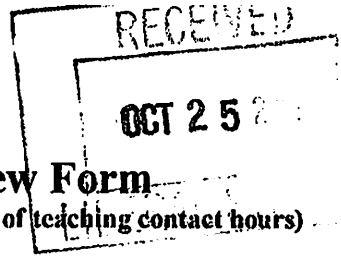


01-36c  
UWUCC 11/13/01  
Senate 12/4/01



**Undergraduate Distance Education Review Form**  
(Required for all courses taught by distance education for more than one-third of teaching contact hours)  
**Existing and Special Topics Course**

Course: Self Marketing MKTG 351

Instructor of Record: Madan Batra phone: 7-5776 e-mail: batra

**Step One:** Attach signed Budget Approval Form to this form.

**Step Two:** Department or its Curriculum Committee

The committee has reviewed the proposal to offer the above course using distance education technology, and responds to the CBA criteria as follows:

- 1. Will a qualified instructor teach the course?  Yes  No
- 2. Will the technology serve as a suitable substitute for the traditional classroom?  Yes  No
- 3. Are there suitable opportunities for interaction between the instructor and student?  Yes  No
- 4. a. Will there be suitable methods used to evaluate student achievement?  Yes  No
- b. Have reasonable efforts been made to insure the integrity of evaluation methods (academic honesty)  Yes  No

5. Recommendation:

Positive (The objectives of the course can be met via distance education.)  
 Negative

[Signature] 10-19-01  
signature of department designee date

If positive recommendation, immediately forward copies of this form and attached materials to the Provost and the Liberal Studies Office for consideration by the University-Wide Undergraduate Curriculum Committee. Dual-level courses also require review by Graduate Committee for graduate-level offering. Send information copies to 1) the college curriculum committee, 2) dean of the college, and 3) Dean of the School of Continuing Education.

**Step Three: UNIVERSITY-WIDE UNDERGRADUATE CURRICULUM COMMITTEE**

Positive recommendation  
 Negative recommendation

Gail Sechrist 11-13-01  
signature of committee chair date

Forward this form to the Provost within 24 calendar days after receipt by committee.

**Step Four: Provost**

Approved as distance education course  
 Rejected as distance education course

[Signature] 11/16/01  
signature of Provost date

**Step Five:**

Forward materials to Dean of the School of Continuing Education.

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# Budget Approval Form

(Each semester a distance education course is offered, prior budget approval of the sponsoring dean is required.)

## Distance Education Course

Course and Section: MKTG 351 - 801 for Semester: Sp 2002 Year: \_\_\_\_\_

Instructor of Record: Madan Batra phone: 7-5776 e-mail: batra

Initial scheduling as a distance education course

Check all that apply:

Base compensation:  on-load  overload  Article 27

Other required payments:  preparation compensation  remote site fee(s)  
 remote site student fee(s)  travel reimbursement and Article 40 stipend

Other costs:  video transmission  marketing

OR

Subsequent scheduling as a distance education course

Check all that apply:

Base compensation:  on-load  overload  Article 27

Other required payments:  course revision compensation (three years after course initially taught)  
 remote site fee(s)  remote site student fee(s)  
 travel reimbursement and Article 40 stipend

Budget Approval

Funds are available in my college to subsidize the above costs for this course.

Enrollment of \_\_\_\_\_ is required to cover the costs of this course.

Other \_\_\_\_\_

Dean: [Signature] 10/19/01 Faculty member: [Signature] 10-19-01  
signature (budget approval) date signature date

For the initial scheduling, attach this signed form to the Review/Approval Form.  
For subsequent scheduling, send signed form to the Dean of the School of Continuing Education.

Will a qualified instructor teach the course?

Yes. Madan Batra, a professor at IUP has been teaching this course on campus for the last six years. He has been teaching at IUP for the last 14 years. He has been using WebCT for the last few semesters to enhance the learning of his students of his current courses.

Will the technology serve as a suitable substitute for the traditional classroom?

Yes, multiple communication and evaluation tools (online test, online Internet exercises, e-mail, and electronic bulletin board) will be used through the WebCT to teach this course. The instructor will also be available for electronic/telephone counseling.

Are there suitable opportunities for interaction between the instructor and student?

Yes, communication with the students will be done through email, electronic bulletin board, WebCT home page for the course, and telephone. Also, the students are required to have at least one electronic/telephone counseling session with the instructor.

Will there be suitable methods used to evaluate student achievement?

Yes, the students will be evaluated through the online test, electronic bulletin board participation, one-on-one electronic counseling, and quality of the self-marketing package.

Have reasonable efforts been made to insure the integrity of evaluation methods.

Yes, the students will be allowed to do their online test after presenting the ID to the staff member at the Eberly computer lab anytime during the 8<sup>th</sup> week of the semester.

**MKTG 351 Self-Marketing**  
Indiana University of Pennsylvania  
Department of Marketing

Madan M. Batra (MBA, Ph.D.)  
Professor, Department of Marketing  
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664 Pratt Drive  
Indiana Univ of PA  
Indiana, PA 15705

Madan M. Batra  
Internship Director  
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724-357-9018 (Home)  
724-357-6232 (Fax)  
724-388-9595 (Cell)  
batra@grove.iup.edu (E-mail)

724-357-5991 (Office)  
724-357-7996 (Fax)

**Office Hours:** M, T, W, R            10:00 - 11:30 a.m.

**I. Catalog Description**

MKTG 351 Self-Marketing

1c-01-1sh

Prerequisites:            Jr. Standing (as per semester hours earned)

The focus is on the development of both long-term and short-term self-marketing plans and self-marketing packages. Theories of managerial marketing, professional selling, market research, and advertising applied to self-marketing in order to prepare students to seek internship experience.

**II. Course Objectives**

- \* Develop long-term and short-term self-marketing plans.
- \* Critique/develop/re-develop the self-marketing package.
- \* Understand the significance of multiple self-marketing packages.
- \* Understand the difference between career-oriented self-marketing package and internship-oriented self-marketing package.
- \* Apply managerial marketing theory to self-marketing.
- \* Apply personal selling principles to self-marketing.
- \* Apply advertising principles and strategies to develop personal commercials.
- \* Place self-advertisements/commercials on Internet.
- \* Learn strategies and procedures for international self-marketing.

- \* Participate in self-marketing (online or telephone) sessions with the instructor.
- \* Develop an internship proposal.
- \* Identify, contact, interview, and follow-up to 2 or 3 internship sites.

### III. Course Outline

#### *Session 1 (2 hours)*

WebCT orientation, tutorial, and test quiz

#### *Session 2 (2 hours)*

Course introduction

- \* Significance and Domain of Self-Marketing
- \* Ten Self-Marketing Package Components
- \* Principles and Theory of Managerial Marketing as applied to Self-Marketing
- \* Principles and Theory of Professional Selling as applied to Self-Marketing
- \* Principles of Advertising as applied to Self-Marketing
- \* Marketing Research Practices as applied to Self-Marketing.

Career-oriented Self-Assessment Sheet, Template, Instructions, Examples

#### *Session 3 (2 hours)*

Critique/Develop/Revise the Self-Marketing Package:

- \* Significance of the Multiple Self-Marketing Packages
- \* Difference between the Career-Oriented Self-Marketing Package and Internship-Oriented Self-Marketing Package.
- \* Internship/Career Resume, Footprint Statements, Self-Marketing Portfolio

#### *Session 4 (2 hours)*

Self-Marketing Through Internet

- \* Self-Marketing Web Sites
- \* Self-Marketing Personal Commercials
- \* Placing Commercial on Internet

Self-Marketing Letter, Template, Instructions, Examples

Commonly Asked Internship Questions

#### *Session 5 (2 hours)*

Self-Marketing Plan

- \* Long-term Self-mission
- \* Strategic Routes
- \* Annual Objectives (3 years)
- \* External Opportunities and Threats
- \* Self-competition Analysis
- \* Target Market
- \* Self-Marketing Mix
  - \* Self-Product Analysis
  - \* Self-Pricing Strategy

- \* Self-Promotion Strategy
  - \* Self-Distribution Strategy
  - \* Self-Quality Control
- Internship Proposal, Template, Instructions, Samples  
 Reference Listing, Template, Tips, Samples  
 Information and Internship Interviews

*Session 6 (2 hours)*

- Self-Marketing Research Techniques
- \* Classified-ads Market Research
  - \* Self-Marketing Informational Interviews.
- Application of the Professional Selling Techniques to Self-Marketing
- \* Prospecting for Self-Marketing
  - \* Preapproach for Self-Marketing
  - \* Approach for Self-Marketing
  - \* Presentation for Self-Marketing
  - \* Follow-up for Self-Marketing
  - \* International Self-Marketing Procedures and Strategies
  - \* Differences and Similarities between Self-Marketing Packages/Strategies for Domestic Markets and Self-Marketing Packages/Strategies for International Markets
- Closure Letters, Template, Examples  
 Presentation of Grades Sheet  
 Careers in Business

*Session 7 (2 hours)*

- \* One-on-one Self-Marketing Counseling Sessions with Students

Next Week: Test (1 hour)

**IV. Evaluation Methods**

The final grade for the course will be determined as follows:

Self-Marketing package (self-Assessment sheet, personal commercial, internship/career resume, self-marketing letter, self-marketing plan, reference listing, presentation of grades sheet, etc.)	60%
Test	20%
Electronic bulletin board discussion	10%
On-on-one electronic/phone career counseling	10%

\* An outline for the self-marketing plan is attached to this proposal.

## V. Grading Scale

90 - 100%	=	A
80 - 89%	=	B
70 - 79%	=	C
60 - 69%	=	D
< 60%	=	F

## VI. Required Textbooks, Supplemental Books and Readings

None. All the text material will be available on-line.

## VII. On-line Teaching and Learning Methods

- The course relies on the WebCT server at IUP for its delivery.
- During the first week, students complete a WebCT tutorial available at [www.webct.com/oriented](http://www.webct.com/oriented) and submit an online WebCT test quiz. The students need Windows 98, Internet access, and Internet Explorer/Netscape browser.
- Every week, the students read the online module, and submit the assigned self-marketing item through WebCT for my comments. After three days, I return the self-marketing item with my suggestions (*MSWord Track Changes* feature). During the subsequent week, when the students submit the next self-marketing item, they also include the earlier self-marketing item/s revised as per my suggestions. The students also regularly participate in the online bulletin board discussion on a self-marketing issue posted every week by the instructor.
- The on-campus Eberly lab will be accessible to the students for the 8<sup>th</sup> week for the test. The students present ID card and take the exams under the supervision of the lab staff.
- The instructor will be available on campus from 10:00 a.m. to 11:30 a.m on Mondays through Thursdays in his office for telephone counseling (724-357-5776) with students who need it.
- E-mail messages will be responded within 48 hours (excluding weekends).
- My course sessions include PowerPoint presentations that are uploaded on WebCT. During the on-campus delivery of this course this fall semester, I video-taped all of my class lectures which I plan to upload on WebCT for the distance education version of this course.

## Self-Marketing Plan Outline

### Self-Marketing Plan Outline

- \* Long-term Self-mission
- \* Strategic Routes
- \* Annual Objectives (3 years)
- \* External Opportunities and Threats
- \* Professional Strengths and Weaknesses
- \* Self-competition Analysis
- \* Self-Target Market, and Self-Market Segmentation
- \* Self-Marketing Information System
- \* Self-Positioning Strategy
- \* Self-Marketing Mix
  - \* Self-Product Analysis
  - \* Self-Pricing Strategy
  - \* Self-Promotion Strategy
  - \* Self-Distribution Strategy
- \* Self-Quality Control

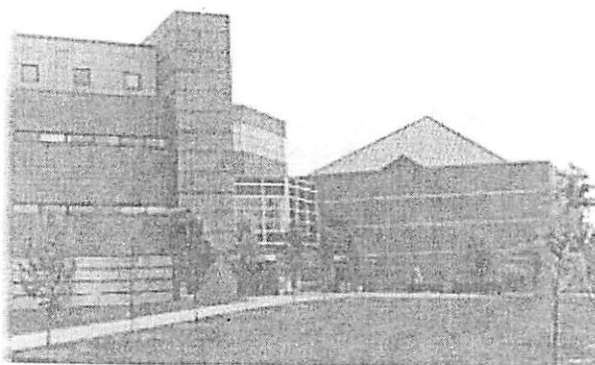
### Suggestions for the Plan

- \* Do not attempt to develop the whole self-marketing plan in one sitting. Numerous attempts and iterations are needed before a workable plan is developed.
  
- \* In addition to material covered in the class, consult with your parents, relatives, friends, and professional contacts. Seek their opinions and advice. Retain what you agree with, and discard what you disagree with. Be objective and honest while you assess your professional strengths and weaknesses. Do not deceive yourself. Do not pretend to be what you are not.
  
- \* Make sure that your annual objectives and long-term self-mission call for taking full advantage of your professional strengths. Ensure that your weaknesses do not obstruct your self-mission. If so, then either the mission should be changed or the weaknesses should be overcome. If your weaknesses do not obstruct your mission, then they are not worth worrying about.
  
- \* All of the elements in the self-marketing plan should be internally consistent and "hang" together.



# Welcome to Self-Marketing

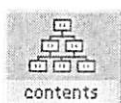
## EBERLY COLLEGE OF BUSINESS



*This page houses all of the supplemental materials used in Dr. Batra's one-credit, MKTG 351 Self-Marketing course.*



[Calendar](#)



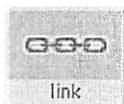
[Course Handouts](#)



[Bulletin Board Discussion](#)



[E-mail within WebCT](#)

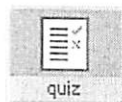


[Internship Office](#)

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[Dr. Batra](#)  
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Current date: Nov 01, 2001 16:10

To begin a quiz or survey, click on the hyperlinked quiz title. If a quiz or survey is not available, it is not available. To view the results of a quiz, click on the Completed hyperlink.

<b>Title</b>	<b>Availability</b>	<b>Duration</b>	<b>Grade</b>
<u>Final Quiz</u>	From: Oct 19, 2001 15:30 To: Oct 19, 2001 17:00	50 minutes	/ 100
<u>Test Quiz</u>	From: Oct 12, 2001 13:45 To: Unlimited	5 minutes	/ 50

# Final Quiz

Name: Madan Batra (Preview)

Start Time: Nov 01, 2001 16:18

Time Allowed: 50 minutes

Number of Questions: 50

Finish

Help

## Question 1 (2 points)

In the American context, a good resume "filler" is

- 1. your age and date of birth
- 2. weight
- 3. professional strengths and abilities
- 4. sex

Save answer

## Question 2 (2 points)

From the self-marketing viewpoint, the presentation-of-grades sheet is \_\_\_\_\_ your university transcript

- 1. better than
- 2. worse than
- 3. as good as

Save answer

## Question 3 (2 points)

As the world has "shrunk", the self-marketing in international context has become

- 1. easier
- 2. difficult
- 3. more expensive

Time remaining:  
50 min.

Unanswered

★ Answered

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40
41	42	43	44	45
46	47	48	49	50

Session 1



Session 2

Session 3



Session 4

Session 5

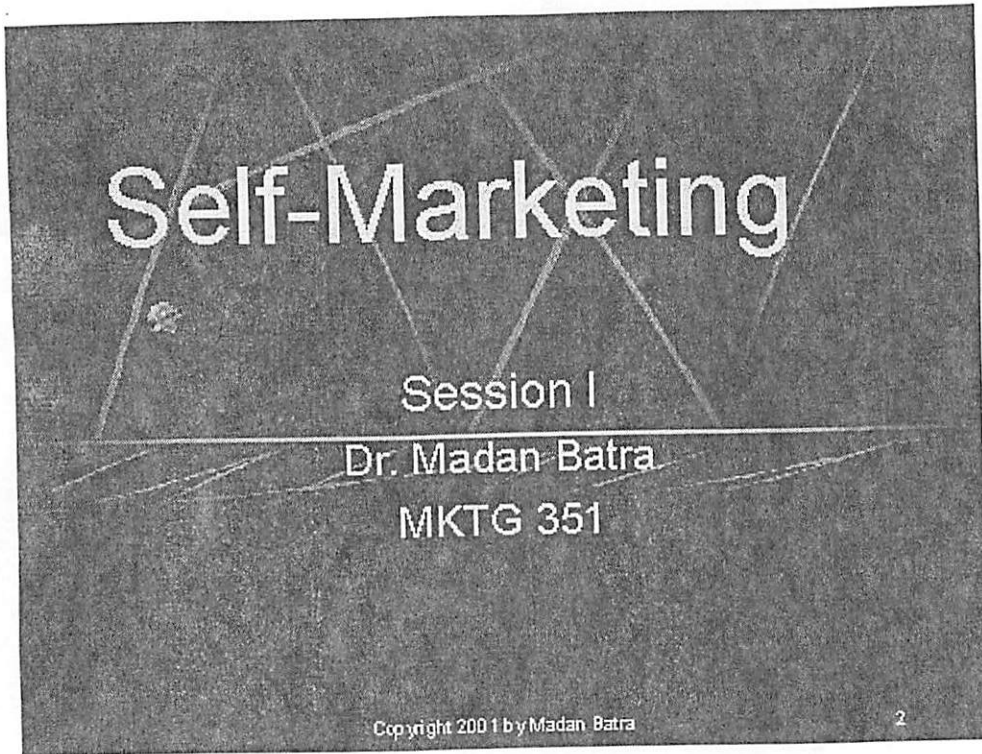


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## **MKTG351\_FALL 2001(batra)**

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