Marketing Strategy (MKTG 6815-01)  
Fall 2017

CRN:  
81057

Professor:  
David Nickell, Ph.D.

Office Number:  
Room 2316 Miller Hall

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

Text:  Marketing Management  by Philip Kotler & Kevin Lane Keller; Pearson; 15 edition (January 9, 2015); ISBN:  
978-0133856460 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. The deadline to enroll is  
August 14 by 10:00 p.m. Below are the instructions to obtain the handbook and  
Participant Activation Key (PAK) to take part in the MARKSTRAT simulations.

1. Go to shop.stratxsimulations.com  
2. Enter in this number: P597FE7E  
3. Order your PAK. There will be an option to pay by credit card or PayPal  
4. Once the 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.

You will be able to login stratxsimulations.com to access MARKSTRAT. The Participant  
Handbook will be provided as soon as you access MARKSTRAT.

Microsoft Office 360  
For the class, you will also need to download Microsoft Office 360. Go to the UWG ITS  

Course Description  
This course will provide frameworks and tools to solve strategic-level marketing
problems. Taking the viewpoint of the general manager and the senior marketing executive, the class will focus on marketing strategy design, implementation, and evaluation. Our focus will therefore go beyond marketing tactics for a single product or service offering. Instead, we will examine the strategic-level management of a firm’s marketing resources and capabilities to maximize long-run customer value and to generate the greatest financial return for the firm. The course will cover the issues of:

- Formulating segmentation and targeting strategies
- Understanding, attracting and keeping valuable customers
- Positioning the business to achieve an advantage over competitors
- Identifying and exploiting growth opportunities
- Allocating resources across businesses and segments
- Managing the channels for gaining access to the served markets, and
-Aligning the organization to changing market requirements
- Ethical issues

**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. 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**
  - Mid Term 20%
  - Final 20%
- **Quizzes** 20%
- **MARKSTRAT**
  - Marketing Plan 5%
  - Final Results 20%
  - Final Presentation 5%
- **Peer Evaluation** 10%

**Exams**
There will be two exams during the semester, a mid-term and a final exam. The exams will be essay and will be based upon 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.

Quizzes

There will be a multiple choice quiz each week at the beginning of class. Each quiz will cover the chapters from the assigned text book readings for the week. You will have 20 minutes to complete each 20 question quiz. The two lowest quiz scores will be dropped from the final grade. As such, there is NO make-up quizzes.

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.

MARKSTRAT Video Tutorials

- Cost Reduction R&D (4:19)
- Using R&D (4:24)
- Designing a new Product (4:58)
- Perceptual Advertising (5:08)
- Markstrat Simulation Overview (50:18)

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, your team will prepare a written marketing plan (due on 11 September) 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. Use these as templates to guide your efforts.
During the 13 September class period, 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 December.

**The grades will be assigned as follows:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100</td>
</tr>
<tr>
<td>B</td>
<td>80-89</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
</tr>
<tr>
<td>D</td>
<td>60-69</td>
</tr>
<tr>
<td>F</td>
<td>59 or below</td>
</tr>
</tbody>
</table>

**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 fifteen 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 August</td>
<td>Review syllabus</td>
</tr>
<tr>
<td></td>
<td>Introduction to MARKSTRAT</td>
</tr>
<tr>
<td></td>
<td>Chapter 1 Discussion</td>
</tr>
<tr>
<td></td>
<td>Read Chapter 2</td>
</tr>
<tr>
<td></td>
<td>Read MARKSTRAT Handbook</td>
</tr>
<tr>
<td></td>
<td>Enrollment in MARKSTRAT simulation due by Monday 8/14 at 10:00 p.m.</td>
</tr>
<tr>
<td>16 August</td>
<td>MARKSTRAT QUIZ</td>
</tr>
<tr>
<td></td>
<td>Assign MARKSTRAT Teams</td>
</tr>
<tr>
<td></td>
<td>Chapter 2 Discussion</td>
</tr>
<tr>
<td></td>
<td>Marketing Plan Discussion</td>
</tr>
<tr>
<td></td>
<td>Read Chapters 3-4</td>
</tr>
<tr>
<td>23 August</td>
<td>Quiz over Chapters 3-4</td>
</tr>
<tr>
<td></td>
<td>Chapter 3-4 Discussion</td>
</tr>
<tr>
<td></td>
<td>Trial Decision 1 due by Friday 8/25 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Read Chapters 5-6</td>
</tr>
<tr>
<td>30 August</td>
<td>Quiz over Chapters 5-6</td>
</tr>
<tr>
<td></td>
<td>Review Trial Period 1 Results</td>
</tr>
<tr>
<td></td>
<td>Chapter 5-6 Discussion</td>
</tr>
<tr>
<td></td>
<td>Trial Decision 2 due by Friday 9/1 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Read Chapters 9-10</td>
</tr>
<tr>
<td>6 September</td>
<td>Quiz over Chapters 9-10</td>
</tr>
<tr>
<td></td>
<td>Review Trial Period 2 Results</td>
</tr>
<tr>
<td></td>
<td>Chapter 9-10 Discussion</td>
</tr>
<tr>
<td></td>
<td>Trial Decision 3 due by Friday 9/8 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Marketing Plans Due by Monday 9/11 at 10:00 p.m. (to be submitted via CourseDen’s Assignment)</td>
</tr>
<tr>
<td>13 September</td>
<td>Marketing Plan Presentations (order determined by trial SPI results – lowest SPI presents first, …, highest last)</td>
</tr>
<tr>
<td></td>
<td>Decisions for Period 1 due by Friday 9/15 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Read Chapters 7-8</td>
</tr>
<tr>
<td>20 September</td>
<td>Quiz over Chapters 7-8</td>
</tr>
<tr>
<td></td>
<td>Review Period 1 Results</td>
</tr>
<tr>
<td></td>
<td>Chapter 7-8 Discussion</td>
</tr>
<tr>
<td></td>
<td>Decisions for Period 2 due by Friday 9/22 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Read Chapters 11-12</td>
</tr>
</tbody>
</table>

6
<table>
<thead>
<tr>
<th>Date</th>
<th>Events</th>
</tr>
</thead>
</table>
| 27 September | Quiz over Chapters 11-12  
Review Period 2 Results  
Chapter 11-12 Discussion |
|            | *Decisions for Period 3 due by Friday 9/29 at 10:00 p.m.*              |
| 4 October  | **Midterm Exam**  
*the midterm exam will cover chapters 2-11 of Marketing Management* |
|            | *Decisions for Period 4 due by Friday 10/6 at 10:00 p.m.*  
*Read Chapters 13-14*                                          |
| 11 October | Quiz over Chapters 13-14  
Review Period 4 Results  
Chapter 13-14 Discussion |
|            | *Decisions for Period 5 due by Friday 10/13 at 10:00 p.m.*  
*Read Chapters 15-16*                                          |
| 18 October | Quiz over Chapters 15-16  
Review Period 5 Results  
Chapter 15-16 Discussion |
|            | *Decisions for Period 6 due by Friday 10/20 at 10:00 p.m.*  
*Read Chapters 17-18*                                          |
| 25 October | Quiz over Chapters 17-18  
Review Period 6 Results  
Chapter 17-18 Discussion |
|            | *Decisions for Period 7 due by Friday 10/27 at 10:00 p.m.*  
*Read Chapters 19-20*                                          |
| 1 November | Quiz over Chapters 19-20  
Review Period 7 Results  
Chapter 19-20 Discussion |
|            | *Decisions for Period 8 due by Friday 11/3 at 10:00 p.m.*  
*Read Chapters 21-22*                                          |
| 8 November | Quiz over Chapters 21-22  
Review Period 8 Results  
Chapter 21-22 Discussion |
|            | *Decisions for Period 9 due by Friday 11/10 at 10:00 p.m.*  
*Read Chapter 23*                                              |
| 15 November| Quiz over Chapter 23  
Review Period 9 Results  
Chapter 23 Discussion |
<p>|            | <em>Decisions for Period 10 due by Friday 11/17 at 10:00 p.m.</em>           |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>22 November</td>
<td>Thanksgiving Day Break</td>
</tr>
<tr>
<td>29 November</td>
<td><strong>Final Exam</strong></td>
</tr>
<tr>
<td></td>
<td><em>the final exam will cover chapters 12-23 of Marketing Management</em></td>
</tr>
<tr>
<td>6 December</td>
<td>Final Presentations</td>
</tr>
<tr>
<td>8:00 – 10:00</td>
<td><em>Peer Evaluations due by Friday 12/8 at 10:00 p.m.</em></td>
</tr>
</tbody>
</table>