BIOL 830P: Marketing for Scientists

2018 SYLLABUS

Instructor: Dustin Ranglack, BHS 343, ranglackdh@unk.edu, 308-865-8545

Office hours: By appointment (or just call).

Course objectives: Following successful completion of this course, students will have developed the following skills:

1. An understanding of central concepts in marketing as it relates to science.
2. A comprehensive toolkit for how to land you next grant, project, or job.

Textbook:

Marketing for Scientists: How to Shine in Tough Times

By Marc J. Kuchner

This book is written by an astrophysicist who works for NASA who is also a country music songwriter. He takes the lessons he learned from marketing his songs and applies them to science in a unique and fun way to teach you everything you wanted to know about how to sell yourself, your ideas, and your science.

General Course Structure and Expectations:

This course is a mixture of online discussion of the required book and hands-on assignments related to each week’s readings. You are expected to be prepared to discuss the assigned readings. Failure to do so will negatively affect your grade in the course. This course is designed to provide advanced training for graduate students in a specialized area of ecology.

Grading:

40% of the grade will be based on weekly assignments, 50% will be based on participation in discussion, 10% will be for participating in a before/after survey (no right or wrong answers, just participation).

Discussion Posts:

Readings will be posted by Tuesdays and you will have until the following Sunday to participate. To receive full credit, students must have 2 significant contributions weekly. Your initial post is due by 11:59 pm on Friday and is worth 7 points. This post will be an evaluation and discussion of the relative strengths and weaknesses of the readings for the week. This should not be a recap of the reading, but a discussion of your thoughts, impressions, and feelings about the reading.
You should also find and reference an additional paper that backs up your statements, ideas, or thoughts on the subject.

You will then have until 11:59 pm on Sunday to respond to a classmate’s post for an additional 3 points. To ensure that this is a discussion, I require at least a 24 hour gap between your initial and response posts each week. That way I know you are visiting the discussion boards multiple times. Your responses must contribute something new to the discussion and not simply agree or disagree to the previous response. Please be considerate of your classmates’ responses; abusive comments or attacking other student’s comments will not receive credit. Comments should be constructive even if you strongly disagree with another student.

**Course Policies:** The Canvas discussion boards should be considered sanctuaries for the pursuit of knowledge. Those who enter them should be committed to learning and to respect the ideas and opinions of others. Undesirable behavior will lead to dismissal from the discussion board and even expulsion from the course. Undesirable behavior includes (but is not limited to), harassment of any kind or inappropriate or unrelated comments.

Cheating (at any level) is an intolerable behavior that has no place in any scientific, educational, or social activity. Penalties for cheating and plagiarism can be found on page xv of the university catalog.

**Late assignments:** Unless arrangements have been previously arranged, any assignment not turned in on time is a Late Assignment. Late assignments will be docked 10% of its total possible points per day, including holidays and weekends.

**Grading Scale:** The grading scale used for this class is as follows:
A (93-100%), A- (90-92%), B+ (88-89%), B (83-87%), B- (80-82%), C+ (78-79%), C (73-77%), C- (70-72%), D+ (68-69%), D (63-67%), D- (60-62%), and F (below 60%).

In general, grades for the course will be assigned as follows:

A – Indicates that the work is markedly superior and is without major problems. It is an honors grade denoting that the goals for the assignment or course have been achieved with distinction.

B – Indicates that the work has met all of the requirements of the assignment or course at a level that is consistently above average, and the student has achieved most of the goals.

C – Indicates satisfactory work that is consistently average and that meets the course goals at a sufficient level to pass, even though there may be some problems with the work.

D – Indicates the minimal achievement in order to earn credit, even though the work is below the standard required for good academic standing.

F – Indicates failure to complete an assignment or course, or work that does not fit into the requirements of the assignment or course or meet acceptable standards, so that no credit can be awarded.
**Students with Disabilities or Those Who are Pregnant**

Students with disabilities or those who are pregnant are encouraged to contact me for a confidential discussion of their individual needs for academic accommodation. It is the policy of the University of Nebraska at Kearney to provide flexible and individualized reasonable accommodation to students with documented disabilities or those who are pregnant. To receive accommodation services for a disability, students must be registered with UNK Disabilities Services Coordinator, David Brandt, in the Academic Success Office, 163 Memorial Student Affairs Building, 308-865-8214 or by email unkdso@unk.edu. For those needing accommodation due to pregnancy, you need to visit with Student Health. The following link provides information for students and faculty regarding pregnancy rights. [http://www.nwlc.org/resource/pregnant-and-parenting-students-rights-faqs-college-and-graduate-students](http://www.nwlc.org/resource/pregnant-and-parenting-students-rights-faqs-college-and-graduate-students)

**Reporting Student Sexual Harassment, Sexual Violence or Sexual Assault**

Reporting allegations of rape, domestic violence, dating violence, sexual assault, sexual harassment, and stalking enables the University to promptly provide support to the impacted student(s), and to take appropriate action to prevent a recurrence of such sexual misconduct and protect the campus community. Confidentiality will be respected to the greatest degree possible. Any student who believes she or he may be the victim of sexual misconduct is encouraged to report to one or more of the following resources:

- **Local Domestic Violence, Sexual Assault Advocacy Agency** 308-237-2599
- **Campus Police (or Security)** 308-865-8911
- **Title IX Coordinator** 308-865-8655

Retaliation against the student making the report, whether by students or University employees, will not be tolerated.

**Veterans Services**

UNK works diligently to support UNK’s military community by providing military and veteran students and families with resources and services to help them succeed. Veterans Services assists with the GI Bill process and acts as a liaison between the student and the Veterans Administration. If you need assistance or would like more information, please contact Lori Weed Skarka at 308-865-8520 or unkveterans@unk.edu.

**Course Schedule**

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Introduction, Business</td>
<td>Syllabus, Ch. 1</td>
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<tr>
<td>Week 2</td>
<td>The Fundamental Theorum of Marketing; How to Sell Something</td>
<td>Ch. 2 &amp; 3</td>
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<td>Week 3</td>
<td>Building Relationships; Branding</td>
<td>Ch.4 &amp; 5</td>
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<td>Week 4</td>
<td>Archetypes; The Consumers of Science</td>
<td>Ch. 6 &amp; 7</td>
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<td>Week 5</td>
<td>Our Products: How We Get Job Offers and Funding; Writing Proposals and Making Figures</td>
<td>Ch. 8 &amp; 9</td>
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<td>Week 6</td>
<td>Papers and Conferences; Giving Talks</td>
<td>Ch. 10 &amp; 11</td>
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<td>Week 7</td>
<td>Internet and Email Marketing; The General Public and the Government</td>
<td>Ch. 12 &amp; 13</td>
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