

MKE 410A—Franchising in the US and Canada - Spring 2015
Monday, Wednesday, Friday 11-11:50 am - Hawkins 231
SUNY Plattsburgh

Required pre-requisite: MGM 290 – Principles of Marketing

Professor: Dr. N. Church

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Office Hours: MW 3:30 4:45 pm; TR 2:00-4:00 pm *or please ask* for a specific appointment at a convenient time for you.



Course Objectives:

- (1) To learn about franchising from the franchisor's point of view.
- (2) To learn about franchising from the franchisee's point of view.
- (3) To learn about the franchising environment in Canada as well as the U.S.
- (4) To acquire in-depth knowledge about a specific category of franchise.
- (5) To gain teamwork experience.
- (6) To gain experience in public speaking

It is expected that all students enrolled in this class support the letter and the spirit of the Academic Honesty Policy as stated in the college catalog.

Texts – Please Bring Your Book to Class Every Day!

1. Franchising: The Definitive Franchise Handbook Demystified, by Wayne Maillet, Friesen Press, 2014
2. International Franchise Association Website Books/Articles & Online course – ALL are FREE!
 - a. An Introduction to Franchising, by Barbara Beshel, IFA Educational Foundation book
 - b. Expanding a Business by Franchising, IFA website – free book

Final Grade Policy:

1. Average of Chapter Quizzes	50% (The lowest quiz grade will be dropped)
4. Guest Speaker Summaries	20% (4 summaries @ 5 points)
5. Team Project	<u>30% (25% content +5% oral presentation)</u>
Total	100%

Notes: (1) You must have a passing quiz average & speaker summaries to pass the course.

(2) Your team partners will evaluate your participation, and those evaluations will be factored into your team project grade.

Quizzes (50% of grade):

There will be a total of 4 quizzes. Material covered in class as well as in the assigned reading will be included on the quizzes. Questions on the quizzes may be True/False, Multiple Choice, Matching, or Short Answer

Essay. The lowest quiz grade will be dropped. No make-ups will be given if you are late or miss a quiz, unless you have an extreme emergency, such as a hospital stay, death in the family, school-related travel, etc.

Guest Speaker Summaries (20% of grade):

Each student must prepare four guest speaker summaries. Each summary must be a minimum of one full typed page (double-spaced, ½-inch top & bottom margins, 1-inch left & right margins, 10 or 12 point font). The summaries should be accurate reports and may include important, interesting, and/or unique information learned from each speaker. Each summary is ***due no later than*** two classes following a guest speaker's presentation. Papers submitted that are less than 1 full page or that fail to follow the prescribed formatting will be graded a "0" and you will not be able to resubmit the paper.

Group Project – Content & Presentation (Progress report (5%), Written Report (20%) & Presentation (5% of grade):

Students will work in groups of four people on this project. Each group will research one category of franchise organization (such as hotels/motels or employment agencies) and **must** compare 2 franchisors from Canada and 2 franchisors from the US. A more detailed assignment sheet is forthcoming that will explain what topics should be researched. Each group will make a 20-25 minute presentation and will prepare a written report to be handed in. The presentation may use PowerPoint (not Prezi), overhead transparencies, poster boards, handouts, materials from franchisors, etc. All students will evaluate the other groups' presentations, although these evaluations will not affect the team grades. Peer evaluations by students on the same team may affect your grade.

Attendance Policy:

Class attendance is mandatory. While lectures are structured around the textbook and required reading, current examples and additional information will also be presented in class. You are responsible for any material or assignments given in class, whether or not you are present. Attendance sheets will be circulated at each class. It is your responsibility to sign it during the class. If you miss no classes, you will earn 2 bonus points, which will be added to your final average. If you miss 1 class, you will earn 1 bonus point. If you miss 2 classes, it will have no effect on your final grade. If you miss 3- 4 classes, 5 points will be subtracted from your final grade. If you miss 5-6 classes, 10 points will be subtracted; 7-8 classes, 20 points will be subtracted. If you miss 9 or more classes, that is considered excessive and will result in automatic failure of the course.

Grade Equivalents:

	A = 94 to 100	A- = 90 to 93
B+ = 87 to 89	B = 84 to 86	B- = 80 to 83
C+ = 77 to 79	C = 74 to 76	C- = 70 to 73
D+ = 67 to 69	D = 64 to 66	
E = 63 and lower		

Notes: (1) There is no grade of A+ or D- at Plattsburgh State.
(2) Courses taken in your major may not be taken for a pass/fail grade.

Opportunities for Marketing Majors—Build a Better Resume and Your Self-Confidence!:

1. There is a Collegiate Chapter of the **American Marketing Association** on campus, which will meet on Wednesday nights at 8 pm in Meeting Room #8. One of the most active clubs on campus, the club sponsors guest speakers, field trips, the business etiquette series, and the annual trip to New Orleans. There is a chapter of ENACTUS (formerly Students in Free Enterprise-SIFE) for entrepreneurship-oriented students, too. Get

involved! The leadership experience you gain in clubs will help build your credentials. Announcements will be made in class when meetings are scheduled.

2. Investigate the opportunity to **sell advertising for Cardinal Points!**

3. **Apply for one or more internships** before you graduate! Internships are credit-bearing positions with companies or organizations, which will: (a) allow you to apply the classroom knowledge you have absorbed, (b) provide you with real-world training and (c) enable you to gain experience that will enhance your resume and help you to obtain a good job after graduation.

4. **Study Abroad!** There are many opportunities to study in Canada, Mexico, England, Australia, etc. on Plattsburgh-sponsored programs plus others programs you can go on through other SUNY schools. Some are exchanges, which cost about the same as being at Plattsburgh plus transportation to get there. The experience will change you forever!

5. **Letters of Reference** - If you plan to ask me to serve as a reference for you in the future, you must obtain at least a B- in any of my classes. Students desiring a letter of reference should provide me with: (a) a cover letter (stating your immediate plans for graduate school or employment; your major strengths and positive qualities that you would like emphasized, and the courses and semesters taken with Dr. Church) and (b) your resume. .

Mo.	Day	Objectives	Topic
Jan.	M-26	1,2	Introduction to course & Prologue & Chapter 1: Franchising Demystified (pages iii – 5) - What is franchising? Misconceptions of franchising and Introduction to Franchising
	W-28	1,2	An Introduction to Franchising (pages 5-10) – Franchising terms ., types of franchises, alternatives to franchising
	F-30	1	Types of franchises & alternative distribution structures
Feb.	M-2	1,2	Is Franchising for you? (self quiz) – Franchising Demystified (pages 6-19) – How to Spot a Strong Franchise System & Qualities of a Successful Franchisee Due Today: Hand in list of 4 team members' names
	W-4	1,2	The Franchise Disclosure Document (Items 1-6) – Franchisor's business exp, litigation, bankruptcy, initial fees
	F-6	1,2	The Franchise Disclosure Document (Items 7-8) – Initial Investment, restriction on sources of products & services Due Today: Teams hand in list of top 3 preferences of franchise categories for team project
	M-9	1,2	The Franchise Agreement & Franchise Disclosure Document (Item 9) –franchisee's obligations
	W-11	2	Guest Speaker #1 – Ed Freer – Play It Again Sports Due Today: IFA University – Franchising Basics Course – Proof of passing course due!
	F-13	1,2	The Franchise Agreement & Franchise Disclosure Document (Items 10) – financing
	M-16	1,2	Quiz #1
	W-18	1,2	The Franchise Agreement & Franchise Disclosure Document (Item 11) –franchisor's assistance, advertising, computer systems & training
	F-20	1,2	Guest Speaker #2
	M-23	1,2	The Franchise Agreement & Franchise Disclosure Document (Items 12) Territories & Site Selection

	W-25	1,2	The Franchise Agreement & Franchise Disclosure Document (Items 13-14) Intellectual Property (trademarks, patents, copyrights, & proprietary information)
	F-27	1,2	The Franchise Agreement & Franchise Disclosure Document (Items 15-17) Renewal, termination, transfer, dispute resolution, restrictions & Obligations of franchisee to participate
Mar.	M-2	1	The Franchise Agreement & Franchise Disclosure Document (Items 18-23) Public Figures, Financial Performance Representations, outlets & franchisee information, financial statements, contracts, receipts
	W-4	1,2	The Franchise Agreement & Franchise Disclosure Document (Items 18-23) Public Figures, Financial Performance Representations, outlets & franchisee information, financial statements, contracts, receipts
	F-6		Quiz #2
	M-9	1,2	Guest Speaker #3
	W-11	1,2	Franchisor Support: The Operations Manual, System Standards & Causes of Noncompliance, Inspections & Enforcement
	F-13	1,2 4-6	Franchisor Support: The Operations Manual, System Standards & Causes of Noncompliance, Inspections & Enforcement Due Today: Intermediate progress report completed for team project
	16 - 20		Spring Break – no classes
	M-23	1,2	Franchisor Support: Marketing and Advertising
	W-25	1,2	Effective Franchisor-Franchisee Relationships & Communication
	F-27	1,2	Franchisee Advisory Councils & Associations & Collaborative Relationships Building a Franchise System – Getting ready to franchise
	M-30	4	Guest Speaker #4
Apr.	W-1	1	The Grand Opening Experience
	F-3	1,2	Quiz #3
	M-6	1	Growing & Marketing the Franchise System
	W-8	1,3	Adapting to Change, R & D
	F-10	1-3	International Franchising Issues
	M-13	1-3	Canadian Franchising
	W-15	1-3	Guest Speaker #5
	F-17	1,2	Termination, Renewals, Resale, Succession Planning
	M-20	1-3	Dispute Resolution Procedures
	W-22	1-3	Franchise Issues
	F-24	1-3	Franchise Issues
	M-27	1-3	Guest Speaker #6
	W-29	1-3	Franchise Issues & Preparation for Class Presentations
May	F-1	4,5,6	Class Presentations
	M-4	4,5,6	Class Presentations
	W-6	4,5,6	Class Presentations
	F-8	4,5,6	Class Presentations
	11-15		Quiz #4 – Final Quiz Time Slot – week of May 11-15 – Attendance at this session is required!

Code of Professional Behavior

For business people, professional interaction is critical to success. The Department of Marketing and Entrepreneurship seeks to help you achieve your potential by encouraging professional behavior in the classroom:

- Be punctual for class
- Hand in assignments on time
- Follow assignment and syllabi instructions the first time
- Turn cell phone off
- Do not text during class
- Remove iPod wires from ears
- Use laptop appropriately when permitted (no e-mails, Facebook, surfing, shopping, etc.)
- Do not leave a class in progress (Use restrooms or make calls before and after class)
- Do not leave exams in progress (Use restrooms before exam)
- Wear professional business attire for class presentations (Suit, jacket/blazer and tie)
- Wear appropriate attire for classroom (no cleavage, no hoodies covering head)
- Communicate respectfully with faculty and other students
- Send professional e-mails, voice-mails, etc. (spell name, repeat phone number, etc.)
- Contact fellow students first for missed class materials
- Check your school e-mail at least once daily

Mini-Resumé – Dr. Nancy J. Church

- Hometown: Middletown, NY
- B.S. Degree: SUNY Albany – Business Administration & Education
- M.B.A. coursework: University of Houston
- M.B.A. Degree: Marist College, Poughkeepsie, NY
- Ph.D. Degree: John Molson School of Business, Concordia University, Montreal – Major: Marketing, Minor: Communication
- Hired at SUNY Plattsburgh in 1977 as Lecturer
- Current Position: Distinguished Service Professor and Department Chair – Marketing & Entrepreneurship
- Current Position: President and Executive Director of Sigma Nu Tau Entrepreneurship Honor Society Inc., the only academic honor society for entrepreneurship majors, with its national headquarters at SUNY Plattsburgh
- Co-Coordinator of St. Michael's College Business Ethics Case Competition (with Dr. Gaber)
- Current Grants: (1) U.S. Department of Education FIPSE Grant for North American Mobility – 2010-2014 – (\$140,000) to fund student exchanges with partner schools in Canada and Mexico, (2) Charles Koch Foundation Grant (\$7500) to organize Free Enterprise Olympics on March 1, 2013, (3) Quebec Government Grant (\$1000) to develop a Quebec module in the Canadian Entrepreneurship & Innovation course
- Most Recent Publications:
 - (1) **Profiles in Entrepreneurship: North American Models of Innovation, Creativity, and Entrepreneurship**, Nancy J. Church, Lise Heroux, and Lisa Lewis, eds., (Plattsburgh, NY: Studley Printing & Publishing, Inc.), 175 pages, 2014.
 - (2) **Strategic Market Expansion in the NAFTA Nations**, Nancy J. Church, editor, (Plattsburgh, NY: Studley Printing & Publishing, Inc.), 188 pages, 2010.
 - (3) **Increasing Foreign Language Capability Conference Proceedings**, Nancy J. Church, Conference Chair & Managing Editor, Jennifer Karchmer, Editor (Plattsburgh, NY: Adirondack Pennysaver, Inc.), 2005.
 - (4) **Dimensions of Canadian Business** (monograph), with Lise Heroux, part of the *Understanding Canada: A Primer for Americans* series, Joseph-André Senécal, ed., published by Northeast National Resource Center on Canada (University of Vermont, University of Maine, Plattsburgh State), August 2004.
 - (5) "Plattsburgh Motor Service: Adapting Channel Strategy to a Changing Environment," in **Marketing Channels: A Management View, 8th edition**, Bert Rosenbloom, (Cengage), 2012
 - (6) "MBA Program Accreditation and Advisement," co-authored with Lise Heroux and Greg Gregoriou, **Academic Exchange Quarterly**, 14(3) (2010), pp. 109-114.
 - (7) "Management Education and Student Advisement," co-authored with Lise Heroux, **Academic Exchange Quarterly**, 13(3) (2009) pp. 95-100.
 - (8) "What Makes College Students (and Faculty) Happy? An Exploratory Study Investigating Evening Entertainment, Socializing, and Dining Options," presented at 32nd Annual American Marketing Association International Collegiate Conference, April 8-10, 2010, New Orleans and published in **Faculty Proceedings: Issues in Marketing Higher Education**, Vish Iyer, ed., pp. 46-55.
 - (9) "Successful Fundraising Methods of the Top AMA Collegiate Chapters: An Exploratory Study," presented at 37th Annual American Marketing Association International Collegiate Conference, March 19-21, 2015, New Orleans and published in **Faculty Proceedings: Issues in Marketing Higher Education**, Donna Coelho, ed.

Peer Evaluation Form

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Name: _____

Please rate the other members of your team on the following items.
The rating for each item can range from 0 to 10.

Team Activities	Team Member #1	Team Member #2	Team Member #3
	<i>Name:</i> _____ (rate 0-10)	_____ (rate 0-10)	_____ (rate 0-10)
1. Attendance & Punctuality at all Team Meetings	_____	_____	_____
2. Quality of Overall Contributions to Team Project	_____	_____	_____
3. Quality of Research Gathered for the Project	_____	_____	_____
4. Contribution to the Organization of Report	_____	_____	_____
5. Quality of Writing for the Report	_____	_____	_____
6. Completing Work as Agreed to	_____	_____	_____
7. Contribution to Preparation of PowerPoint Slides	_____	_____	_____
8. Respect & Honest Communication w/team members	_____	_____	_____
9. Participation in all Phases of the Project	_____	_____	_____
10. Serious & Mature Attitude Toward Project	_____	_____	_____
TOTAL of Each Column	_____	_____	_____

Comments:
