Marketing Management (MKTG 4870-01)
Spring 2020

CRN: 10598
Professor: David Nickell, Ph.D.
Office Number: Room 2316 Miller Hall
Office Hours: M 2:00 p.m. – 3:00 p.m., 4:00 p.m. – 5:00 p.m.
W 2:00 p.m. – 5:00 p.m., and by appointment

Please make an appointment beforehand, on the off-chance that I may be out of the office for University business.

Contact Information: mobile: (404) 664-0431 call or text (within reason)
email: dnickell@westga.edu or through CourseDen

Class Schedule: Classes are held each Monday and Wednesday and start promptly at 11:00 a.m. ET, unless otherwise noted. Arrive to class on time and be prepared to ask and answer questions relating to the material under discussion. You are encouraged to interject at any time with relevant comments or pertinent questions.

The door to the classroom will be locked at the beginning of class. This is both for your safety and to avoid interruptions in class. Please do not knock if the door has been locked.


There are other versions of this text. I have no problem with you using one of these different versions, just realize that the 6th edition is the official text and the one from which I am teaching.

If purchasing a different edition or version, just ensure that the chapter topics are the same (may be in different order) and that your readings correspond to the dates in the syllabus.

Case Simulations: 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](https://vb.knowledgematters.com) and click “Register Now.”
2. Enter the course key YY6DM9 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.

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.

Microsoft Office 360
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.

Deadlines
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.

I apologize for the bluntness of the deadline policy, but too many students have taken advantage of deadlines and I have found it is better for the class to have clearly defined due dates and consequences. I will make no exceptions.

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

The grading for this course is:

Exams (4) ........................................ 40%
  Each exam is 10% of your grade
Chapter Quizzes (18) ............................. 28%
  Each quiz is 2% of your grade^  
  ^ After lowest four quizzes have been dropped
Case simulations (14) .......................... 32%
  Each case is 2% of your grade*
  * The final case will be weighted 3x more than the other cases
Exams

There will be four (4) 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. There will be an OPTIONAL comprehensive Final Exam (same format as the other exams – 50 MC questions). The grade from the final exam will replace your lowest test grade.

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.

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. 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 two times, then from the third occurrence onward, you will receive no credit for the quiz.

Case Simulations

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

A 90-100
B 80-89
Student Rights and Responsibilities: Please carefully review the information at the following link:

https://www.westga.edu/UWGSSyllabusPolicies/

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.

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.

A Note on Sexual Misconduct

Our school is committed to fostering a safe, productive learning environment. Title IX and our school policy prohibits discrimination on the basis of sex. Sexual misconduct — including harassment, domestic and dating violence, sexual assault, and stalking — is also prohibited at our school. Our school encourages anyone experiencing sexual misconduct to talk to someone about what happened, so they can get the support they need, and our school can respond appropriately. If you wish to speak confidentially about an incident of sexual misconduct, want more information about filing a report, or have questions about school policies and procedures, please contact our Title IX Coordinator, which can be found on our school’s website. Our school is legally obligated to investigate reports of sexual misconduct, and therefore it cannot guarantee the confidentiality of a report, but it will consider a request for confidentiality and respect it to the extent possible. As a teacher, I am also required by our school to report incidents of sexual misconduct and thus cannot guarantee confidentiality. I must provide our Title IX coordinator with relevant details such as the names of those involved in the incident.
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<thead>
<tr>
<th>Date</th>
<th>Topics and Assignments</th>
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<tr>
<td>6 January</td>
<td>Review syllabus&lt;br&gt;Course Introduction</td>
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<td>8 January</td>
<td>Cover Case Simulation&lt;br&gt;Read Chapter 1</td>
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<td>13 January</td>
<td>Chapter 1 Quiz&lt;br&gt;Chapter 1 Discussion - Defining Marketing for the 21st Century&lt;br&gt;Case Simulation: Marketing Ethics – Due 1/22/20 at 11:00 a.m. ET&lt;br&gt;Read Chapter 2</td>
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<td>15 January</td>
<td>Chapter 2 Quiz&lt;br&gt;Chapter 2 Discussion - Developing Marketing Strategies and Plans&lt;br&gt;Read Chapter 3</td>
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<td>20 January</td>
<td>MLK DAY – NO CLASS</td>
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<td>22 January</td>
<td>Chapter 3 Quiz&lt;br&gt;Chapter 3 Discussion - Collecting Information and Forecasting Demand&lt;br&gt;Case Simulation: Market Research – Due 1/29/19 at 11:00 a.m. ET&lt;br&gt;Read Chapter 4</td>
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<td>27 January</td>
<td>Chapter 4 Quiz&lt;br&gt;Chapter 4 Discussion - Creating Long-term Relationships&lt;br&gt;Read Chapter 5</td>
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<td>29 January</td>
<td>Chapter 5 Quiz&lt;br&gt;Chapter 5 Discussion - Analyzing Consumer and Business Markets&lt;br&gt;Case Simulation: Business to Business Marketing – Due 2/10/20 at 11:00 a.m. ET&lt;br&gt;Case Simulation: Consumer Behavior – Due 2/10/20 at 11:00 a.m. ET&lt;br&gt;Prepare for Exam 1</td>
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<td>3 February</td>
<td>NO CLASS</td>
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<td>5 February</td>
<td>NO CLASS</td>
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<td>10 February</td>
<td>Exam 1 Review Session</td>
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<td>12 February</td>
<td>EXAM 1&lt;br&gt;Read Chapter 6</td>
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<tr>
<td>Date</td>
<td>Chapters and Activities</td>
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<td>17 February</td>
<td>Chapter 6 Quiz&lt;br&gt;Chapter 6 Discussion - Identifying Market Segments and Targets&lt;br&gt;&lt;br&gt;<strong>Case Simulation: Market Segmentation – Due 2/24/20 at 11:00 a.m. ET</strong>&lt;br&gt;<em>Read Chapter 7</em></td>
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<td>19 February</td>
<td>Chapter 7 Quiz&lt;br&gt;Chapter 7 Discussion - Crafting the Brand Positioning and Competing Effectively&lt;br&gt;&lt;br&gt;<em>Read Chapter 8</em></td>
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<td>24 February</td>
<td>Chapter 8 Quiz&lt;br&gt;Chapter 8 Discussion - Creating Brand Equity and Driving Growth&lt;br&gt;&lt;br&gt;<em>Read Chapter 9</em></td>
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<td>26 February</td>
<td>Chapter 9 Quiz&lt;br&gt;Chapter 9 Discussion - Setting Product Strategy and Marketing Through the Life Cycle&lt;br&gt;&lt;br&gt;<strong>Case Simulation: Product – Due 3/4/20 at 11:00 a.m. ET</strong>&lt;br&gt;<em>Prepare for Exam 2</em></td>
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<td>2 March</td>
<td>Exam 2 Review Session</td>
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<td>4 March</td>
<td>EXAM 2&lt;br&gt;<em>Read Chapter 10</em></td>
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<td>9 March</td>
<td>Chapter 10 Quiz&lt;br&gt;Chapter 10 Discussion - Designing and Managing Services&lt;br&gt;&lt;br&gt;<strong>Case Simulation: Services Marketing – Due 3/23/20 at 11:00 a.m. ET</strong>&lt;br&gt;<em>Read Chapter 11</em></td>
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<td>11 March</td>
<td>Chapter 11 Quiz&lt;br&gt;Chapter 11 Discussion - Developing Pricing Strategies and Programs&lt;br&gt;&lt;br&gt;<em>Read Chapter 12</em>&lt;br&gt;&lt;br&gt;<strong>Case Simulation: Price – Fundamentals – Due 3/25/20 at 11:00 a.m. ET</strong>&lt;br&gt;&lt;br&gt;<strong>Case Simulation: Price - Yield Management Pricing – Due 3/25/20 at 11:00 a.m. ET</strong></td>
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<td>16 March</td>
<td><em>SPRING BREAK – NO CLASS</em></td>
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<td>18 March</td>
<td><em>SPRING BREAK – NO CLASS</em></td>
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<td>23 March</td>
<td>Chapter 12 Quiz&lt;br&gt;Chapter 12 Discussion - Designing and Managing Integrated Marketing Channels&lt;br&gt;&lt;br&gt;<em>Read Chapter 13</em></td>
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<tr>
<td>Date</td>
<td>Activities</td>
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| 25 March  | Chapter 13 Quiz  
              Chapter 13 Discussion - Managing Retailing, Wholesaling, and Logistics  
              *Prepare for Exam 3*  
              **Case Simulation: Place - Location & Distribution – Due 4/1/20 at 11:00 a.m. ET** |
| 30 March  | Exam 3 Review Session                                                        |
| 1 April   | EXAM 3  
              *Read Chapter 14* |
| 6 April   | Chapter 14 Quiz  
              Chapter 14 Discussion - Designing and Managing Integrated Marketing Communications  
              *Read Chapter 15* |
| 8 April   | Chapter 15 Quiz  
              Chapter 15 Discussion - Managing Mass Communications: Advertising, Sales Promotions …  
              **Case Simulation: Promotion - Advertising & Analytics – Due 4/15/20 at 11:00 a.m. ET**  
              *Read Chapter 16* |
| 13 April  | Chapter 16 Quiz  
              Chapter 16 Discussion - Managing Mass Communications: Online, Social Media …  
              **Case Simulation: Promotion - Social Media & Web Marketing – Due 4/20/20 at 11:00 a.m. ET**  
              *Read Chapter 17* |
| 15 April  | Chapter 17 Quiz  
              Chapter 17 Discussion - Managing Direct & Database Marketing and Personal Communications  
              **Case Simulation: Sales – Due 4/22/20 at 11:00 a.m. ET**  
              *Read Chapter 18* |
| 20 April  | Chapter 18 Quiz  
              Chapter 18 Discussion - Managing the Marketing Organization for Long-Term Success  
              *Study for Exam 4* |
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<th>Date</th>
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<tr>
<td>22 April</td>
<td>Exam 4 Review Session</td>
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<td></td>
<td><strong>Case Simulation: Marketing VP – Retail – Due 5/4/20 at 11:00 a.m. ET</strong></td>
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<tr>
<td>27 April</td>
<td>EXAM 4</td>
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<tr>
<td>4 May</td>
<td>OPTIONAL FINAL EXAM</td>
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The course syllabus provides a general plan for the course; deviations may be necessary.