Marketing Management (MKTG 4870-01)  
Spring 2017

CRN: 10824  
Professor: David Nickell, Ph.D.  
Office Number: Room 2316 Miller Hall  
Contact Information: mobile: (404) 664-0431 call or text (within reason)  
email: dnickell@westga.edu  
or through CourseDen

Text: *A Framework for Marketing Management* by Philip Kotler & Kevin Lane Keller; Pearson; 6 edition (January 26, 2015); ISBN: 978-0133871319 is the official text for the class.

You will also need to subscribe to the MARKSTRAT simulation – you will not be allowed to participate in the class without the subscription. Below are the instructions to obtain the handbook and Participant Activation Key (PAK) to take part in the MARKSTRAT simulations.

1. Connect to [https://shop.stratxsimulations.com/](https://shop.stratxsimulations.com/)
2. Enter the Folder number: P586BAB1
3. Order your PAK. You will be able to pay by credit card or PayPal
4. Once your transaction is confirmed, you will automatically be registered in the course and will receive your PAK by email with instructions on how to access the participant Handbook.

**Microsoft Office 360**  
For the class, you will also need to download Microsoft Office 360. Go to the UWG ITS site at [https://www.westga.edu/its/microsoft-office-365.php](https://www.westga.edu/its/microsoft-office-365.php) and follow the directions.
Course Description
The focus of this integrative senior level course is on the analysis, planning, implementation, and control of marketing programs in a competitive environment. Decision making will be emphasized and the case method and/or interactive computer simulations will form the basic learning emphasis in the course.

Deadlines
The due dates and times are absolute. Any submissions after the deadline will not be accepted and you (or your team) will be given a zero for the assignment. PLEASE, do not wait until the last moment to submit an assignment only to discover there is an issue. Problems with electricity, computer, or internet connection is not an acceptable excuse. The deadlines are absolute and without exception.

Grading Policy: As the instructor. I am the final authority on grades.

The grading for this course is:

- Exams (3) 30%
- Chapter Quizzes 20%
- MARKSTRAT
  - Marketing Plan 10%
  - Final Results 20%
  - Final Presentation 10%
- Peer Evaluation 10%

Exams
There will be three (3) exams during the semester. The exams will consist of fifty (50) multiple choice questions and will be based upon the class discussions and the readings from the text.

Make-up exam policy.

1. Don’t miss an exam.
2. If you must miss a test for a serious medical reason, you must notify me in writing before class on the day of the test, and provide a written excuse from a medical practitioner – no make-up exam will be offered without these. If you must miss a test for university business (such as presenting a paper or being part of a UWG team which is away on a trip), you must notify me in writing at least a week prior to the test.

You will have one week to reschedule and retake the test unless your illness is one that prevents you from retaking it in that time. Any make-up exams will be taken on Fridays in the Marketing Department offices.
**Chapter Quizzes**

At the beginning of each class, you will take a quiz over the assigned reading. The quizzes will consist of ten multiple choice questions and you will be given 10 minutes to complete it. The exception is the first quiz over MARKSTRAT which is twenty questions and will be online. There are NO MAKEUP QUIZZES - PERIOD. I will drop the four lowest quiz scores at the end of the semester. My advice is to not miss any quizzes. If you must miss class for any reason, then you have a safety net.

**MARKSTRAT**

MARKSTRAT is a marketing simulation that allows students to control a virtual corporation, thus making decisions on its behalf. The simulation consists of ten periods, in an industry that contains a set of companies. Each of these companies are player groups that consist of a team of students. The teams will be announced during the first week of classes. All the companies in the industry start the simulation in different but equivalent situations. As the game progresses, your team will use a wide array of market knowledge, which can be bought as Marketing Research Studies to make decisions.

Your team will be given a trial period of 3 decision rounds to become accustomed to the simulation before the results of your decisions become meaningful.

**Marketing Plan**

After the three-week trial period (due on 3 February), your team will present a marketing plan for how you plan to manage your corporation within its industry. A sample marketing plan is at the end of chapter 2 of the text and in the appendix. There is also a Marketing Plan Tutorial at [http://www.knowthis.com/how-to-write-a-marketing-plan](http://www.knowthis.com/how-to-write-a-marketing-plan). Use these as templates to guide your efforts.

During the February 6 & 8 class periods, each team will individually present a brief synopsis of their Marketing Plan (individually, so you need not worry about the competition getting your plan). You will have fifteen (15) minutes and only 15 minutes to present.

**Final Results**

Success of your firm will be measured by your Share Price Index (SPI). All teams will begin with an SPI of 1000, and your movement relative to the other firms will dictate this portion of your final grade. Thus, your grade is relative to the other teams in your industry.

**Final Presentation**

The final presentation should be seen as a presentation to investors and analysts. You should summarize your performance of the 10 periods and discuss lessons learned. Further details will be given later in the semester.
Peer evaluations are something that I take very seriously. The ability to contribute and interact with your project team is a skill that is essential in corporate America.

Each person within the team will evaluate themselves and the other team members on contribution to the class project team assignments. The evaluations will occur at the end of the semester. A link to the online questionnaire will be sent via email on 1 May.

The grades will be assigned as follows (the instructor reserves the right to adjust the cutoff lines):

- A 90-100
- B 80-89
- C 70-79
- D 60-69
- F 59 or below

Student Rights and Responsibilities: Please carefully review the information at the following link:

[http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf](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. It is your responsibility to read and be familiar with this information.

Americans with Disabilities Act

Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given.

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student’s responsibility to check his or her email.
Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

For approximately seventeen 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.

University of West Georgia Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing. The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student’s conduct record at UWG. Additionally, the student is responsible for safeguarding his/her computer account. The student’s account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others, or misrepresent or conceal their identities in electronic messages and actions.
<table>
<thead>
<tr>
<th>Date</th>
<th>Topics and Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 January</td>
<td>Review syllabus&lt;br&gt;Course Introduction</td>
</tr>
</tbody>
</table>
| 11 January | Introduction to MARKSTRAT<br>Assign MARKSTRAT teams<br><br>
|            | *Online MARKSTRAT quiz*<br>Read Chapter 1                                               |
| 16 January | MARTIN LUTHER KING HOLIDAY – No Class                                                   |
| 18 January | Chapter 1 Quiz<br>Chapter 1 Discussion - Defining Marketing for the 21st Century<br><br>
|            | *Trial 1 decisions due Friday 1/20 at 10:00 p.m.*<br>Read Chapter 2                      |
| 23 January | Chapter 2 Quiz<br>Chapter 2 Discussion - Developing Marketing Strategies and Plans<br><br>
|            | *Read Chapter 3*                                                                         |
| 25 January | Chapter 3 Quiz<br>Chapter 3 Discussion - Collecting Information and Forecasting Demand<br><br>
|            | *Trial 2 decisions due Friday 1/27 at 10:00 p.m.*<br>Read Chapter 4                      |
| 30 January | Chapter 4 Quiz<br>Chapter 4 Discussion - Creating Long-term Relationships<br><br>
|            | *Read Chapter 5*                                                                         |
| 1 February | Chapter 5 Quiz<br>Chapter 5 Discussion - Analyzing Consumer Markets<br>Assign times for Marketing Plan Presentation times (best trial SPIs at that point gets first choice, next best gets 2nd choice, etc.)<br><br>
|            | *Trial 3 decisions due Friday 2/3 at 10:00 p.m.*<br>Prepare Marketing Plan Presentations |
| 6 February | Marketing Plan Presentations                                                              |
| 8 February | Marketing Plan Presentations<br><br>
|            | *Read Chapter 6*                                                                         |
|            | *Period 1 decisions due Friday 2/10 at 10:00 p.m.*                                        |
| 13 February| Chapter 6 Quiz<br>Chapter 6 Discussion - Analyzing Business Markets<br><br>
<p>|            | <em>Study for Exam 1</em>                                                                        |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
</table>
| 15 February| Exam 1<br>
*Period 2 decisions due Friday 2/17 at 10:00 p.m.*
*Read Chapter 7*
| 20 February| Chapter 7 Quiz<br>Chapter 7 Discussion - Identifying Market Segments and Targets
*Read Chapter 8*
| 22 February| Chapter 8 Quiz<br>Chapter 8 Discussion - Creating Brand Equity
*Period 3 decisions due Friday 2/24 at 10:00 p.m.*
*Read Chapter 9*
| 27 February| NO CLASS
| 1 March    | NO CLASS<br>
*Period 4 decisions due Friday 3/3 at 10:00 p.m.*
| 6 March    | Chapter 9 Quiz<br>Chapter 9 Discussion - Crafting the Brand Positioning and Competing Effectively
*Read Chapter 10*
| 8 March    | Chapter 10 Quiz<br>Chapter 10 Discussion - Setting Product Strategy and Marketing Through the Life Cycle
*Period 5 decisions due Friday 3/10 at 10:00 p.m.*
*Read Chapter 11*
| 13 March   | Chapter 11 Quiz<br>Chapter 11 Discussion - Designing and Managing Services<br>
*Period 6 decisions due Friday 3/17 at 10:00 p.m.*
*Study for Exam 2*
| 15 March   | Exam 2
*Read Chapter 12*
| 20 March   | SPRING BREAK – No Class
| 22 March   | SPRING BREAK – No Class
| 27 March   | Chapter 12 Quiz<br>Chapter 12 Discussion - Developing Pricing Strategies and Programs
*Read Chapter 13*
<table>
<thead>
<tr>
<th>Date</th>
<th>Activities</th>
</tr>
</thead>
</table>
| 29 March | Chapter 13 Quiz  
Chapter 13 Discussion - Designing and Managing Integrated Marketing Channels  
*Period 7 decisions due Friday 3/31 at 10:00 p.m.*  
*Read Chapter 14* |
| 3 April  | Chapter 14 Quiz  
Chapter 14 Discussion - Managing Retailing, Wholesaling, and Logistics  
*Read Chapter 15* |
| 5 April  | Chapter 15 Quiz  
Chapter 15 Discussion - Designing and Managing Integrated Marketing Communications  
*Period 8 decisions due Friday 4/7 at 10:00 p.m.*  
*Read Chapter 16* |
| 10 April | Chapter 16 Quiz  
Chapter 16 Discussion - Managing Mass Communications: Advertising, Sales Promotions …  
*Read Chapter 17* |
| 12 April | Chapter 17 Quiz  
Chapter 17 Discussion - Managing Personal Communications: Direct and Interactive  
*Period 9 decisions due Friday 4/14 at 10:00 p.m.*  
*Read Chapter 18* |
| 17 April | Chapter 18 Quiz  
Chapter 18 Discussion - Managing Marketing in the Global Economy  
*Study for Exam 2* |
| 19 April | Exam 4  
*Period 10 decisions due Friday 4/21 at 10:00 p.m.* |
| 24 April | Working class - Prepare final presentations  
Assign order of presentations |
| 26 April | Final Presentations |
| 1 May   | Final Presentations |
| 3 May   | Peer Evaluations Due on 5/3 at 10:00 p.m. |

The course syllabus provides a general plan for the course; deviations may be necessary.