

# **MKT 337 COURSE SCHEDULE PRINCIPLES OF MARKETING**

**FIRST SUMMER SESSION 2020  
MTWTH 12:00 – 2:00 PM  
UNIQUE NO. 71980**

Instructor: Professor Herbert A. Miller, Jr.  
Office Hours: 2:00 – 3:00 PM Th and by appointment.  
Web Page: Canvas. Class messages will be posted on Canvas as well as your grade.  
Be sure to link your email address to Canvas so you promptly receive important messages.  
Email: [Herb.Miller@mcombs.utexas.edu](mailto:Herb.Miller@mcombs.utexas.edu)  
**Please state the name of the course you are in, i.e. MKT 337, and the class time in the subject line of your e-mails.**

TA: Olivia Lu  
Office Hours: 2:00 – 3:00 PM Th and by appointment.  
Telephone: 309-648-5440  
Email: [olivia.lu@utexas.edu](mailto:olivia.lu@utexas.edu)

**FYI: No TA office hours will be held until the 4<sup>th</sup> class day.  
Prof. Miller will NOT begin official office hours until the 4<sup>th</sup> class day.  
If you need to speak with Prof. Miller before then, please contact him via email.**

## **REQUIRED TEXT**

*Essentials of Marketing*, 16th Edition by William Perreault, Joseph Cannon, and E. Jerome McCarthy (ISBN: 9781260405323)

Supplementary in-class lecture material from external sources will also be presented. Attending class is key to your success in this course.

## **COURSE DESCRIPTION**

The primary objective of Marketing 337 will be to introduce you to the basic concepts, practices and tools of marketing. The course has a broad scope, is contemporary in outlook, and managerial in orientation. Regardless of the field you ultimately choose to pursue, this course should give you a strong grounding in the marketing discipline.

For marketing majors, you will find that this course provides a strong foundation for your future studies and work opportunities. As we will quickly learn in class, however, “marketing” is not just for marketing majors. It is not simply a function or a department. Instead, marketing is a process which allows an organization to create and deliver value for customers – hopefully more value than competitors offer – and therefore provides the *engine for organic growth* of an organization. No matter what field you study in college and what career you eventually pursue, your success in

business will be largely determined by your ability to deliver more value to customers than your competitors.

More specifically, in this class you will have the opportunity to...:

1. ...understand that “marketing” is the discipline that drives how organizations can achieve superior organic growth.
2. ...explain and apply the marketing process (i.e., developing promising configurations of insights, strategies, and execution) that gears the organization for growth
3. ...analyze and apply the marketing mix instruments (i.e., key tools and concepts pertaining to product management, price management, communication management, and sales management)

## **COURSE OBJECTIVES**

This course is designed to introduce business students to the principles of marketing as they relate to the whole business enterprise. This course will be focusing on the understanding and application of key marketing concepts. Memorization of the material in the text will not be sufficient. Attendance in lectures and the participation in discussions during class will cement the concepts, allow you to apply them to real business problems, and prepare you for the exams.

I will provide insight into the way in which customer wants and needs are transformed into a firm’s strategies and tactics. This course will consist of class lectures, textbook, speakers, films, articles, and cases all designed to give you a comprehensive understanding of marketing.

1. To provide you with knowledge of the history of marketing activities and the evolution of the modern marketing system.
2. To heighten your awareness of the interaction between business and society as it relates to marketing activities.
3. To expand your understanding of the marketing system and basic marketing vocabulary.
4. To develop your understanding of basic marketing activities and ways that marketing relates to other business activities.
5. To sharpen your analysis of business strategy and tactics from a marketing person’s perspective.
6. To provide you with a framework for developing marketing strategy and a working understanding of tools and tactics useful in implementing marketing strategy.

## **NATURE OF THE COURSE**

The course will be taught through an online lecture format. I will personalize the class with outside information, guest speakers, films, and personal business experiences. In addition to this material, the course will include discussions of articles on “current events” related to marketing. You will be responsible for all speakers, films, and personal business examples covered in each class.

Several guest lecturers may be invited to class. They have special marketing expertise that will enrich the course content. There may be questions on examinations or quizzes from material that is presented by the guest lecturers.

As much as possible I will try to involve you in all the course material by asking for your opinions and comments on topics as they are covered in class. Please feel free to ask questions in class in order to enhance your learning and understanding of marketing concepts. As we cover different

aspects of marketing, you will probably notice examples of marketing in the world around you. I encourage you to keep up with current events in business and marketing by regularly reading the popular business press, such as *Business Week*, *Financial Times*, *USA Today* (money section), *Fortune*, *Forbes*, and *The Wall Street Journal*.

*Business Week*, *USA Today*, and *Forbes* are free to access the majority of content. *Fortune* is behind a paywall. University of Texas students can access *The Wall Street Journal* online and *Financial Times* online for free (though the *Financial Times* articles are delayed 30 days for students) by following the link below:

<https://guides.lib.utexas.edu/market/CNews>

We will cover a great deal of information throughout the semester. In addition, each new topic in the course builds on previously covered material. It is essential that you remain current in your assignments, reading the appropriate text chapters *prior* to the class in which the relevant material will be covered. This will both enhance your understanding of the lecture material and enable you to comment and contribute in class.

The class lecture will consist of PPT slides covering material in the textbook, PPT slides from outside sources, videos, articles, guest speakers, personal marketing experiences, and current examples of marketing practices. You will be responsible for all material covered in class, including PPT slides not included in the Canvas postings.

I would like to learn more about each of you personally. Please, feel free to take the time to “visit” me or your TA during virtual office hours.

## ONLINE CLASS REQUIREMENTS

This class is facilitated through the online services provided by the Liberal Arts Instructional Technology Services (LAITS). For this class, students **must** have a **laptop or desktop computer** with:

1. A webcam and microphone;
2. 2GB memory/RAM;
3. Modern and updated operating system (MacOS or Windows);
4. Chrome (highly recommended), Safari, or Firefox, and;
5. 5mpbs internet connection speed (test your internet connect speed [here](#)).

These requirements are necessary for a quality and functional online class experience for all students. It is your responsibility to ensure that your laptop or desktop computer meets these requirements throughout the semester. **Students who are unable to meet these requirements are not qualified to take this class.** For questions about these requirements, please email your TA before the 4<sup>th</sup> day of class.

LAITS tips for the best class experience:

1. Close all unnecessary browser windows and tabs and programs, for example:

- Streaming music (Pandora, Spotify, etc.)
  - Social media sites
  - Youtube or other video sites
  - Online/Offline Gaming
2. Clear the browser's cache before class (here's how)
  3. Check your computer is free of viruses, malware, and spyware (UT recommendations)

If you need additional help, look for live chat support during class or send an email outside of class. You can test your laptop's connection to a sample online lecture and review the technology requirements [here](#).

Exams will be conducted using Proctorio. Students must install the Proctorio extension on Chrome in order to successfully use Proctorio. **Students may be required to record themselves during their examinations and other related classroom situations using Proctorio.** This is a requirement to take the class. All recordings will be handled in accordance with university policy and applicable student privacy laws such as the Family Educational Rights and Privacy Act. Follow the link below to learn more about how to install the Proctorio extension and use Proctorio to take tests.

<https://cdn.proctorio.com/guides/canvas/test-taker/getting-started.pdf>

Just as unexpected, uncontrollable situations arise which affect a person's ability to attend class in person, situations may arise which affect your ability to access the class remotely. If you are having internet connectivity trouble which are significantly affecting your ability attend the class lecture, please immediately notify your TA.

A good recommendation for online classes is to have a space dedicated solely to your classroom experience, such as a desk or table. Your classroom space should be relatively quiet and free of distractions. You may wish to remove personal items from the view of the webcam and keep a neutral background.

## CLASS POLICIES AND EXPECTATIONS

Class sessions will include lecture, discussion, test, and other activities. The class sessions will be based on content from the textbook, assigned readings, guest speakers, and videos. The keys to having a successful experience in this class include:

1. Commit yourself to learn the concepts presented in this class. Don't simply memorize vocabulary words.
2. Be present at every class. At least ¼ of the questions on all exams will be based on lectures, other in-class activities, and the ensuing discussions that take place in class.
3. Stay current with Canvas. Look at Canvas announcements for weekly updates, import class notices, and grades. It is your responsibility to check Canvas regularly.
4. Take notes during class on all material, including the videos and speakers.
5. Please turn off your cell phone ring tone and remain on mute unless you have a question.

6. Participate in class discussion and ask questions, particularly with guest lecturers.
7. The material in this class builds on itself. Do not get behind. Read assigned chapters and articles prior to the class in which they will be discussed. This will provide you with an overview of the concepts and vocabulary so that our class lecture discussion will be much more meaningful.
8. Observe the marketing principles we discuss in class you journey through your daily life:
  - Read articles in the business press (e.g. Wall Street Journal, Business Week, etc.) and think about the marketing implications for you, other consumers, the organizations, the industry, the economy, and society.
  - Think about the reasons why you buy a certain brand of clothes, beverages, or cars.
  - Consider why products you buy are priced the way they are.
  - Observe how many forms of advertising you encounter every day.
  - Consider how diverse consumers can be and the effect this has on marketing strategy.
  - Reverse engineer the marketing efforts you are exposed to and understanding how these efforts utilize (or don't utilize) the marketing principles we discuss in this class.
9. Conduct yourselves professionally. This includes "arriving" to class on time, turning off your cell phones, remaining on mute during lecture unless you have a question, refraining from personal conversations during class, remaining focused on the material presented instead of distractions, and being respectful of your classmates, guest speakers, the TA and your instructor.

In general, students are expected to conduct themselves in accordance with the University of Texas Code of Conduct and the Honor Code. You can review the Code of Conduct and the Honor Code at the link provided:

<https://deanofstudents.utexas.edu/conduct/standardsofconduct.php>

Students who engage in unprofessional conduct or conduct against the University of Texas Code of Conduct may be subject to disciplinary action, including but not limited to temporary removal from the classroom setting.

10. I have no tolerance for acts of academic dishonesty. Such acts damage the reputation of the University of Texas and the degree and demean the honest efforts of the majority of students. The minimum penalty for act of academic dishonesty will be a zero for that assignment or exam.

## GRADING

Your grade in the course will be determined on the basis of two examinations. Each exam will include 40 multiple-choice questions counting 2.5 points each. The questions will cover all the material covered in the **TEXTBOOK (TEXT AND GRAPHS), CLASS LECTURES, CLASS SPEAKERS, FILMS, ARTICLES AND CASES DISCUSSED IN CLASS**. You are responsible for everything covered in the previously stated areas. There will be no curves given on the exams; however, if questions are judged to be worthy of consideration an adjustment may be given, to ensure fairness.

**All exams will be available for review for ONLY two weeks following the posted grades. After the two-week period, the exams are no longer available for review. (Because of the size of the class, we cannot extend this beyond the stated time frame).**

Final grades will be assigned based on your semester average as follows:

Semester Average	Grade	Grade Points
93-100	A	4.00
90-92	A-	3.67
87-89	B+	3.33
83-86	B	3.00
80-82	B-	2.67
77-79	C+	2.33
73-76	C	2.00
70-72	C-	1.67
67-69	D+	1.33
63-66	D	1.00
60-62	D-	0.67
59 or less	F	0.00

Decimals will not be rounded up. (e.g. 89.7 average will be considered an “B+”, not an “A-”). **THIS CLASS IS NOT PASS/FAIL. YOUR GRADES WILL BE RECORDED.**

VERY IMPORTANT!!!...In calculating your final course grade, you must use the below stated “grading formula/percentages” – NOT CANVAS!!! CANVAS IS ‘NOT’ AN ACCURATE WAY TO DETERMINE YOUR OVERALL COURSE GRADE, ONLY THE BELOW STATED GRADING FORMULA/ PERCENTAGES IS CORRECT. If you have any questions, please contact me or your class TA.

**To be fair to all students, grade changes or additional extra credit opportunities will not be considered. There will be no exceptions. No arguments about +s or –s because this would remove the benefits of the +/- system, which was introduced to insure a more accurate grading system. The way to get the grade that you want is by EARNING it *during* the semester.**

## CLASS EXAMS, ASSIGNMENTS, & PROJECTS

### Examinations (40% of Final Grade)

There will be two exams, each comprising 20% of your course grade. The exams will include both multiple-choice and short answer questions. Exams will cover assigned chapters in the textbook, other assigned readings, lectures, class exercises, class discussions, videos, and guest speakers. You are responsible for everything covered in the previously stated areas. The emphasis on these exams will be on the application of concepts. Understanding of text material and knowledge of definitions are expected since they may be test material.

The exams will be conducted through Proctorio. I will refer any suspected violations of academic dishonesty to the Office of the Dean of Students for investigation. An 'F' in the course will be the recommended penalty in most cases of exam cheating or other scholastic dishonesty.

Each exam will ONLY be provided during the regular class period on the dates specified above at the start of our regular class time of 12:00 PM. Please consult the calendar and establish that the exam dates/times will not conflict with your schedule during the first day of class. **You must take the exam on the date and time indicated above and in the class calendar.**

No alternative test dates or times will be provided except as required for those students presenting a letter of accommodation from the Dean of Students SSD office, students observing religious holy days, and students dealing with health emergencies. **No make-up dates are offered for students who miss an exam.** Remember that if you miss an exam, you will be given a zero.

Exam grades will be posted on Canvas as soon as possible after the exam. The TA will provide an opportunity for you to review your exam, find out exactly which questions you missed and to discuss any of the questions on the exam for one week following the date of the exam during posted office hours only. After reviewing your exam, you may submit a written appeal on any question for which you believe there is some cause for review. Appeals must be submitted by the announced deadline, generally within 1 week after the grades are posted. No grade discussions of any kind (other than to correct data entry or calculation errors) will occur at the end of the semester.

### Class Attendance (5% of Final Grade)

Class lectures will be recorded and available online for students to access; however, students are expected to attend class on a regular basis. Attendance will be taken periodically through formats such as in-class polling and students will be awarded up to 5 points for regular class attendance.

Class attendance is essential and expected. All class meetings will be held as scheduled unless it is announced otherwise. You are expected to be in class on time to eliminate disruption of class discussions, class speakers and lectures.

**Religious Holy Days & Health Emergencies:** If you must miss a class, a work assignment, or a project in order to observe a religious holiday, please email me by the 4<sup>th</sup> class day so that alternative arrangements can be made. I will give you an opportunity to complete the missed work within a reasonable time after the absence.

If you experience a health emergency or are the primary caregiver of a person experiencing a health emergency, please email me as soon as possible with a doctor's note so that alternative arrangements can be made. I will give you an opportunity to complete the missed work within a reasonable time after the absence.

*Class Discussion (10% of Final Grade)*

Students will be awarded up to 10 points for class participation during class discussions regarding articles discussed in class, guest speaker questions and in-class article summary assignments. Points will be awarded based on the quality of the contribution (from 0 - 1 points per contribution up to a total of 10 possible points).

*Article Summaries (15% of Final Grade)*

Students will be asked to write and turn in five summaries on articles provided to them via canvas. These articles will be discussed in class as a part of the subject being lectured on that day. Article summaries should be no more than 2 pages double-spaced in Times New Roman font size 12 with 1" margins.

Articles, the write up deadlines, and information how to write an article summary will be posted to Canvas. The write ups will be due by the start of class (8:00am) on the day it is due. Please submit via Canvas. Late article summaries may be unaccepted.

*Personal Branding Brochure (10 % of Final Grade)*

You will be asked to develop a personal branding project in order to better market yourself and distinguish yourself (from the competition). Strong branding strategies have shown to outperform less recognized ones by 73%. Building a solid personal brand makes you more visible to the recruiters, during campus interviews and leaves a lasting impression.

You have four options for your personal branding project, and you must choose two. Your projects must all demonstrate that your personal brand meets the need of a potential employer. Further instructions, templates, and samples will be provided on Canvas. You may select from the following projects:

1. Personal Branding Brochure. You will create an informative personal branding brochure with good organization.
2. Personal Website. You will create a personal website using Weebly, a drag-and-drop website builder.
3. LinkedIn Profile. LinkedIn is an integral part of networking these days. You will create or revise a LinkedIn profile to reflect your personal brand.
4. Video Resume. You will create a 1 to 3-minute video resume reflecting your personal brand. Your video and audio recording should be high quality and thoughtfully edited.

*Marketing Research Project Paper (20 % of Final Grade)*

The research paper can be about any marketing topic such as social media, sales promotion of a product or service, a new channel strategy, retailing, pricing, distribution strategy, demographic data such as the new emerging Hispanic or Asian demographic, consumer behavior pattern,



ethical marketing, advertising, customer service, etc. This should give you a general as well as specific idea of what to do a research project on. It should be related to the subject of marketing.

The project should be 6-7 pages, 1.5 spaced in Times New Roman font size 12 with 1” margins. **There are no exceptions for late papers.** Papers may be analyzed for plagiarism through software such as Turnitin. Additional information about the research project, including the structure of the paper, will be uploaded to Canvas.

### **CLASS GRADE CALCULATION**

Exam #1	20%	Chapters 1-9 & Lecture/Speakers /Videos/Articles/Other Class Content
Exam #2	20%	Chapters 10-15, 17, 18 & Lecture/Speakers/Videos/Articles/Other Class Content
Class Attendance	5%	Based on class attendance.
Class Discussion	10%	Class discussion of article summaries/guest speaker engagement
Article Summaries	15%	Five 2-page article summaries
Personal Branding Project	10%	Demonstration of marketing by building personal brand.
Project Paper	20%	6-7 Page Marketing Research Topic Paper <b>NO EXCEPTIONS FOR LATE PAPERS</b>
Two MKT DEPT Research Studies		2 points will be added to your “lowest exam grade” for each extra credit study you complete, for a possible total of 4 points.

### **MEETING YOUR GRADE GOALS**

First, review this syllabus and the course requirements carefully. There are many opportunities provided to help you succeed in this course. However, you must take advantages of them throughout the semester. Please note that grades are based on your inputs, not your effort, nor your improvement. I expect each of you to have the time management skills to evaluate course requirements, complete them on time, and accept the consequences of your choices.

Please see the instructor or TA for guidance early in the semester if you are not meeting your grade goals. Your TA will not provide notes for missed classes! A buddy system where a fellow student can take notes for you and you for them due to an absence is a smart idea.

It is always disappointing to hear from students at the end of the semester who did not take advantage of the available resources during the semester and are a point away from a higher grade. Do not be the one of them! All choices – even ‘right’ ones – have consequences, so skipping class/studying less to meet other legitimate life needs will not excuse you from receiving the grade you earn in this class. The instructor will not discuss or consider any grade changes at the end of the semester (regardless of special circumstances, improvement, good intentions, needs, desires, etc.) so please put your effort into this class throughout the semester and accept the consequences of your choices.

### **EXTRA CREDIT MARKETNG DEPT RESEARCH STUDIES**

You can earn a total of four (4) extra credit points which will be added to your lowest exam grade by completing two (2) research studies through the marketing department. If you complete one study, two (2) points will be added to your lowest exam grade. If you complete two (2) studies, four (4) points will be added to your lowest exam grade. You can only participate in two studies. This could make a difference in your overall course grade, so do plan to participate.

You can earn the extra credit points in the course by participating in research studies through the Marketing Department Subject Pool. You may not participate in the same study twice. You will receive this credit for any extra credit opportunities offered via the Marketing Department Subject Pool website at:

<http://mcombs.sona-systems.com>

You should have received an email with login information by June 10th. If you have any questions, please email Larissa Garcia (below).

You are strongly encouraged to participate in these studies. It is a good way to get exposed to marketing research, and it is valuable to understanding marketing and consumer behavior. These opportunities are offered throughout the semester, but will end before July 3rd, so plan ahead.

Below are instructions on how to access these online studies:

Click the session you have signed up for. You will be taken to a page with the study description. Below the description, you will see an orange button that says “View Study Website”. Click this button, and you will be redirected straight to the study website.

***Questions regarding extra credit?*** Email Larissa Garcia, the Behavioral Lab Coordinator, at [larissa.garcia@mcombs.utexas.edu](mailto:larissa.garcia@mcombs.utexas.edu)

### **STUDENTS WITH DISABILITIES**

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259. Letter should be brought to the attention of the TA at the beginning of the semester to arrange accommodations. This must be submitted within two weeks of the start of the semester.

## OTHER

**TA:** Your TA should be contacted on all grade, review, test, speaker, article, textbook, and absence issues, etc. Feel free to copy me on all email correspondence. Your TA will **NOT** provide notes for missed classes!

Students who use TA office hours regularly to ask questions about course material or simply to ask directions regarding study methods tend to do better in class.

## ACADEMIC DISHONESTY

Marketing 337 will operate in full compliance with the Policy Statement on Scholastic Dishonesty for the College of Business Administration, which is described in detail at <http://bevo2.bus.utexas.edu/udean/students/handbook/dishonest.html>. By enrolling in this class you have agreed to observe all student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and /or dismissal from the University. You should refer to the Student Judicial Services Web site at <http://www.utexas.edu/depts/dos/sis/> or the General Information Catalog to access the official University Policies and procedures on scholastic dishonesty.

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business. By teaching this course, I have agreed to observe all of the faculty responsibilities described in the document. By enrolling in this class, you have agreed to observe all of the student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

## FINAL THOUGHTS

Please take advantage of the opportunities in this course. I am here to help you learn as much as possible about marketing strategies and concepts. Please keep in mind that this is a dynamic course that incorporates the growth and changes in the field of marketing. Marketing requires you to integrate, to be imaginative, and to be decisive in situations with limited information. Develop a mindset that allows you thinking as a way of life. Remember, you will be able to use the skills and knowledge you have learned in this class in whatever path you take in your career. At the same time, I will give you valuable insight into the real world that will benefit you as you pursue a career in an increasingly global marketplace.

Foremost, this course should be very enjoyable. **You will get out of this class what YOU put into it.** If you will commit yourself to preparation, apply yourself to the tasks at hand, and then open yourself up to learn and succeed. I think you will find this one of most enjoyable practical courses you will take in your college career. **It will DEFINITELY help you get Ahead in Life.**

All aspects of the delivery of this course, including the class lecture, are the intellectual property of the professor. Any unauthorized reproduction, transmission, transcription or duplication of any aspect of the delivery of this course is strictly prohibited.

**MKT 337 COURSE SCHEDULE**  
FIRST SUMMER SESSION 2020

Th	June 4	Introduction to Principles of Marketing Marketing Value to Customers	Introduction Chapter 1 In-Class Film
M	June 8	Marketing Strategy Planning	Chapter 2
T	June 9	Evaluating Opportunities <b>Article Summary Due &amp; Class Discussion</b>	Chapter 3
W	June 10	Marketing Strategy Segmentation & Positioning	Chapter 4
Th	June 11	Consumer Behavior <b>Article Summary Due &amp; Class Discussion</b>	Chapter 5
M	June 15	Business Customers and Buying Behavior	Chapter 6
T	June 16	Marketing Information <b>Article Summary Due &amp; Class Discussion</b>	Chapter 7
W	June 17	Product Planning	Chapter 8
Th	June 18	Product Management and New Product Development	Chapter 9
M	June 22	<b>Exam #1:</b> Chapters 1-9, Article Summaries, Guest Lectures, & Other Class Content	N/A
T	June 23	Place and Development of Channel Systems	Chapter 10
W	June 24	Distribution, Customer Service, and Logistics	Chapter 11
Th	June 25	Retailers, Wholesalers, and Their Strategy Planning <b>Article Summary Due &amp; Class Discussion</b>	Chapter 12
M	June 29	Promotion-Introduction to Integrated Marketing Communications	Chapter 13
T	June 30	Personal Selling and Customer Service <b>Guest Speaker</b>	Chapter 14
W	July 1	Advertising and Sales Promotion	Chapter 15
Th	July 2	Pricing Objectives and Policies <b>Article Summary Due &amp; Class Discussion</b>	Chapter 17
M	July 6	Price Setting in the Business World	Chapter 18
T	July 7	Personal Branding	Lecture
W	July 8	Ethics in Marketing	Lecture
Th	July 9	<b>Exam #2:</b> Chapters 10-15, 17, & 18, Personal Branding, Ethics, Article Summaries, Guest Speakers, & Other Class Content <b>Marketing Research Project Paper Due</b> <b>Personal Branding Project Due</b>	N/A