the fall or spring semesters through the Marketing Department. For the summer or winter term, register through Continuing Education.

### ***Other Relevant Information***

Occasionally, Marketing majors choose to complete a field experience based in a discipline other than marketing (e.g., accounting, finance, management, economics, computer science, psychology, etc.). In such an instance, the student: (1) is bound by the *General Guidelines, Student Responsibilities* and *Field Experience Stipulations* outlined above, (2) must obtain a faculty sponsor from the appropriate academic department, and (3) must register for the field experience credit through the department of the faculty sponsor.



511 Goodell Building  
413-545-2224 | careerservices@umass.edu  
www.umass.edu/careers

Field Experience Program www.umass.edu/careers/

University of Massachusetts – 511 Goodell Building, Amherst, MA 01003 Tel. 413-545-6265 Fax 413-545-4426

### ACADEMIC CONTRACT

COMPLETED CONTRACTS ARE DUE TO OUR OFFICE BEFORE ADD/DROP ENDS. RETURN ALL COPIES.

Student Name \_\_\_\_\_

Major \_\_\_\_\_ Spire ID# \_\_\_\_\_

Address \_\_\_\_\_

Organization Name \_\_\_\_\_

(City) \_\_\_\_\_ (During your internship) \_\_\_\_\_ (State) \_\_\_\_\_ (Zip) \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

(City) \_\_\_\_\_ (State) \_\_\_\_\_ (Zip) \_\_\_\_\_

Email \_\_\_\_\_

Credits Completed \_\_\_\_\_ Cum GPA \_\_\_\_\_

On site supervisor \_\_\_\_\_

Expected Grad Date (Month) \_\_\_\_\_ (Year) \_\_\_\_\_

Supervisor Phone \_\_\_\_\_

Faculty Sponsor \_\_\_\_\_

Supervisor email \_\_\_\_\_

(Please print) (Must be a Faculty Member)

Start Date \_\_\_\_/\_\_\_\_/\_\_\_\_ End Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Working Remotely  Working on location

Work Schedule \_\_\_\_\_

Days of Week / Time of Day (i.e. Tu, Th., 9 – 2)

#### I. Academic Proposal (Not a Job Description)

(to be completed by student--**READ REVERSE CAREFULLY**) Attach additional pages as needed.

Student Signature \_\_\_\_\_

Date \_\_\_\_\_

#### II. Credit Confirmation (to be completed by faculty sponsor(s)-SEE REVERSE)

I support the proposal and agree to sponsor this student for:

<u>Semester Registered</u>	<u>Department &amp; Course #</u>	<u>#Credits</u>	<u>Schedule #</u>	<u>Faculty Sponsor Signature</u>
_____	MKTG 398	3	_____	_____
_____	_____	_____	_____	_____

Additional Dean's Signature required for less than 2.0 GPA or less than 45 credits

IPO Approval for International Internships

Career Services Representative

**Directions for Completing the Academic Contract**  
**PLEASE READ CAREFULLY**

**I. Academic Proposal (to be completed by the student)**

The Academic Contract should clarify the academic content and expectation of the placement for the student, faculty and agency supervisor. Your faculty sponsor must approve the academic content of your placement and will assign certain academic projects for you to complete to demonstrate what you have learned. We suggest you discuss your proposal with your sponsor before completing the contract.

Include the following information in your proposal:

1. What do you want to learn and how will this relate to your academic discipline? What courses will relate to your field experience?
2. What type of experience are you seeking? In what types of activities do you hope to participate?
3. Describe your proposed academic projects (for example: research paper, journal, portfolio). Be as specific as possible.

**II. Credit Confirmation (to be completed by Faculty Sponsors)**

Faculty award University credits for the integration of the field experience in the workplace with the academic training received from the traditional academic curriculum.

In order to register for credits associated with Field Experience, students must be in good standing (minimum Cum GPA 2.0) and have 45 credits toward graduation at the start of their placement. Students who don't meet this requirement may still be able to arrange for credit by getting special permission from their academic Dean.

Students may earn from 1 to 18 academic credits. Credit arrangements vary among departments. **University policy does not allow more than 18 of the minimum 120 graduation credits to be associated with a field experience. This includes any course registered under a 298, 398, or 498 course number.** The Faculty Senate requires all students to register for Practicum numbers for all credit. (Senate Document 82-040). The choices are:

**1. Department Practica:**

Most academic departments offer one or more practica under course numbers 298, 398, 498. All 298 numbers are mandatory Pass/Fail; higher numbers may be Pass/Fail or graded by department choice. Departments specify the number of credits available, up to a maximum of 15 per semester or 14 for summer. The faculty sponsor must be a faculty member of the department they are authorizing credits for. Semester credits are registered by the department.

**2. University Practicum 298Y:**

University Practicum 298Y credit is non-departmental. It applies toward graduation credit, but **does not** satisfy University General Education requirements and **does not** normally satisfy departmental requirements. UMass 298Y is a mandatory Pass/Fail course. Semester credits are registered by Career Services.

The faculty sponsor(s) must assign the course number(s). A faculty signature is required for each course number assigned.

Summer and Intersession credits are registered through Continuing Education. Registration materials will be given by the Field Experience representative when the Academic Contract is submitted. Payment must be made directly to Continuing Education, is calculated on a per credit basis, and is subject to Continuing Education deadlines.

RE: ACADEMIC CONTRACT INFORMATION

NOTE TO STUDENT: YOU CAN FILL OUT A BLANK FORM ON YOUR COMPUTER BY DOWNLOADING "BLANK INTERNSHIP CONTRACT" FROM OUR WEBSITE!!! YOU NEED THE ADOBE READER TO DO THIS. NOTE THAT THE CONTRACT HAS:

1. SOME READING OR OTHER ACADEMIC WORK
2. A PAPER APPROX. 10 PAGES
3. A FIRM DEADLINE

\*If you are creating an internship that you did not find posted in a University listing, YOU MUST get approval from the Director of Internships of the Chase Career Center BEFORE it goes to the faculty!!! Faculty member must be a FULL-TIME faculty!!!



511 Goodell Building  
413-545-2224 | careerservices@umass.edu  
www.umass.edu/careers

Field Experience Program www.umass.edu/careers/

University of Massachusetts – 511 Goodell Building, Amherst, MA 01003 Tel. 413-545-6265 Fax 413-545-4426

### ACADEMIC CONTRACT

COMPLETED CONTRACTS ARE DUE TO OUR OFFICE BEFORE ADD/DROP ENDS. RETURN ALL COPIES.

Student Name _____ Address _____ _____ <i>(City) (During your internship) (State) (Zip)</i> Phone _____ Cell Phone _____ Email _____ Credits Completed _____ Cum GPA _____ Expected Grad Date <i>(Month)</i> _____ <i>(Year)</i> _____ Faculty Sponsor _____ <i>(Please print) (Must be a Faculty Member)</i>  Working Remotely <input type="checkbox"/> Working on location <input type="checkbox"/>	Major _____ Spire ID# _____ Organization Name _____ Address _____ _____ <i>(City) (State) (Zip)</i> On site supervisor _____ Supervisor Phone _____ Supervisor email _____ Start Date ____/____/____ End Date ____/____/____ Work Schedule _____ Days of Week / Time of Day (i.e. Tu, Th., 9 – 2)
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#### I. Academic Proposal (Not a Job Description)

(to be completed by student--**READ REVERSE CAREFULLY**) Attach additional pages as needed.

Proposal Example:

During my internship, I will be developing new internet marketing campaigns for \_\_\_\_\_. My duties include working with the VP of Marketing. We will control several ad agencies and prepare for world domination.

To facilitate this internship, I will read Electronic marketing, by Joel Reedy, and the last three issues of the Journal of World Domination.

I will be evaluated on the basis of a 10 page paper that will evaluate the following:

Are the techniques used by my department at \_\_\_\_\_ consistent with those described in Electronic Marketing? Are they better or worse? What should we be doing differently?

Based on the articles in JWD, what is my forecast for the time we will be able to achieve world domination?

To give Professor \_\_\_\_\_ time to evaluate the paper and suggest corrections, this paper will be completed by \_\_\_\_\_, or I will be failed for the course.

Student Signature \_\_\_\_\_ Date \_\_\_\_\_

#### II. Credit Confirmation (to be completed by faculty sponsor(s)-SEE REVERSE)

I support the proposal and agree to sponsor this student for:

<u>Semester Registered</u>	<u>Department &amp; Course #</u>	<u>#Credits</u>	<u>Schedule #</u>	<u>Faculty Sponsor Signature</u>
_____	<u>MKTG 398</u>	<u>3</u>	_____	_____
_____	_____	_____	_____	_____

Additional Dean's Signature required for less than 2.0 GPA or less than 45 credits

IPO Approval for International Internships

Career Services Representative



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## INDEPENDENT STUDIES

### *General Guidelines*

The Department offers students the opportunity to enroll for independent study credits. An independent study is designed to allow students to examine issues with greater breadth and depth than is feasible, normally, in regular course work. By its nature, the independent study is arranged and contracted between the individual student(s) and faculty. To earn academic credit, the student must demonstrate the academic content of the Independent Study and its logical relationship to his or her course of study.

### *Independent Study Stipulations*

- Approval of the faculty supervisor and the Department Head should be obtained prior to undertaking the independent study.
- Generally, an independent study cannot be completed in lieu of an existing course.
- Generally, independent study credits cannot be used toward fulfilling the 400 level course requirements for the Marketing major.

### *Student Responsibilities*

The student is fully responsible for defining the nature and scope of the independent study and for obtaining faculty supervision. The student must:

1. Arrange for faculty supervision. The identity of the faculty supervisor, and the nature of the independent study, should be clear from the start. It is advisable to discuss the prospects for completing an independent study with a particular faculty member prior to completing a full proposal. Most students choose to further examine issues or problems first introduced in a particular class, with a particular professor. However, on rare occasions, a student identifies a topic and arranges for supervision by a faculty member that they have not had in class. Please note that the demands of supervising independent studies require each professor to limit the number of independent studies supervised. In this way, students obtaining sponsorship can be assured that faculty will spend the requisite time on the project.
2. Prepare a proposal (1-2 pages, typewritten) specifying:
  - a. the nature and scope of the independent study,
  - b. the academic value of the independent study (i.e., how it involves academic learning and its logical relationship to the student's course of study), and
  - c. the method of evaluation for the student's performance on the independent study. (NOTE: The method of evaluation must meet the satisfaction of the faculty supervisor. A range of alternatives is available, including, but not limited to, data collection and analysis, and a library research report.)

Incomplete, or otherwise unsatisfactory proposals, will be returned to the student for further work.

3. Complete and sign an Independent Study Contract specifying the nature and scope of the independent study and the basis for evaluation. The Independent Study Contract must be signed by the faculty sponsor, the Department Head, and the Undergraduate Programs Office before enrollment into the course. Independent Study Contract forms are available from your faculty advisor, or the Department office.
4. Register for the course, MARKETNG 396, by submitting the approved Independent Study Contract to the Department office. On-line SPIRE enrollment cannot be used.
5. Complete the requirements specified in the Independent Study Contract.

#### ***Other Relevant Information***

Occasionally, marketing majors choose to complete an independent study based in a discipline other than marketing (e.g., accounting, finance, management, economics, computer science, psychology, etc.). In such an instance, the student: (1) is bound by the *General Guidelines, Student Responsibilities* and *Independent Study Stipulations* outlined above, (2) must obtain a faculty supervisor from the appropriate academic department, and (3) must register for the independent study credit through the department of the faculty supervisor.

# INDEPENDENT STUDY CONTRACT

## Isenberg School of Management

This is NOT a University Registration Form

*Independent Study courses should be academic course work only.*

### Instructions:

1. Please fill out ALL information requested below. Type all responses and attach them to this form. The responses are the product of discussions with the instructor who has agreed to supervise the Independent Study effort.
2. After all signature approvals are obtained, distribute one copy to the supervising instructor, one to the Department Head, and retain one copy for your records. Changes in this contract may be renegotiated but final approval must be granted by the Instructor, Department Head and the Academic Dean.
3. Bring the signed copy of this form to the Department Office (Accounting room 232, Management room 227, Marketing room 235, Finance room 235 & OIM room 328).
4. All Independent Study courses for credit must be approved by the Department Head and the Academic Dean.
5. The number of credits that may be earned for an Independent Study vary from one to six. Usually these courses are worth three credits, however only in an unusual case should the credit hours granted exceed three.

Please type or print clearly

Subject: \_\_\_\_\_ Catalog Number: \_\_\_\_\_ Class Number: \_\_\_\_\_

Name: \_\_\_\_\_ Major: \_\_\_\_\_ Credits: \_\_\_\_\_

Spire ID Number: \_\_\_\_\_ Semester: \_\_\_\_\_

Email Address: \_\_\_\_\_

Sponsoring Instructor: \_\_\_\_\_

Attach on a separate sheet of paper, complete answers to the following questions:

1. What is the nature and scope of the Independent Study? Specifically, what topics are to be covered and what resource materials (textbooks, articles, etc.) are required?
2. How (written exams, term paper, etc.) are you going to be evaluated? Explain fully.

### APPROVAL SIGNATURES

Student: \_\_\_\_\_ Date: \_\_\_\_\_

Instructor: \_\_\_\_\_ Date: \_\_\_\_\_

Department Head: \_\_\_\_\_ Date: \_\_\_\_\_

Academic Dean: \_\_\_\_\_ Date: \_\_\_\_\_

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## MARKETING DEPARTMENTAL HONORS

Departmental Honors (DH) is an Advanced Scholarship track of Commonwealth Honors College (CHC). Students may complete DH as part of the full CHC curriculum, which includes Honors General Studies, or they may complete DH alone. All DH students are members of CHC.

Successful completion of the DH course requirements with minimum grades of B (or as specified below) and the submission of a properly formatted Honors Thesis or Project manuscript (minimum grade of B for Seminar manuscripts) will result in the award of "Departmental Honors" on the student's academic transcript. For information about DH, speak with your Honors Program Director and see Admission Process below. For information about the full CHC Curriculum, see <http://www.honors.umass.edu/curriculum>.

### General Admission Criteria

Minimally, to be eligible to apply for DH, students must have • An overall GPA of 3.400 or higher earned after one or more fulltime semester/s of UMass Amherst coursework • The ability to complete the DH sub-plan requirements • The ability to complete the CHC minimum residency requirement, i.e., 45-graded (not pass/fail) credits earned at UMass Amherst (not transferred)

### Admissions Process

- UMass Amherst students who are not already members of CHC must apply to Departmental Honors, an Advanced Scholarship CHC sub-plan, via the CHC online application using the following link.  
<http://www.honors.umass.edu/admissions/apply-current-students>
- Students who are already members of CHC should meet with the department's Honors Program Director (HPD) regarding their interest in joining Departmental Honors (DH), an Advanced Scholarship CHC sub-plan. The HPD will determine a student's eligibility and preparedness for DH. Admission to DH will be at the discretion of the HPD based on the criteria as established by the department and CHC (see Admission Criteria above). The HPD will notify the CHC office of newly accepted DH students so appropriate steps can be taken to designate the sub-plan on SPIRE.

### Program Requirements

- 2 MARKETNG honors courses 300-level or higher
- Honors Thesis or Project. Options include:
  - Individually contracted: MARKETNG 499Y Honors Research and MARKETNG 499T Honors Thesis or 499P Honors Project
  - Seminar: MARKETNG 499J and MARKETNG 499K Case Study & Internship: Tools for Professional Success
  - Seminar: SCH-MGMT 499C and SCH-MGMT 499D Business Strategy and Entrepreneurial Leadership

Notes: Privileges for DH students include: attending special departmental colloquia previously open only to PhD students and faculty; special scholarship and award opportunities

- When offered, 1cr MARKETNG 291H, 391H and 491H seminars plus their pre-requisite non-honors root course are acceptable as DH electives.

### Requirement Exceptions

Note: exceptions to the requirements above require approval by both the Honors Program Director (HPD) and a Commonwealth Honors College advisor; requests must be submitted in writing via the CHC [Petition for Exception form](#)

### General Links

Honors Program Directors: <http://honorsapp.honors.umass.edu/courseguide/honorsCoordinators.aspx>

CHC Application: <http://www.honors.umass.edu/joining-honors-college>

Honors Credentialing: <http://www.honors.umass.edu/gradhonors2013on>

Honors Thesis or Project: <http://www.honors.umass.edu/capstone-experience>

Manuscript documentation and formatting: <http://www.honors.umass.edu/capstone/formatting>

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Department Approval Date: 03.11.2005

Revised Date: 03.11.2014

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Source URL (retrieved on 01/29/2018 - 2:10pm): <https://www.honors.umass.edu/dhreqs/marketing-departmental-honors>