Marketing Management (MKTG 4870-01D)
Spring 2020

CRN: 12270
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. Additionally, I will be out of town on the week of February 3.

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


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 and click “Register Now.”
2. Enter the course key JQ2UW7 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](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 (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. The deadlines are absolute and without exception.

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:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Exams (4)</td>
<td>40%</td>
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<tr>
<td>Each exam is 10% of your grade</td>
<td></td>
</tr>
<tr>
<td>Chapter Quizzes (18)</td>
<td>28%</td>
</tr>
<tr>
<td>Each quiz is 2% of your grade*</td>
<td></td>
</tr>
<tr>
<td>^ After lowest four quizzes have been dropped</td>
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<tr>
<td>Case simulations (14)</td>
<td>32%</td>
</tr>
<tr>
<td>Each case is 2% of your grade*</td>
<td></td>
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<tr>
<td>^ The final case will be weighted 3x more than the other cases</td>
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**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 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. **THE EXAMS WILL BE TAKEN IN CLASS.**

**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**

Each week you will take an online quiz over the assigned chapter readings. If you are assigned two chapters in a week, then you will have two quizzes. The quizzes will consist of ten multiple choice questions per chapter. You will be given 10 minutes to complete each quiz (this is the same amount of time as the in-class quizzes for the face-to-face class). Quizzes are due at 3:30 p.m. ET each week (see agenda below). There are NO MAKEUP QUIZZES - PERIOD.

**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. You will be allowed three (3) attempts on each case simulation – if you are not pleased with your initial grade, you will have two more chances to improve.

Instructions and a tutorial are on the [Knowledge Matters site](https://www.westga.edu/UWGSyllabusPolicies/). 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
- C 70-79
- D 60-69
- F 59 or below

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

[https://www.westga.edu/UWGSyllabusPolicies/](https://www.westga.edu/UWGSyllabusPolicies/)

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.
<table>
<thead>
<tr>
<th>Date</th>
<th>Topics and Assignments</th>
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| Week of January 6 | Review Syllabus  
Cover Case Simulations (IN CLASS January 8 beginning at 3:30 p.m. ET)                                                                                                                                             |
| Week of January 13 | Read Chapter 1: Defining Marketing for the 21st Century  
Read Chapter 2: Developing Marketing Strategies and Plans  
Quiz: Chapters 1-2 – Due January 20 at 3:30 p.m. ET  
Case Simulation: Marketing Ethics – Due January 20 at 3:30 p.m. ET |
| Week of January 20 | Read Chapter 3: Collecting Information and Forecasting Demand  
Quiz: Chapter 3 – Due January 27 at 3:30 p.m. ET  
Case Simulation: Market Research – Due January 27 at 3:30 p.m. ET |
| Week of January 27 | Read Chapter 4: Creating Long-term Relationships  
Quiz: Chapters 4 – Due February 3 at 3:30 p.m. ET |
| Week of February 3 | Read Chapter 5: Analyzing Consumer and Business Markets  
Quiz: Chapters 5 – Due February 3 at 3:30 p.m. ET  
Case Simulation: Business to Business Marketing – Due February 10 at 3:30 p.m. ET  
Case Simulation: Consumer Behavior – Due February 10 at 3:30 p.m. ET |
| Week of February 10 | Exam 1 Study Session (IN CLASS February 10 beginning at 4:10 p.m. ET)  
EXAM 1 (IN CLASS February 12 beginning at 3:30 p.m. ET) |
| Week of February 17 | Read Chapter 6: Identifying Market Segments and Targets  
Quiz: Chapter 6 – Due February 24 at 3:30 p.m. ET  
Read Chapter 7: Crafting the Brand Positioning and Competing Effectively  
Quiz: Chapter 7 – Due February 24 at 3:30 p.m. ET  
Case Simulation: Market Segmentation – Due February 24 at 3:30 p.m. ET |
| Week of February 24 | Read Chapter 8: Creating Brand Equity and Driving Growth  
Quiz: Chapters 8 – Due March 2 at 3:30 p.m. ET  
Read Chapter 9: Setting Product Strategy and Marketing Through the Life Cycle  
Quiz: Chapters 9 – Due March 2 at 3:30 p.m. ET  
Case Simulation: Product – Due March 2 at 3:30 p.m. ET |
| Week of March 2 | Exam 2 Study Session (IN CLASS March 2 beginning at 4:10 p.m. ET)  
EXAM 2 (IN CLASS March 4 beginning at 3:30 p.m. ET) |
| Week of March 9 | Read Chapter 10: Designing and Managing Services  
Quiz: Chapter 10 – Due March 23 at 3:30 p.m. ET  
Read Chapter 11: Developing Pricing Strategies and Programs |
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<tr>
<th>Week of March 16</th>
<th>Spring Break – NO ASSIGNMENTS DUE</th>
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</table>
| Week of March 23 | Read Chapter 12: Designing and Managing Integrated Marketing Channels  
|                  | Quiz: Chapter 12 – Due March 30 at 3:30 p.m. ET  
|                  | Read Chapter 13: Managing Retailing, Wholesaling, and Logistics  
|                  | Quiz: Chapter 13 – Due March 30 at 3:30 p.m. ET  
|                  | Case Simulation: Price - Yield Management Pricing – Due March 30 at 3:30 p.m. ET  
|                  | Case Simulation: Place - Location & Distribution – Due March 30 at 3:30 p.m. ET |
| Week of March 30 | Exam 3 Study Session (IN CLASS March 30 beginning at 4:10 p.m. ET)  
|                  | EXAM 3 (IN CLASS April 1 beginning at 3:30 p.m. ET) |
| Week of April 6  | Read Chapter 14: Designing and Managing Integrated Marketing Communications  
|                  | Quiz: Chapter 14 – Due April 13 at 3:30 p.m. ET  
|                  | Read Chapter 15: Managing Mass Communications: Advertising, Sales Promotions …  
|                  | Quiz: Chapters 15 – Due April 13 at 3:30 p.m. ET  
|                  | Case Simulation: Promotion - Advertising & Analytics – Due April 13 at 3:30 p.m. ET |
| Week of April 13 | Read Chapter 16: Managing Mass Communications: Online, Social Media …  
|                  | Quiz: Chapters 16 – Due April 20 at 3:30 p.m. ET  
|                  | Read Chapter 17: Managing Direct & Database Marketing and Personal Communications  
|                  | Quiz: Chapter 17 – Due April 20 at 3:30 p.m. ET  
|                  | Case Simulation: Promotion - Social Media & Web Marketing – Due April 20 at 3:30 p.m. ET  
|                  | Case Simulation: Sales – Due April 20 at 3:30 p.m. ET |
| Week of April 20 | Exam 4 Study Session (IN CLASS April 22 beginning at 4:10 p.m. ET)  
|                  | Case Simulation: Marketing VP – Retail – Due May 4 at 3:30 p.m. ET |
| Week of April 27 | EXAM 4 (IN CLASS April 27 beginning at 3:30 p.m. ET)  
|                  | OPTIONAL FINAL EXAM (IN CLASS April 29 beginning at 2:00 p.m. ET) |
The course syllabus provides a general plan for the course; deviations may be necessary.