Marketing Management (MKTG 4870-E01)
Summer 2020

CRN:  50131
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

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.

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.  The text is required.

You may also choose to purchase an electronic version rather
than buying or renting a physical copy. One source is
https://www.vitalsource.com/referral?term=9780133871517
however I am indifferent to where you purchase your text as
long as you have access to it.

There are different and earlier versions of the text. From what
I have seen, they are similar enough to be useable.
Nonetheless, I am structuring the class around this version, so
if you choose an earlier one, please ensure that the topic
aligns with the subject matter under review.

Additionally, I will record lectures within PowerPoint
presentations to supplement your readings. I will include the text of my lecture within the
notes – but do realize that I augment my lectures with anecdotes and examples which are
not in the notes. Please view the presentations.

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.

1.  Go to vb.knowledgematters.com and
   click “Register Now.”
2.  Enter the course key YQ8AY2 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.

**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**.

**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.

Also note that all times are Eastern Daylight Savings Time (EDT), the time zone of Carrollton, GA. If you are in a different time zone, you will need to plan accordingly. For example, if you are in Alabama, then you are on Central Daylight Savings Time (CDT) and a 10:00 p.m. EDT deadline is also 9:00 p.m. CDT.

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

**The grading for this course is:**

- Exams (4) = 52%
  - Each exam is 13% of your grade
- Case simulations (14) = 48%
  - Each case is 3% of your grade*
  - The final case will be weighted 3x more than the other cases

**Exams**

All exams will be online through CourseDen. You can find the exams under ASSESSMENTS then QUIZZES. As such, we will be using the Respondus LockDown Browser and Respondus Monitor (webcam required – the one built into laptops will work). I have included an instruction card in CourseDen to guide you in setting it up. You will have a practice quiz to test the Respondus products. If you have any issues with them, then please contact UWG Online at (678) 839-6248, 1-855-933-UWGO (8946) or online@westga.edu. Their web page is https://www.westga.edu/uwgonline/index.php. Additionally, contact them if you are having issues with accessing a reliable internet connection from where you are planning to work and please let me know as well.
There will be four multiple choice exams you will take via CourseDen each week. The exams will cover the chapters from the assigned readings for the week. You will be given a 24-hour period to take the 75 minute exam. The exams start on Wednesday evenings at 10:00 p.m. EDT and end on Thursday evenings at 10:00 p.m. EDT. For the exams, you may NOT use any outside sources. You may NOT work or consult with anyone else – you are to take the exams alone.

**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 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.

**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. You will have four case simulations to complete in weeks 1 and 3, and three in weeks 2 and 4. 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
- C 70-79
- D 60-69
- F 59 or below
Student Rights and Responsibilities: Please carefully review the information at the following link:

Student Rights and Responsibilities

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.
# TENTATIVE CLASS SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics and Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong> 6/26 – 7/2</td>
<td>Watch Syllabus Presentation</td>
</tr>
</tbody>
</table>
| **Readings and Lectures** | Chapter 1 - *Defining Marketing for the 21st Century*  
| | Chapter 2 - *Developing Marketing Strategies and Plans*  
| | Chapter 3 - *Collecting Information and Forecasting Demand*  
| | Chapter 4 - *Creating Long-term Relationships*  
| | Chapter 5 - *Analyzing Consumer and Business Markets*  |
| **Case Simulations** (deadline July 2 by 10:00 p.m.) |  
| | • *Marketing Ethics*  
| | • *Market Research*  
| | • *Business-to-Business Marketing*  
| | • *Consumer Behavior*  |
| **EXAM 1 will open on July 1 at 10:00 p.m. EDT and close on July 2 at 10:00 p.m. EDT** |
| **Week 2** 7/3 – 7/9 | Readings and Lectures  
| | Chapter 6 - *Identifying Market Segments and Targets*  
| | Chapter 7 - *Crafting the Brand Positioning and Competing*  
| | Chapter 8 - *Creating Brand Equity and Driving Growth*  
| | Chapter 9 - *Setting Product Strategy and Marketing Through the Life Cycle*  
| | Chapter 10 - *Designing and Managing Services*  |
| **Case Simulations** (deadline July 9 by 10:00 p.m.) |  
| | • *Market Segmentation*  
| | • *Product*  
<p>| | • <em>Services Marketing</em>  |
| <strong>EXAM 2 will open on July 8 at 10:00 p.m. EDT and close on July 9 at 10:00 p.m. EDT</strong> |</p>
<table>
<thead>
<tr>
<th>Week 3</th>
<th>Readings and Lectures</th>
</tr>
</thead>
</table>
| 7/10 – 7/16 | Chapter 11 - *Developing Pricing Strategies and Programs*  
| | Chapter 12 - *Designing and Managing Integrated Marketing Channels*  
| | Chapter 13 - *Managing Retailing, Wholesaling, and Logistics*  
| | Chapter 14 - *Designing and Managing Integrated Marketing Communications*  
| Case Simulations (deadline July 16 by 10:00 p.m.) | - *Pricing - Fundamentals*  
| | - *Pricing - Yield Management Pricing*  
| | - *Place - Location & Distribution*  
| | - *Promotion - Advertising & Analytics*  
| EXAM 3 will open on July 15 at 10:00 p.m. EDT and close on July 16 at 10:00 p.m. EDT |

<table>
<thead>
<tr>
<th>Week 4</th>
<th>Readings and Lectures</th>
</tr>
</thead>
</table>
| | Chapter 16 - *Managing Mass Communications: Online, Social Media ...*  
| | Chapter 17 - *Managing Direct & Database Marketing and Personal Communications*  
| | Chapter 18 - *Managing the Marketing Organization for Long-Term Success*  
| Case Simulations (deadline July 23 by 10:00 p.m.) | - *Promotion - Social Media & Web Marketing*  
| | - *Sales*  
| | - *Marketing VP – Retail*  
| EXAM 4 will open on July 22 at 10:00 p.m. EDT and close on July 23 at 10:00 p.m. EDT |

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