COURSE CHANGE REQUEST
Graduate Programs

FLORIDA ATLANTIC UNIVERSITY

UGPC Approval _____
UFS Approval _____
SCNS Submittal _____
Confirmed _____
Banner _____
Catalog _____

Department

College

Current Course Prefix and Number	*Current* Course Title

*Syllabus must be attached for **ANY** changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.*

Change title to:

Change prefix

    From: To:

Change course number

    From: To:

Change credits*

    From: To:

Change grading

    From: To:

Academic Service Learning (ASL) *

    Add   **Remove**

* See Definition of a Credit Hour.
** Academic Service Learning statement must be indicated in syllabus and approval attached to this form.

Change description to:

Change prerequisites/minimum grades to:

Change corequisites to:

Change registration controls to:

Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade.

Effective Term/Year for Changes:	**Terminate course? Effective Term/Year for Termination:**

Faculty Contact/Email/Phone

Approved by		*Date*
Department Chair	*Hengy*	10/7/2025
College Curriculum Chair	*Robert Pinsker*	10/8/2025
College Dean	*Marc Rhorer*	10/8/2025
UGPC Chair		
UGC Chair		
Graduate College Dean		
UFS President		
Provost		

Email this form and syllabus to UGPC@fau.edu 10 days before the UGPC meeting.

FLORIDA ATLANTIC UNIVERSITY

_____

MAR 7936-100 15881

Seminar in Marketing ~~2~~
Date: Sunday null
3 Credit(s)
Spring 2025 - 1 Full Term

Instructor Information

Melanie Lorenz
Email: lorenzm@fau.edu
Office: Fleming Hall - Room 205 (Boca Raton)
Office Hours: via Zoom
Phone: (561) 297-2381

All messages/emails must originate through the course Canvas Inbox. In case of Canvas' problems send you emails to lorenzm@fau.edu

All emails should include course name and number in the subject line.

Zoom: https://fau-edu.zoom.us/my/lorenzm

Course Description

Seminar covers topics including but not limited to: research design and implementation, commercial and electronic data sources, qualitative research, survey methods, sampling techniques and multivariate analysis.

PREREQUISITES: Admission to Ph.D. program

Required Texts/Materials

No book required

Course Objectives/Student Learning Outcomes

- To provide students with an overview of key areas and contemporary sub-disciplines of academic research in the field of marketing.
- To equip students with the ability to understand and critically analyze research articles in the field, as the basis for conceiving, developing and putting own research ideas into practice.
- To develop the ability to work constructive in academic research teams to further own and joint research ideas
- To enable students to formulate their own (and joint) research ideas and proposals and constructively critique others research proposals.
- To expose students to data analysis techniques in the marketing sub-discipline of international marketing and motivate them to explore research ideas with existing data.
- To develop the ability to communicate all of the above in oral and written forms that appropriate for academic discourse.

Faculty Rights and Responsibilities

Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:

• Establish and implement academic standards.

• Establish and enforce reasonable behavior standards in each class.

• Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct [University Regulation 4.007](#).

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Course Evaluation Method

Components	%	Max Pts	Overview (details to each component will be provided on Canvas)
Class discussion, participation, and contributions	12.5%	25	Class sessions will follow a seminar discussion format. Students are expected to have thoroughly read and critically analyzed all of the assigned readings prior to the class meeting. Every student will be expected to contribute to the class discussion.
Class discussion leadership	19%	38	Each week students will be randomly assigned to lead the discussion for one article (2 articles per student/ student group per semester). The discussion leader should plan for a 10 to 15 minute discussion of the article with focus on leading a discussion, stimulating a discourse, and trying to find new research questions rather than presenting.
Discussion boards on articles	17.5%	35	Before each class session, students are asked to post to the discussion board (main posts as well as responses). These posts are based on students' assessment of the articles to be read (key findings, future research, advantages and shortcomings) as well as responses to other students posts.
Data analysis project*	11%	22	Students will work in small groups on setting up and analyzing data. The data is provided by the professor for practice purposes only. Students are asked to hand in a 3-pager containing an abstract, the chosen model, hypotheses, and results (see Canvas for details). Students also present this to the class at then end of our 2nd meeting
Final research project*	40%	80	Throughout the semester, students will work in small groups on an original research paper related to a topic of the course.

			Students are asked to hand in a 3-page proposal and present the proposal by our 4th meeting. The final paper deliverable is due at the end of the course and will be presented in class (15-20 pages excluding references, double-spaced with 1" margins in TNR 12 font). Details on Canvas.
	100	200	

*Group project – groups will contain 3-4 students and will be assigned by the professor before the start of the semester. The same group composition will be maintained throughout the semester and different projects

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

Attendance Policy Statement

Students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Class sessions will be delivered live, and students are required to attend the live session either remotely or in person. Students who sign up for the on-campus option may attend in person. Other students will view class sessions remotely in Canvas. Class sessions will be recorded so that if you cannot view them live, you may view them at a later time. Students must be aware that they are required to attend two in-person weekends each term.

Please note that certain sessions are only offered synchronous on Zoom. Those sessions are when there is a group presentation of a project involved (data analysis, research proposal, final presentation) and are marked as such in the syllabus.

Religious Accommodation Policy Statement

In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at www.fau.edu/regulations.

Any student who feels aggrieved regarding religious accommodations may present a grievance to the executive director of The Office of Civil Rights and Title IX. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

Time Commitment Per Credit Hour

For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

Course Grading Scale

Letter Grade	Letter Grade
A	9 - 100%
A-	90 - 92.99%
B+	87 - 89.99%
B	83 - 86.99%
B-	80 - 82.99%
C+	77 - 79.99%
C	73 - 76.99%
C-	70 - 72.99%
D+	67 - 69.99%
D	63 - 66.99%

Letter Grade	Letter Grade
D-	60 - 62.99%
F	Below 60

Grade Appeal Process

You may request a review of the final course grade when you believe that one of the following conditions apply:

• There was a computational or recording error in the grading.

• The grading process used non-academic criteria.

• There was a gross violation of the instructor's own grading system.

University Regulation 4.002 of the University Regulations contains information on the grade appeals process

Policy on Make-up Tests, Late work, and Incompletes

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily within one week. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence. Late assignments will not be accepted without providing documentation of a university-excused absence within the stated time frame, barring extenuating circumstances.

Special Course Requirements

Required Technology

Required technological skills

- Basic Skills in computer use
- Access to the internet
- Basic Canvas LMS skills
- Basic Skills for Office programs (word processing and presentation programs)

Required Software

- Microsoft 365 Suite Link to download
- Reliable web browser (recommended Chrome or Firefox)
- Java – Link to download and/or Link to verify Java on your computer
- Adobe Flash Player: Link to download
- Mobile App: Instructions on how to download the Canvas App on an iOS device (Link for iOS Instructions) or Android device (Link for Android instructions).

Internet Connection

- Recommended: Broadband (high-speed) Internet connection with a speed of 4 Mbps or higher
- To function properly, Canvas requires a high-speed Internet connection (cable modem, DSL, satellite broadband, T1, etc.). The minimum Internet connection speed to access Canvas is a consistent 1.5 Mbps (megabits per second) or higher.
- To check your Internet speed, click here.

Minimum Technical Skills Requirements

The general and course-specific technical skills a student must have to succeed in the course include but are not limited to:

1. Accessing Internet.
2. Using Canvas (including taking tests, attaching documents).
3. Using email with attachments.
4. Creating and submitting files in commonly used word processing program formats such as Microsoft Office Tools.
5. Copying and pasting functions.

6. Downloading and installing software.

7. Using presentation, graphics, and other programs.

8. Posting and commenting in an online discussion.

9. Searching the FAU library and websites.

Computer Requirement - Basic computer specifications for Canvas Link to Specifications

Operating System

- A computer that can run Mac OSX or Win 7.0 or higher.

Peripherals

- A backup option should be available to minimize the loss of work, such as an external hard drive, a USB drive, cloud storage, or your folder on the FAU servers.

Software

- Once logged in to Canvas, make sure your Internet browser is compatible.
- Other software may be required for specific learning modules. If so, the necessary links to download and install will be provided within the applicable module.

Technical Support

In the online environment, technical issues are always possible (e.g., lost connection, hardware or software failure). Many of these occurrences can be resolved relatively quickly, but if you wait until the last minute before due dates, the chances of these glitches affecting your success are greatly increased; please plan appropriately. If a problem occurs, it is essential that you take immediate action to document the issue so your instructor can verify and take appropriate action to resolve the problem.

Most issues in Canvas can be resolved by clicking on the "Help" tab located on the menu bar.

Upon clicking the "Help" tab, you will be able to:

- Report a problem
- Search Canvas guides

Additional Technical Support

1. Contact the eLearning Success Advisor for assistance: 561-297-3590

2. If you can, take a Print Screen image of the monitor when the problem occurs. Save the image as a .jpg file. If you are unfamiliar with creating a Print Screen image, visit Link to Print Screen Instructions.

3. Complete a Help Desk ticket (Link to Help Desk). Make sure you complete the form entirely and give a full description of your problem so the Help Desk staff will have the pertinent information in order to assist you properly. The process includes the following steps:

   1. Select "Canvas (Student)" for the Ticket Type.

   2. Input the Course ID.

   3. In the Summary/Additional Details section, include your operating system, Internet browser, and Internet service provider (ISP).

   4. Attach the Print Screen file, if available.

4. If you do not hear back from a Help Desk representative in a timely manner (48 hours), it is your responsibility to follow up with an appropriate staff member until a resolution is reached.

5. Once you have submitted a Help Desk Ticket, inform your instructor. Include all pertinent information of the incident (steps 3b-d above). Keep your instructor informed of the status.

Policy on the Recording of Lectures

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

Artificial Intelligence Preamble

FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work.

FAU students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment. **[Policy 12.16 Artificial Intelligence]**

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content as-is.

If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the **Florida Atlantic Code of Academic Integrity, Regulation 4.001.**

Proper Citation: If the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit **https://fau.edu/ai/citation**

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual therapy, group therapy, and crisis services, to name a few - offered to help improve and maintain emotional well-being. For more information, go to http://www.fau.edu/counseling/

Student Support Services and Online Resources

- Center for Learning and Student Success (CLASS)
- Counseling and Psychological Services (CAPS)
- FAU Libraries

- [Math Learning Center](#)

- [Office of Information Technology Helpdesk](#)

- [Center for Global Engagement](#)

- [Office of Undergraduate Research and Inquiry (OURI)](#)

- [Science Learning Center](#)

- [Speaking Center](#)

- [Student Accessibility Services](#)

- [Student Athlete Success Center (SASC)](#)

- [Testing and Certification](#)

- [Test Preparation](#)

- [University Academic Advising Services](#)

- [University Center for Excellence in Writing (UCEW)](#)

- [Writing Across the Curriculum (WAC)](#)

Course Topical Outline

*CHANGES OR MODIFICATIONS TO THE SYLLABUS: The instructor reserves the right to change or modify the syllabus as necessary in order to meet the objectives of the course.

Module	Date/Time	Topic	Tasks Due Before Coming to the Seminar
Module 1	January 12th, 8-11.00 am	Introductions: Class Overviews, Research Strategies	- Review Syllabus - Read marketing research introductory article
	January 12th, 11.15-3.00 pm	Topic 1: What is Marketing, how to find a research topic in marketing, and how to write an academic paper	- Read and review articles - 2 main posts by Thursday 1/09 noon
Module 2	February 2nd 8-11.00 am	Topic 2a: International Marketing	- Read and review articles - 1 main posts by Thursday 1/23 noon - 1 response by Thursday 1/30 noon

	February 2nd 11.15-3.00 pm	Topic 2b: International Marketing (continued); Data Analysis in International Marketing	• 3-page data analysis overview due by Thursday 1/30 noon • Short presentation of data analysis findings in class
Module 3	February 23th, 8-11.00 am	Topic 3: Technology, Artificial Intelligence, Machine Learning, and Robotics	• Read and review articles • 1 main posts by Thursday 2/13 noon • 1 response by Thursday 2/20 noon
	February 23th 11.15-3.00 pm	Topic 4: Internet/ Social Media Marketing	• Read and review articles • 1 main posts by Thursday 2/13 noon • 1 responses by Thursday 2/20 noon
Module 4	March 16th 8-11.00 am	Topic 5a: Sales and Sales Management	• Read and review articles • 1 main posts by Thursday 3/6 noon • 1 response by Thursday 3/13 noon
	March 16th 11.15-3.00 pm	Topic 5b: Sales and Sales Management (continued); Research Proposal Presentations	• 3-page proposal overview due by Thursday 3/13 noon • Groups present their proposal for 10min + 5min Q&A
Module 5	April 6th 8-11.00 am	Topic 6: B2B Marketing and Channel Relationships	• Read and Review Articles • 1 main posts by Thursday 3/27 noon

			• 1 response by Thursday 4/3 noon
	April 6th 11.15-3.00pm	Topic 7: Cause-related Marketing and Social Responsibility	• Read and Review Articles • 1 main posts by Thursday 3/27 noon • 1 response by Thursday 4/3 noon
Module 6	April 27th 8-11.00am	Final Project Presentations (Groups 1-4)	• Students submit final paper by Thursday 4/24 noon • Students present final paper 20-25min + Q&A
	April 27th 11.15-3.00pm	Final Project Presentations (Groups 5-8) and Wrap-up	

Title IX Statement

In any case involving allegations of sexual misconduct, you are encouraged to report the matter to the University Title IX Coordinator in the Office of Civil Rights and Title IX (OCR9). If University faculty become aware of an allegation of sexual misconduct, they are expected to report it to OCR9. If a report is made, someone from OCR9 and/or Campus Victim Services will contact you to make you aware of available resources including support services, supportive measures, and the University's grievance procedures. More information, including contact information for OCR9, is available at **https://www.fau.edu/ocr9/title-ix/**. You may also contact Victim Services at **victimservices@fau.edu** or 561-297-0500 (ask to speak to an Advocate) or schedule an appointment with a counselor at Counseling and Psychological Services (CAPS) by calling 561-297-CAPS.