Marketing Strategy (MKTG 6815-01)

Fall 2019

CRN: 80979
Professor: David Nickell, Ph.D.
Office Number: Room 2316 Miller Hall
Office Hours: W 2:00 p.m. – 5:30 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

Text: Marketing Strategy by Robert Palmatier & Shrihari Sridhar; Palgrave; (2017); ISBN: 978-1137526236 is the official text for the class. An electronic version can be found at vitalsource.com/referral?term=9781137526243

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 19 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/ (If nothing happens, copy and paste the link in a new browser)
2. Enter the file number: P5B588D3
3. Tick the 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

You will be able to login stratxsimulations.com to access MARKSTRAT. The Participant Handbook will be available as soon as you access MARKSTRAT.
Microsoft Office 360
For the class, you will also need to download Microsoft Office 360 (if you do not already have access to a Microsoft Office package). Go to the UWG ITS site at westga.edu/its/microsoft-office-365.php and follow the directions. This is available at no additional costs to UWG students.

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:

<table>
<thead>
<tr>
<th>Exams</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>20%</td>
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<tr>
<td>Exam 2</td>
<td>20%</td>
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<tr>
<td>Exam 3</td>
<td>20%</td>
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Quizzes (MARKSTRAT & Ethics) 5%
Exams

There will be three (3) exams during the semester, each over three chapters of the text. The exams will consist of 50 multiple choice questions and these questions will be based upon in-class and on-line lectures and 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.

Quizzes

There will be two quizzes during the early part of the semester. One will be on MARKSTRAT and the other on Business Ethics.

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. The trial periods are not counted towards your final SPI or grade.

**Marketing Plan**

After the three-week trial period, your team will prepare a written marketing plan (due on 18 September) for how you plan to manage your corporation within its industry. There is also a Marketing Plan Tutorial at knowthis.com/how-to-write-a-marketing-plan. Use these as templates to guide your efforts.

**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.

**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 each class project team assignments. A link to the online questionnaire will be sent after the final presentations.

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 four-person group earned an 80% on the marketing plan, but your group members only allocated 15% of the work to you (where 25% would have been your fair share), then your grade multiplier would be 4 * 15% or 60%. As a result, your assigned grade for the marketing plan would be 80% * 60% or 48%.

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
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<tr>
<td>B</td>
<td>80-89</td>
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<tr>
<td>C</td>
<td>70-79</td>
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<tr>
<td>D</td>
<td>60-69</td>
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<tr>
<td>F</td>
<td>59 or below</td>
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Student Rights and Responsibilities: Please carefully review the information at the following link:

[Student Rights & Responsibilities Link]

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>
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<tr>
<th>Date</th>
<th>Topics and Assignments</th>
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<tr>
<td>14 August</td>
<td>Review syllabus&lt;br&gt;Introduction to MARKSTRAT&lt;br&gt;&lt;br&gt;Subscribe to MARKSTRAT simulation due by Monday 8/19 at 10:00 p.m.&lt;br&gt;Read MARKSTRAT Handbook&lt;br&gt;Self-enroll into MARKSTRAT teams by Wednesday 8/21 at 6:30 p.m.</td>
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<td>21 August</td>
<td>MARKSTRAT Quiz&lt;br&gt;Review MARKSTRAT Research Reports&lt;br&gt;&lt;br&gt;Read Ethical Theory and Stakeholder-Related Decisions: The Role of Stakeholder Culture&lt;br&gt;Trial Decision 1 due by Wednesday 8/28 at 6:30 p.m.</td>
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<td>28 August</td>
<td>Review Trial Period 1 Results&lt;br&gt;Business Ethics Discussion&lt;br&gt;&lt;br&gt;Read: How to Write a Marketing Plan&lt;br&gt;Trial Decision 2 due by Wednesday 9/5 at 6:30 p.m.</td>
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<td>4 September</td>
<td>Review Trial Period 2 Results&lt;br&gt;Quiz over Business Ethics&lt;br&gt;Marketing Plan Discussion&lt;br&gt;&lt;br&gt;Read Chapter 1&lt;br&gt;Read: Inside Costco: The Magic in the Warehouse&lt;br&gt;Watch Lecture over Chapter 1&lt;br&gt;Trial Decision 3 due by Wednesday 9/11 at 6:30 p.m.</td>
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<td>11 September</td>
<td>Review Trial Period 3 Results&lt;br&gt;Chapter 1 Discussion&lt;br&gt;&lt;br&gt;Read Chapter 2&lt;br&gt;Read: Match Is the Sweetheart of Online Dating—But Can It Fend Off Facebook and Bumble?&lt;br&gt;Watch Lecture over Chapter 2&lt;br&gt;Marketing Plans Due by Wednesday 9/18 at 6:30 p.m. (to be submitted via CourseDen’s Assignment)</td>
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<td>18 September</td>
<td>Chapter 2 Discussion&lt;br&gt;&lt;br&gt;Read Chapter 3&lt;br&gt;Read: Sears' Seven Decades of Self-Destruction&lt;br&gt;Watch Lecture over Chapter 3&lt;br&gt;Decisions for Period 1 due by Wednesday 9/25 at 6:30 p.m.</td>
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<tr>
<td>25 September</td>
<td>Review Period 1 Results&lt;br&gt;Chapter 3 Discussion&lt;br&gt;&lt;br&gt;Decisions for Period 2 due by Wednesday 10/2 at 6:30 p.m.</td>
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<td>2 October</td>
<td>Review Period 2 Results&lt;br&gt;&lt;br&gt;EXAM 1 (chapters 1-3)&lt;br&gt;Read Chapter 4</td>
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<td>Date</td>
<td>Topics and Assignments</td>
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| 9 October  | **Review Period 3 Results**  
Read: *AT&T Has Become a New Kind of Media Giant*  
Watch Lecture over Chapter 4  
Decisions for Period 3 due by Wednesday 10/8 at 6:30 p.m. |
| 16 October | **Review Period 4 Results**  
Read Chapter 5  
Read: *Delta Buckles Up For Turbulence*  
Watch Lecture over Chapter 5  
Decisions for Period 4 due by Wednesday 10/16 at 6:30 p.m. |
| 23 October | **Review Period 5 Results**  
Chapter 6 Discussion  
Decisions for Period 5 due by Wednesday 10/23 at 6:30 p.m. |
| 30 October | **Review Period 6 Results**  
EXAM 2 (chapters 4-6)  
Read Chapter 7  
Read: *Cloud Gaming Is Big Tech’s New Street Fight*  
Watch Lecture over Chapter 7  
Decisions for Period 6 due by Wednesday 10/30 at 6:30 p.m. |
| 6 November | **Review Period 7 Results**  
Chapter 7 Discussion  
Read Chapter 8  
Read: *Protect at All Costs: How the Maker of the World’s Bestselling Drug Keeps Prices Sky-High*  
Watch Lecture over Chapter 8  
Decisions for Period 7 due by Wednesday 11/6 at 6:30 p.m. |
| 13 November| **Review Period 8 Results**  
Chapter 8 Discussion  
Read Chapter 9  
Read: *The Role of Big Data in the College Search Process* (3 parts)  
Watch Lecture over Chapter 9  
Decisions for Period 8 due by Wednesday 11/13 at 6:30 p.m. |
| 20 November| **Review Period 9 Results**  
Chapter 9 Discussion  
Decisions for Period 9 due by Wednesday 11/20 at 6:30 p.m. |
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<tr>
<th>Date</th>
<th>Topics and Assignments</th>
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<tr>
<td>27 November</td>
<td>NO CLASS - Thanksgiving Day Break</td>
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<tr>
<td>4 December</td>
<td>Review Period 10 Results</td>
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<td>EXAM 3 (chapters 7-9)</td>
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<td>11 December</td>
<td>MARKSTRAT Final Presentations</td>
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<td>6:30 – 10:00 p.m.</td>
<td>Peer Evaluations due by Friday 12/13 at 10:00 p.m.</td>
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