MKTG 4870-E01  Marketing Management
Fall 2016 (#81370)

Instructor: Dr. Jack Wei
Class Hours: 100% online
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E-mail: D2L email or jwei@westga.edu.
Online Office Hours: Monday-Friday 9:00 a.m.- 12:30 p.m. , 9:00 p.m.-10:00 p.m. or by appointment

TEXT


COURSE DESCRIPTION

Marketing management is the capstone marketing course. As a capstone experience, this course is intended to integrate the materials learned in all other marketing course work as well as prepare the student for a career in marketing. This course is designed to push your analytical and marketing abilities while empowering you to make critical marketing decisions based on a combination of facts, assumptions, and critical judgments. Emphasis is on the application of the marketing process in the turbulent global business environment. Marketing decisions, analysis, and issues are integrated with the goal of achieving customer satisfaction to gain a sustainable competitive advantage within an industry. This course aims to provide the student with opportunities to actively participate in marketing management decision making exercises through case study and marketing plan project. To succeed in this course, the student must have a good working knowledge of marketing principles.

COURSE OBJECTIVES

Upon successfully completing the course, the student should:

1. Be able to integrate the marketing theories, concepts, and principles into a basic framework for understanding marketing decision processes.
2. Begin to think strategically about business problems from a marketing perspective.
3. Be able to develop skills in problem solving and group decision making. Specifically, students should know how to establish marketing objectives, analyze the business environment, assess competition, and evaluate internal strengths and weaknesses for the process of formulating marketing strategy.
4. Be able to critically analyze information and material presented to you;
5. Be able to analyze and evaluate alternative solutions and make a cogent recommendation on what solution needs to be taken to resolve the problem.
CLASS DESIGN

The methodology of this course is to learn by video, tests, and projects. As an online course, the vast majority of our classes will be focused on discussion of marketing concepts and projects. You should spend enough time reading chapters and understanding text materials. You will also learn from participating in the discussions of various topics on marketing during the semester and asking questions. You must be self-motivated and be able to consistently make progress in all assignments of the course.

ASSIGNMENTS AND GRADING

The assignments are designed to deepen and integrate your understanding of strategic marketing management and familiarize you with appropriate analytical tools.

1. Quizzes (Individual)

Eight quizzes will be given throughout the semester. Each quiz, consisting of 10 to 20 multiple choice questions, will cover the materials of the week. Answers can be found in the chapters. Each quiz will be available for a week. Students will be given two hours to finish a quiz and will have only one attempt per quiz. A quiz can be rescheduled only in emergencies or extreme cases. The grade of a quiz using multiple choice questions will be released after all students finish it. No make-up quizzes will be available.

2. Project 1: Marketing Management on Social Media (Individual)

Marketing through social media is essential to the success of most businesses in an age of virtual economy. This individual project requires students to track three widely followed brands on social media (Subway, McDonald’s, and Nike) from Aug. 10 to Dec. 2 and study their strategic marketing activities. The purpose of this project is to become familiar with branding management on social media, which will help students better understand the content of chapters 3, 4, 8, 9, 10, 16 and 17.

To do the project, you are required to register an account on Twitter, follow me (@jwei2013) and the official sites of the three brands. During following, you will track all tweets and replies and observe the brands’ marketing activities. Tracking means that you will visit the Twitter page of the brands regularly (preferably three times a week but at least once a week), watch the videos, click the links, study the tweets posted by the companies, and then write seven 500-word reports. The due dates of the seven reports can be seen on the schedule and Discussions on CourseDen. You will send your report to Dropbox by midnight on the due day. I will read and grade your reports and share my comments with you. Both at the beginning and end of the project, you will take a survey to share your opinions and comments on the three brands.

More detailed guidelines for the project are posted on the Content module.

Project report evaluation criteria:
• **Outstanding (90% and above):** Report is submitted in a timely and complete manner. Summary reflects exceptional preparation and excellent application of text knowledge. Ideas are nearly always important and provide one or more major insights into branding management on social media. Report is free of all errors, typos, and other inappropriate business etiquette.

• **Good (80-89%):** Report is submitted in a timely and complete manner. Summary reflects thorough preparation and good application of text knowledge. Ideas are usually important and provide good insights into branding management on social media. Report is free of all errors, typos, and other inappropriate business etiquette.

• **Adequate (70-79%):** Report is submitted in a timely and complete manner. Summary reflects satisfactory preparation and adequate application of the text knowledge. Ideas provide useful insights into branding management on social media. Report is free of all errors, typos, and other inappropriate business etiquette.

3. **Project 2: Interviewing a Marketing Manager (Individual)**

This project requires you to conduct an in-depth interview with a marketing manager or business owner in the US. Please follow the steps below:

**Step 1:** You will find a company (either in the products or services industry) in the country, and email me the contact information of the company (postal address, name of the manager, telephone number and email) by **Sept. 6** (2 points);

**Step 2:** After I approve your selection via email, you will contact the marketing manager or owner and request an interview with him or her. Notify me of your arrangement. If you fail in the first contact, try to get another candidate for interview and notify me of the company and the contact information of the new interviewee by **Sept. 20** (2 points);

**Step 3:** Interview the marketing manager or owner face-to-face, by phone or MSN online chatting for about 50 minutes or via email before **Oct. 25** (2 points);

**Step 4:** You will transcribe the interview and post the transcript on the Project 2 Discussion Forum (4 points);

**Step 5:** Write a 500-word short essay summarizing your findings and what you have learned about marketing management from the interview and post your essay on CourseDen before **Nov. 15** (5 points). No late submission is accepted.

The following questions should be included in your interview:

**Q1:** Please describe your typical daily marketing activities. Do you follow a marketing plan when you do the mentioned things?

**Q2:** How often do you change or update your marketing plan? What do you focus on each time when you work on your marketing plan?

**Q3:** What social media do you use on a daily basis in your marketing activities? Do you find the social media helpful?

**Q4:** How often do you check and/or track the marketing strategies of your competitors? What do you usually check? Please provide an example.
Q5: Please tell me some strategies you use in managing customers. What strategies do you find most effective?
Q6: How often do you evaluate the effectiveness of your marketing activities? What do you usually do when you evaluate? Please give an example.
Q7: How do you motivate sales reps or employees? What difficulties do you have in managing sales reps/employees?
Q8: What are or would be some potential challenges to your business and industry in the future? How do you plan to cope with the challenges?
Q9: What do you think are some of the most important qualities that a marketing manager should have?
Q10: If you hire new people, what qualities do you expect new marketing graduates to have?

4. Final Exam (Individual)

The final exam will serve to determine the level of individual knowledge gained from the course over the semester. The exam will consist of multiple choice questions. Each individual must complete the final exam per the deadline individually. Students will have three hours to take the exam and have only one attempt. Early or make-up exams are allowed only in the most extreme cases and never without prior arrangements. You must contact me before the exam in order to be considered for any rescheduling.

5. Participation

Students will earn a participation grade. A student may lose some points if she/he fails to do the following things:
   A. Submitting assignments on time
   B. Taking the surveys for the project on time
   C. Responding to my questions regarding your project report or case analysis posts
   D. Responding to questions from others

Grading Scale

Your grade for the course will be calculated according to the following.

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Participation</td>
<td>5</td>
</tr>
<tr>
<td>Quizzes</td>
<td>24</td>
</tr>
<tr>
<td>Project 1</td>
<td>35</td>
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<tr>
<td>Project 2</td>
<td>15</td>
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<tr>
<td>Final exam</td>
<td>21</td>
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<tr>
<td>Total</td>
<td>100</td>
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Your final letter grade for the course will be determined using this scale:

A= 90 and above
B= 80 – 89.99
C= 70 – 79.99
D= 60 – 69.99
F= below 60
ADDITIONAL POLICIES

Academic Dishonesty
Cheating of any kind will not be tolerated and will result in an F for the course. Work that is noted to be done on an individual basis (i.e. quizzes, final exam, discussion posts) are required to be done only by the individual with no assistance from team members or others.

Student Rights & Responsibilities
Please carefully review the information at the following link:
http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf
The document at this link contains important information pertaining to your rights and responsibilities in this class.

Credit Hour Policy (3 credit hours)
For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

Participation
Online attendance is required throughout the semester. You will have to log on the course site at least three times a week during the semester and inform me if you will not have access to the Internet for over five consecutive days. If you fail to log on the site and post your assignments for over five consecutive days without notifying me, you will lose five points from your final grade. If you fail to log on the site for ten consecutive days without notifying me beforehand, you will lose ten points from the final grade.

Release of Grades
You will get your final exam scores released within 48 hours after the deadline for submissions. Your group project grade will be released within 72 hours of the deadline. Individual grades for the group work will be based on the group evaluations received and will be posted by the end of the final exam period in the grade book. If at any point in the course, you would like more feedback on your performance in the course, please email me and I will provide that within 48 hours.
<table>
<thead>
<tr>
<th>Week (Dates)</th>
<th>Chapters, Topics, and Activities</th>
<th>Due</th>
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<tbody>
<tr>
<td>1 (8. 10-16)</td>
<td>Introduction to the Course Ch 1: Defining marketing for the 21st century</td>
<td>Quiz 1 (ch.1)</td>
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<tr>
<td>2 (8.17-23)</td>
<td>Ch 2: Developing marketing strategies and plans</td>
<td>Quiz 2 (ch.2)</td>
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<td>3 (8.24-30)</td>
<td>Ch 3: Collecting information and forecasting demand Ch 4: Creating long-term loyalty relationships Report #1</td>
<td>Quiz 3 (ch.3&amp;4)</td>
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<tr>
<td>4 (8.31-9.6)</td>
<td>Ch 5: Analyzing consumer markets Ch 6: Analyzing business markets Submit the contact information of the Interviewee for approval 9/5 Labor Day</td>
<td>Quiz 4 (ch.5&amp;6)</td>
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<td>5 (9.7-13)</td>
<td>Ch 7: Identifying market segments and targets Report #2</td>
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<td>6 (9.14-20)</td>
<td>Ch 8: Creating brand equity Contact the interviewee to make interviewing arrangement and notify me of the arrangement</td>
<td>Quiz 5 (ch.7&amp;8)</td>
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<td>7 (9.21-27)</td>
<td>Ch 9: Crafting the brand positioning and competing effectively Report #3</td>
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<td>8 (9.28-10.5)</td>
<td>Ch 10: Setting product strategy and marketing through the life cycle</td>
<td>Quiz 6 (ch.9&amp;10)</td>
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<td>9 (10.6-9)</td>
<td>Fall break-Oct. 6-9 No Class</td>
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<td>10 (10.10-18)</td>
<td>Ch11: Designing and managing service Report #4</td>
<td>Quiz 7 (ch.11&amp;12)</td>
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<td>11 (10.19-25)</td>
<td>Ch 12: Developing pricing strategies and programs Interviewing and transcript post</td>
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<td>12 (10.26-11.1)</td>
<td>Ch 13: Designing and managing integrated marketing channels Ch 14: Managing retailing, wholesaling, and logistics</td>
<td>Quiz 8 (ch.13&amp;14)</td>
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<td>13 (11.2-8)</td>
<td>Ch 15: Designing and managing IMCs Report #5</td>
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<td>14 (11.9-15)</td>
<td>Ch16: Managing mass communications: advertising, sales promotions, events and experiences, and public relations Project 2 Essay</td>
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<td>15 (11.16-20)</td>
<td>Ch 17: Managing personal communications: direct and interactive marketing, word of mouth, and personal selling Report #6</td>
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<td>16 (11.21-25)</td>
<td>Thanksgiving Holidays</td>
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<td>17 (11.28-12.2)</td>
<td>Ch 18: Managing marketing in the global economy Report #7</td>
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<td>18 (12.3-9)</td>
<td>Final Exam (open from 8am on 12/2 to midnight on 12/8)</td>
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