Marketing Strategy (MKTG 6815-01)
Summer 2018

CRN: 50181
Professor: David Nickell, Ph.D.
Office Number: Room 2316 Miller Hall
Contact Information: mobile: (404) 664-0431
Skype: nickellphd
email: 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. Below are the instructions to obtain the handbook and Participant Activation Key (PAK) to take part in the MARKSTRAT simulations.

1. Connect to [https://shop.stratxsimulations.com/](https://shop.stratxsimulations.com/)
2. Enter the file number: P5AEA19D
3. Tick that box indicating you are not a robot and click ENTER
4. Verify the order and register on the ecommerce site
5. Complete the order process. Once your 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 to [stratxsimulations.com](http://stratxsimulations.com) to access MARKSTRAT. The Participant Handbook will be available once you have accessed MARKSTRAT.

The MARKSTRAT simulation is an integral part of the class. You nor the team you are assigned to will be able to proceed until you have registered. As a result, to avoid stalling the entire class, you must subscribe to the MARKSTRAT simulation by noon on Friday, June 1, 2018. Failure to register by then will result in you not being assigned to a team and not participating in the simulation. As a result, you will earn no credit for any portion of the simulation (40% of your grade). My advice is to register NOW – 12:01 p.m. on
June 1 will be too late.

**Microsoft Office 360**
If you do not already have the Microsoft Office Suite, you will also need to download Microsoft Office 360 – free to 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.

**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 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.

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

The grading for this course is:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td></td>
</tr>
<tr>
<td>Mid Term</td>
<td>20%</td>
</tr>
<tr>
<td>Final</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>-------</td>
</tr>
<tr>
<td>Quizzes</td>
<td>20%</td>
</tr>
<tr>
<td>MARKSTRAT</td>
<td></td>
</tr>
<tr>
<td>Marketing Plan*</td>
<td>7.5%</td>
</tr>
<tr>
<td>Final Results*</td>
<td>25%</td>
</tr>
<tr>
<td>Final Presentation*</td>
<td>7.5%</td>
</tr>
<tr>
<td>Peer Evaluation</td>
<td>*</td>
</tr>
</tbody>
</table>

* see Peer Evaluation description

**Exams**

There will be two exams during the semester, a mid-term and a final exam. Each exam will consist of five essay questions and will be based upon readings from the text. You will be allotted 90 minutes for each exam. There will be no make-up exams offered, so please place reminders in your calendars.

The CourseDen exams will end promptly at 10:00 p.m. Any exams submitted after 10:00 p.m. (including 10:01 p.m.) will not be accepted – no exceptions. There will be no make-up exams offered.

For the exams, you may use your text and your notes. You may NOT copy or “cite” from the text (I want the answers in your own words – changing a few words like “fast” to “quick” does not cut it). You may NOT use any outside sources other than your text and notes. You may NOT work or consult with anyone else – you are to take the exams alone.

**Quizzes**

There will be eight quizzes you will take via CourseDen on Tuesday evenings (except for the MARKSTRAT quiz). Each quiz will cover the chapters from the assigned readings for the week. You will have 40 minutes to complete each 50-question quiz (quizzes 1-3, 5-7) and 15 minutes to complete each 20-question quiz (quizzes 4, 8, and MARKSTRAT). The CourseDen quizzes will end promptly at 10:00 p.m. Any quizzes submitted after 10:00 p.m. (including 10:01 p.m.) will not be accepted – no exceptions. There will be no make-up quizzes offered.

For the quizzes, you may NOT use any outside sources other than your text and notes. You may NOT work or consult with anyone else – you are to take the quizzes alone.

**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.
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 marketing plan 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. There is also a Marketing Plan Tutorial at [http://www.knowthis.com/how-to-write-a-marketing-plan](http://www.knowthis.com/how-to-write-a-marketing-plan). Use either of these as templates to guide your efforts. The plan should not exceed ten (10) pages.

**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.

**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 give guidance for future earnings. With that in mind, I would like to also see the following in your presentations (not to exceed 30 minutes).

- What went well and what did not, and the lessons learned from these.
- I want to see less bullet points and more graphs and charts (no one, and this includes your future managers, wants to see bullet points ad naseum). MARKSTRAT gives you plenty of data to work with.
- Do not copy and paste charts, graphs, or tables from MARKSTRAT. Take the time to make decent visuals.
- Professional presentations.

I will have an Assignment Box set up for you on CourseDen where you will submit your final presentations.

As this is an online class, you will need to insert into your PowerPoint presentation a video of your portion of the presentation. You can do this by selecting INSERT in the upper menu of PowerPoint (third from left), then selecting an option from the Media menu (consists of video, audio, and screen recording).

I will need every person to present for at least five (5) minutes. You will have up to 30 minutes for your final presentation, so there is no reason anyone should have less than 5 minutes of video.

**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 each project (the marketing plan, the MARKSTRAT simulation, and the final presentation). A link to the online questionnaire will be sent when each of the assignments’ deadline occurs.

You will allocate 100 percentage contribution points across your group that will represent the amount of work/effort the group member contributed to the assignment. For example, if there are four (4) members in your group and you and everyone contributed equally, then you would assign 25% to each group member. If someone contributed less than others, the percentage allocation would be less for that person – perhaps you felt the person only contributed 10% of the work, then that person would receive that percentage and the other group members, who had to make-up the work for that person, would earn more.

The percentage earned multiplied by the number of group members would be your grade multiplier for the assignment. If your group earned an 80% on the marketing plan, but your group members allocated 30% of the work to you, then your grade multiplier would be 4 * 30% or 120%. Your assigned grade for the marketing plan would be 120% * 80% or 96%.

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

- **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:

http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

The document at this link contains important information pertaining to your rights and responsibilities in this class.

**Americans with Disabilities Act**

Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given.
**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, zero credit for the assignment or test, 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.

### TENTATIVE CLASS SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics and Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td><strong>5/31–6/5</strong></td>
</tr>
</tbody>
</table>
|            | Read MARKSTRAT Participant Handbook  
|            | Read Chapters 1-3 of Marketing Management  
|            | Quiz 1 (multiple choice – 50 questions) is due by Tuesday 6/5 at 10:00 p.m. (submissions at 10:01 p.m. and later will not be accepted)  
|            | MARKSTRAT quiz (multiple choice – 20 questions) is due by Friday 6/1 at 10:00 p.m.  
|            | MARKSTRAT Team assignments announced on Friday 6/1 at 10:00 p.m.  
|            | MARKSTRAT Trial Decision 1 is due by Tuesday 6/5 at 10:00 p.m.  
| **Week 2** | **6/6–6/12**                                                                                                                                          |
|            | Read Chapters 4-6 of Marketing Management  
|            | Trial Decision 2 is due by Friday 6/8 at 10:00 p.m.  
|            | Trial Decision 3 is due by Tuesday 6/12 at 10:00 p.m.  
|            | Quiz 2 (multiple choice – 50 questions) is due by Tuesday 6/12 at 10:00 p.m.  
| **Week 3** | **6/13–6/19**                                                                                                                                         |
|            | Read Chapters 9-11 of Marketing Management  
|            | Quiz 3 (multiple choice – 50 questions) is due by Tuesday 6/19 at 10:00 p.m.  
|            | Marketing Plans are due by Friday 6/15 at 10:00 p.m.  
|            | Decisions for period 1 are due by Tuesday 6/19 at 10:00 p.m.  
| **Week 4** | **6/20–6/26**                                                                                                                                         |
|            | Read Chapters 7-8 of Marketing Management  
|            | Review Ethics Presentation  
|            | Decisions for period 2 are due by Friday 6/22 at 10:00 p.m.  
|            | Decisions for period 3 are due by Tuesday 6/26 at 10:00 p.m.  
|            | Quiz 4 (multiple choice – 20 questions) is due by Tuesday 6/26 at 10:00 p.m.  
|            | **Midterm Exam** (essay) on **Tuesday 6/26** is due by 10:00 p.m.  
|            | *the midterm exam will cover chapters 1-11 of Marketing Management*  
| **Week 5** | **Read Chapters 12-14 of Marketing Management**                                                                                                   |

7
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/27 – 7/3</td>
<td>Decisions for period 4 are due by Friday 6/29 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Decisions for period 5 are due by Tuesday 7/3 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Quiz 5 (multiple choice – 50 questions) is due by Tuesday 7/3 at 10:00 p.m.</td>
</tr>
<tr>
<td>Week 6</td>
<td>Read Chapters 15-17 of Marketing Management</td>
</tr>
<tr>
<td>7/5 – 7/10</td>
<td>Decisions for period 6 are due by Friday 7/6 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Decisions for period 7 are due by Tuesday 7/10 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Quiz 6 (multiple choice – 50 questions) is due by Tuesday 7/10 by 10:00 p.m.</td>
</tr>
<tr>
<td>Week 7</td>
<td>Read Chapters 18-20 of Marketing Management</td>
</tr>
<tr>
<td>7/11 – 7/17</td>
<td>Decisions for period 8 are due by Friday 7/13 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Decisions for period 9 are due by Tuesday 7/17 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Quiz 7 (multiple choice – 50 questions) is due by Tuesday 7/17 by 10:00 p.m.</td>
</tr>
<tr>
<td>Week 8</td>
<td>Read Chapters 21-23 of Strategic Marketing Management</td>
</tr>
<tr>
<td>7/18 – 7/24</td>
<td>Decisions for period 10 are due by Friday 7/20 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Final Presentations are due by Monday 7/23 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Peer Evaluations are due by Tuesday 7/24 at 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>Quiz 8 (multiple choice – 20 questions) is due by Tuesday 7/24 by 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td><strong>Final Exam</strong> (essay) is due by Tuesday evening 7/24 by 10:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>*the final exam will cover chapters 12-23 of Marketing Management</td>
</tr>
</tbody>
</table>