PRINCIPLES OF MARKETING - MKTG 3803-E02
(Summer 2019)

INSTRUCTOR INFORMATION

Name: Jack Wei, Ph.D.
Office Location: Miller Hall Room 2307
Online Office Hours: Mon-Friday 10:00 am to 12:00 pm; 7:00-9.00 pm or by appointment.
I will not be online on weekends or holidays.

Contact Information:
Phone: 404-452-4119 (cell)
Email: jwei@westga.edu
Communication Preference: I prefer you to contact me using your CourseDen email.

If you are not able to contact me using email in CourseDen, you may use your UWG email address. I will attempt to respond to all email within 24 hours. Please always include a subject line and your name in your email.

COURSE INFORMATION

DESCRIPTION
This course is designed to introduce you to the fundamental issues associated with the marketing policies and practices in the flow of goods and services to both business customers and consumers. During this course, we will examine the major topics related to marketing within the organization, the fundamentals of marketing to the client and servicing the customer. Through lectures, case studies, research projects and assigned problems, you will gain an appreciation of the many challenges that marketing professionals face daily and of the tools that can be used to function effectively in these positions.

PREREQUISITES
Enrollment in this course requires a GPA of 2.00 or above and College of Business Maj-Minor status.

DELIVERY METHODS
This class is 100% online. No mandatory meeting is required.
LEARNING GOALS
We will build on the following learning goals throughout the term:

FIRST GOAL
Apply appropriate marketing decision making related to marketing.

SECOND GOAL
Demonstrate the ability to apply basic principles of marketing to real world situations

THIRD GOAL
Develop a thorough understanding of marketing principles.

FOURTH GOAL
Understand and solve problems related to marketing when marketing to both businesses and consumers.

TEXTBOOKS AND MATERIALS

TEXTBOOK
You may purchase the book either through our bookstore (http://www.bookstore.westga.edu/buy) or from Amazon.com.

COURSE MATERIALS
Purchasing: Refer to Books Requirements in CourseDen for complete information.

COURSE POLICIES

LATE POLICY AND ATTENDANCE
No late submission is accepted including quizzes, simulation game and final exam. Please inform me if you do not have access to the CourseDen for over three consecutive days or for any emergency reasons so I can try to assist you. The instructor reserves the right to reduce the student’s grade for the course by one full letter grade if the student does not complete the assignment on the scheduled date. This holds particularly true for the tests and project.
ASSIGNMENTS

Exams (Individual, 60%)

There are three tests and one final exam. Exams are non-cumulative and each may consist of multiple choice items or short answer questions or essay questions. Early or make-up exams are allowed only in the most extreme cases and never without prior arrangements. Students must contact the professor before the exam in order to be considered for any rescheduling.

MarketPlace Simulation (Group, 40%)

This simulation is being implemented because it provides more real-world, experiential learning elements to the course in which students would have the opportunity to make marketing decisions and see the impact of their decisions.

There are 8 teams (representing 8 different companies and competitors) competing against each other on the simulation games. You will find your own team members in the first three days and email me the names of your team on June 5.

Note this is a zero-sum game which means one team’s gain is other teams’ loss. Please refer to the Simulation Project Module for an overview of the project, more explanation about the different elements of the simulation group project, what is involved during the different quarters of the simulation, how the simulation group project is graded, etc. While there will be some dividing within the group of the work for the decisions for the MarketPlace Simulation, I would have entire group reading/reviewing the decisions made.

The simulation consists of six quarters and each quarter requires a team to perform different tasks involving various marketing decisions. The decisions are very close to the routine real world business and marketing decisions. You will submit the decisions before the deadline and then receive some results (performance scorecard). The first two quarter’s tasks mainly involve the setting up your own business so there will be no performance results but just your investment. You will receive the performance from the third quarter on.

Computation of Team Simulation Performance. A Balanced Performance Scorecard will be used to measure your team’s performance except for the first two quarters. The Scorecard includes five items: financial performance, market performance, marketing effectiveness, future investment and creation of wealth. A total performance score (called total performance in MarketPlace) will be computed for each team as well. At the end of the simulation quarter, each team will be ranked in the order of performance for the total performance score. Your team grade will be assigned depending upon your team’s ranking and the actual performance score.

In setting individual grades, I will look at the Team Member Peer Evaluation (see Project Module). The evaluation should be conducted individually. This evaluation needs to
address the areas of responsibility within the simulation for each member, the percent
contribution (needs to add up to 100%), and how effective each team member was in
doing the work and contributing overall to the team’s performance. Please send your
peer evaluation to the dropbox by the deadline. Each member's individual grade will be
determined based on the group’s Team Member Peer Evaluation. Members who receive
low peer evaluation will not receive the same grades for the project.

Participation

Online attendance is required throughout the semester. You are required to log on to the course
site at least three times a week during the semester. You will inform me if you do not have access
to the Internet for over five consecutive days. In addition, if you miss a test (including the Wolf
Pact test), I will deduct 1 points from your final grade; if you miss the deadline of a simulation
game, I will deduct 1 point from your final grade.

Extra Credit (4 points)
There is an opportunity for earning 4 extra points: if you take the Wolf Pact test in the
first week, you will get 1 point; if 85% of your class have completed the course
evaluation before the deadline (I will remind you), each of you will get 3 points to be
added to your final grade.

Late Assignments
The instructor reserves the right to reduce the student’s grade for the course by one full
letter grade if the student does not complete the assignment on the scheduled date. This
holds particularly true for the exams and the simulation project.

GRADING CRITERIA

Your grade will be evaluated on the following:

<table>
<thead>
<tr>
<th>Components</th>
<th>Credits</th>
<th>Grading scales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test 1</td>
<td>15 points</td>
<td>A= 90-100 points</td>
</tr>
<tr>
<td>Test 2</td>
<td>15 points</td>
<td>B= 80-89.9 points</td>
</tr>
<tr>
<td>Test 3</td>
<td>15 points</td>
<td>C= 70-79.9 points</td>
</tr>
<tr>
<td>Final Exam</td>
<td>15 points</td>
<td>D= 60-69.9 points</td>
</tr>
<tr>
<td>MarketPlace</td>
<td>40 points</td>
<td>F= below 60 points</td>
</tr>
<tr>
<td>Simulation Project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>100 points</td>
<td></td>
</tr>
</tbody>
</table>
COURSE CALENDAR

(This schedule is subject to change. Any changes will be posted on the course site.)

WEEK 1, 6.3-9
- Syllabus Review; Team formation (3-5 people)
- Assignments: Wolf Pact quiz due;
- Required readings: Chapter 1. Overview of Marketing
- Required readings: Chapter 2. Strategic Planning for Competitive Advantage
- Required readings: Chapter 3. Ethics and Social Responsibility
- Required readings: Chapter 4. The Marketing Environment
- Required readings: Chapter 5. Developing a Global Vision
- **Simulation Quarter 1 due on 6/9. (3 points).**
- Test #1: (covers chapters 1-5, due on June 9)

Week 2, 6.10-16
- Required readings: Chapter 6. Consumer Decision Making
- Required readings: Chapter 7. Business Marketing
- Required readings: Chapter 8. Segmenting and Targeting Markets
- Required readings: Chapter 9. Marketing Research
- Required readings: Chapter 10. Product Concepts
- **Simulation Quarter 2 due on 6/12. (3 points)**
- **Simulation Quarter 3 due on 6/16. (8 points)**
- Test #2: (Covers chapters 6-10)

Week 3, 6.17-23
- Required readings: Chapter 11. Developing and Managing Products
- Required readings: Chapter 12. Services and Nonprofit Organization Marketing
- Required readings: Chapter 13. Supply Chain Management & Marketing Channels
- Required readings: Chapter 14. Retailing
- Required readings: Chapter 15. Marketing Communications
- **Simulation Quarter 4 due on 6/19. (8 points)**
- **Simulation Quarter 5 due on 6/23. (8 points)**
- Test #3 (covers chapters 11-15)
Week 4, 6.24-27

- Required readings: Chapter 16. Advertising, Public relations, and Sales Promotion
- Required readings: Chapter 17. Personal Selling and Sales Management
- Required readings: Chapter 18. Social Media and Marketing
- Required readings: Chapter 19. Pricing Concepts
- Video by Kevin David: https://www.youtube.com/watch?v=94K-CxKNVk0
- **Simulation Quarter 6 due on 6/26. (10 points)**
- Assignments: Course Evaluation and Team Member Peer Evaluation due
- Assignments: Final Exam (open from 8 am 6.23 and closes at 11:30 pm 6.26)

University-wide syllabus information:

Please review the “Common Language for Course Syllabi” for university-wide updates. Even if you have read it before, the most current information is maintained at this site.

CourseDen D2L Home Page

CourseDen Help (8 AM – 5 PM)
Call: 678-839-6248 or 1-855-933-8946 or email: online@westga.edu

24/7/365 D2L Help Center
Call 1-855-772-0423
Appendix

Project Overview: 1. Marketplace Simulation

Student Sign-up Instructions:

If you need any assistance feel free to contact technical support. The support team is available 7 days a week from 8am to 9pm Monday - Friday and 10am - 7pm on Saturday and Sunday, Eastern time.
Support email: support@ilsworld.com / Phone: +1 865-522-1946

Note: If you have a technical issue at any time with the simulation, please contact technical support. If it occurs when their office is open (see hours above), please call them; if it occurs when they are not open, you can email them.

Step 1 – Create Account:
1. Go to https://game.ilsworld.com

2. Click on the “Create a new account” button
   NOTE: You can also sign up using Google, Yahoo, Microsoft, Twitter, or Facebook by following one of the links at the right of this page.

3. Click on the “Student” button, complete the required fields, and click the “Create Account” button.

Step 2 – Purchase License Number

1. Go to https://game.ilsworld.com/purchase.php

2. Enter your Game ID into the “Game ID or Virtual Game ID” field.
   **Your Game ID:** 05149-00010-62104
   The game id is always presented in an “xxxxx-xxxxx-xxxxx” numeric format with the hyphens (-) required. Then, click “Continue”.

3. Here you will enter your credit card details. The total cost is $41 for the simulation ($40 for the simulation and $1 for the additional chapter of information to aid you in playing the simulation).

4. You will then be given a license number. If you close out of the webpage you will also receive a copy of this license number at the email address that you specify on the credit card information page.
   Note: Use the email address that you check most often (i.e., as the simulation is played outside of the course site, I would not use your courseden email).
Step 3 – Join the Game:

1. In the “Join a new game” form, enter your Game ID (the game id is always presented in an “xxxxx-xxxxx-xxxxx” numeric format.)
   For this class, your game ID is: 05149-00010-62104

2. Enter your License number. The license number is always presented in a “XX-XXXXXX-XXXX” alpha-numeric format. The hyphens (-) are required.

3. After filling in both the game ID and the license number, you will be able to select your team number. NOTE: Teams that are full will not be available in this drop down menu.

4. After you create your account and sign up for your game, you are ready to play the simulation game.

Once you have signed out, to sign in again, you will go back to the https://game.ilsworld.com website and sign in.