WOLF PACT

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college. Our mission is “To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “…commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior…”. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

I have reviewed the information in this syllabus, and I agree to abide by the policies stated. I will conduct myself in accordance with the RCOB Wolf Pact to protect the integrity of my degree and all those others who receive a degree from the Richards College.

Signature: ______________________________________

917#:   ______________________________________

Date:   ______________________________________
INSTRUCTOR INFORMATION

NAME:
David Nickell, Ph.D.

OFFICE LOCATION:
Miller Hall 2316

OFFICE HOURS:
MW 3:30 p.m. – 5:00 p.m., and by appointment

CONTACT INFORMATION:
Phone: 404-664-0431 (cell)
Email: dnickell@westga.edu

Communication Preference: You may call or text (within reason), or email via westga.edu or CourseDen (I do not check CourseDen as frequently).

COURSE INFORMATION

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 an interactive computer simulation will form the basic learning emphasis in the course.

PREREQUISITES
MKTG 3803, MKTG 3808, and MKTG 4864

DELIVERY METHODS
This course is taught face-to-face and in the class room.

LEARNING GOALS
We will build on the following learning goals throughout the term:

FIRST GOAL
Students will demonstrate the ability to analyze the current situation of an organization and to develop a plan to ensure organizational viability.
SECOND GOAL
Students will demonstrate a basic knowledge of relevant costs for decision making.

THIRD GOAL
Students will demonstrate the ability to analyze issues and situations having ethical and legal implications for business.

TEXTBOOKS AND MATERIALS

TEXTBOOK
A Framework for Marketing Management by Philip Kotler & Kevin Lane Keller; Pearson; 6th edition (January 26, 2015); ISBN: 978-0133871319 is the official text for the class. The text may be purchased at the UWG bookstore ($160.50), Amazon.com ($104.87), or other online sites; rented at Amazon.com ($20.98), vitalsource.com ($39.99 online version)

The text is required.

COURSE MATERIALS
You will also need to subscribe to the VB College Case Simulations. Below are the instructions to register for the cases. The cases are required.

To get started with the cases:

1. Go to https://vb.knowledgematters.com and click “Register Now.”
2. Enter the course key QS5RN9 and click “Search.”
3. When the course appears, click “Continue Registration.”
4. Fill in the required information and click “Register.”
5. A confirmation email will be sent to the email address you provided during registration. Click on the link provided within the email to confirm enrollment. Click the link the sign in to your account.
6. Click the “Click here to complete payment for this course” link.
7. Click the box to accept terms and conditions.
8. You will then be able to pay via credit card through PayPal. The price per student is $49.95.

For the class, I recommend that you download Microsoft Office 360, if you do not already have the latest version. It is available at no charge to all currently enrolled full-time UWG students. Go to the UWG ITS site at https://www.westga.edu/its/microsoft-office-365.php and follow the directions.
COURSE POLICIES

LATE POLICY
The due dates and times are absolute and without exception. Any submissions after the deadline will not be accepted and you 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. The deadlines are absolute and without exception.

If you foresee an issue, please let me know beforehand and I will work with you. Contacting me after the due date/time is too late.

COURSEDEN
Please check CourseDen often. Announcements will be posted regularly.

CLASS TECHNOLOGIES
You will need a device with internet access and a web browser to use CourseDen and to complete the case simulations.

ASSIGNMENTS

EXAMS (40%)
There will be four (4) exams during the semester – on September 17, October 8, October 29, and December 3. 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 one 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.

HOMEWORK, LAB WORK, ETC. (32%)
With the case simulations, you will apply the learnings from the week’s assigned readings by taking control of a virtual business. There are fourteen (14) case simulations in total. Each case
will require 1-2 hours of work except for the very last one, entitled Marketing VP – Retail, which will take 4-8 hours to complete.

Instructions and a tutorial are on the Knowledge Matters site. Please take the time to familiarize yourself with the case simulation instructions as soon as possible. The case simulations connect to the three learning goals of the course.

**QUizzes (28%)**

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 MARKSTRAT which is twenty questions when you will be allowed 15 minutes to submit. There are NO MAKEUP QUIZZES - PERIOD. I will drop the four lowest quiz scores at the end of the semester. If you must miss class for any reason, then you have a safety net. My advice is to not skip quizzes unnecessarily.

Also, attendance will be taken at the end of class. If you are not present at the end of class, then you will receive only half credit for the quiz. If this happens more than four times, then from the fifth occurrence onward, you will receive no credit for the quiz.

**Grading**

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

**Course Calendar**

15 August

- Required readings: None
- Assignments Due: None
- Quiz/Exam: None
- Discussions: Syllabus, Course Introduction

20 August

- Required readings: None
- Assignments Due: None
- Quiz/Exam: None
- Discussions: Case Simulations

22 August
- Required readings: Chapter 1
- Assignments Due: None
- Quiz/Exam: Chapter 1
- Discussions: Chapter 1

27 August
- Required readings: Chapter 2
- Assignments Due: Case Simulation – Marketing Ethics
- Quiz/Exam: Chapter 2
- Discussions: Chapter 2

29 August
- Required readings: Chapter 3
- Assignments Due: None
- Quiz/Exam: Chapter 3
- Discussions: Chapter 3

3 September
- Labor Day. No class

5 September
- Required readings: Chapter 4
- Assignments Due: Case Simulations – Market Research
- Quiz/Exam: Chapter 4
- Discussions: Chapter 4

10 September
- Required readings: Chapter 5
- Assignments Due: None
- Quiz/Exam: Chapter 5
- Discussions: Chapter 5

12 September
- Required readings: Chapters 1-5
• Assignments Due: Case Simulations – Business-to-Business Marketing; Consumer Behavior
• Quiz/Exam: None
• Discussions: Chapters 1-5 Review

17 September

• Required readings: None
• Assignments Due: None
• Quiz/Exam: Exam 1
• Discussions: None

19 September

• Required readings: Chapter 6
• Assignments Due: None
• Quiz/Exam: Chapter 6
• Discussions: Chapter 6

24 September

• Required readings: Chapter 7
• Assignments Due: Case Simulation – Marketing Segmentation
• Quiz/Exam: Chapter 7
• Discussions: Chapter 7

26 September

• Required readings: Chapter 8
• Assignments Due: None
• Quiz/Exam: Chapter 8
• Discussions: Chapter 8

1 October

• Required readings: Chapter 9
• Assignments Due: None
• Quiz/Exam: Chapter 9
• Discussions: Chapter 9

3 October

• Required readings: Chapters 6-9
• Assignments Due: None
• Quiz/Exam: None
• Discussions: Chapters 6-10 Review

8 October

• Required readings: None
• Assignments Due: Case Simulation – Product
• Quiz/Exam: Exam 2
• Discussions: None

10 October

• Required readings: Chapter 10
• Assignments Due: None
• Quiz/Exam: Chapter 10
• Discussions: Chapter 10

15 October

• Required readings: Chapter 11
• Assignments Due: Case Simulation – Services Marketing
• Quiz/Exam: Chapter 11
• Discussions: Chapter 11

17 October

• Required readings: Chapter 12
• Assignments Due: None
• Quiz/Exam: Chapter 12
• Discussions: Chapter 12

22 October

• Required readings: Chapter 13
• Assignments Due: Case Simulation – Price: Fundamentals; Price – Yield Management Pricing
• Quiz/Exam: Chapter 13
• Discussions: Chapter 13

24 October

• Required readings: Chapters 10-13
• Assignments Due: None
• Quiz/Exam: None
• Discussions: Chapters 10-13 Review

29 October

• Required readings: None
• Assignments Due: Case Simulation – Place: Location & Distribution
• Quiz/Exam: Exam 3
• Discussions: None

31 October

• No class

5 November

• Required readings: Chapter 14
• Assignments Due: None
• Quiz/Exam: Chapter 14
• Discussions: Chapter 14

7 November

• Required readings: Chapter 15
• Assignments Due: None
• Quiz/Exam: Chapter 15
• Discussions: Chapter 15

12 November

• Required readings: Chapter 16
• Assignments Due: Case Simulation – Promotion: Advertising & Analytics
• Quiz/Exam: Chapter 16
• Discussions: Chapter 16

14 November

• Required readings: Chapter 17
• Assignments Due: None
• Quiz/Exam: Chapter 17
• Discussions: Chapter 17

19 November

• Thanksgiving. No class
21 November

- Thanksgiving. No class

26 November

- Required readings: Chapter 18
- Assignments Due: Case Simulation – Promotion: Social Media & Web Marketing; Sales
- Quiz/Exam: Chapter 18
- Discussions: Chapter 18

28 November

- Required readings: Chapters 14-18
- Assignments Due: None
- Quiz/Exam: None
- Discussions: Review Chapters 14-18

3 December

- Required readings: None
- Assignments Due: Case Simulation – Marketing VP: Retail
- Quiz/Exam: Exam 4
- Discussions: None

**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.