Marketing Strategy (MKTG 6815-01)  
Summer 2020

CRN: 50594  
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email: dnickell@westga.edu or through CourseDen


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 **June 2 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 [https://shop.stratxsimulations.com/](https://shop.stratxsimulations.com/) (If nothing happens, copy and paste the link in a new browser)
2. Enter the file number: **P5EB405F**
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](http://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 need Microsoft Office (PowerPoint, Word, and Excel at a minimum). If you do not already have access to a Microsoft Office package, you may download Microsoft Office 360 from UWG ITS that is available at no additional costs 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
- 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.

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
- Exam 1: 20%
- Exam 2: 20%
- Exam 3: 20%

Case Discussion Participation: 5%

MARKSTRAT
- Marketing Plan: 5%
- Final SPI Results: 25%
- Final Presentation: 5%
Markstrat Quiz (5% extra credit)

Peer Evaluations Factor (see explanation below)

**Exams**

All exams will be online. 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. We will use Respondus beginning with the Markstrat extra credit quiz (see below) to ensure everything is working properly. If you have any issues with the Respondus products, 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](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 three (3) exams during the semester, each over three chapters of the text. The exams will consist of 50 multiple choice questions to be completed within one hour from the time you begin. The exam questions will be based on the on-line lectures and readings from the text – there will be no questions from the cases.

You will be given a 24-hour period to take the 60 minute exam. The first two exams start on Thursday evenings (6/11 & 7/2) at 10:00 p.m. EDT and end on Friday evenings at 10:00 p.m. EDT. The third exam will start at 7:00 p.m. EDT on Wednesday, July 22 (see class agenda for specific dates).

**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 DISCUSSIONS**

Case discussions are foundational to the Marketing Strategy class. Since we are now having the class entirely online, the case discussions will be held within CourseDen.

The purpose of the case discussions is to tie the chapter topics into situations that organizations are currently facing.

I want you to comment on and discuss the case. I will start each of the case discussions with some questions for you to address. You can reply to one of the questions or respond to someone else’s comments. Occasionally, I will redirect the discussion in different directions. I request that you check the case postings at least daily while the case is open for discussion.
You will be graded based on the quantity and quality of your postings. You will need to have read the chapter and the case and to have viewed the lecture before engaging with the discussion.

HOW TO NETIQUETTE! (Copied from Dr. Tyson Ang’s Marketing Management syllabus – Texas A&M University Central Texas with minor modifications)

Netiquette refers to appropriate ways of communicating through the Internet. It is very important to any online course including this course. As a member of this class, you are invited to think, question, disagree and offer alternatives. That is part of the academic experience, as well as part of learning to be a contributing, critical thinker in any professional setting. I expect you to be professional in your writings (including postings on CourseDen and emails to me) and be courteous and respect the rights of others at all times. Here are some specific policies for this course:

- You do not dominate any discussion. You will let other students give input in the discussion.
- You do not use aggressive and/or offensive language to present your ideas or opinions to other students or the instructor.
- You do not use sarcastic language when you do not agree with another student or the instructor. Therefore, be cautious in using your humor and make sure you are just being humorous, NOT sarcastic.
- Popular emoticons such as 😊 can be helpful to convey your tone in your reply to another student in discussion but do NOT overuse them.
- You do not make fun of another student’s ability to read or write.
- You should be open-minded and listening to others’ opinions.
- You do not ever use Internet slangs like “LOL,” “Q4U,” and “C U” in your postings and emails.
- You always think, edit, and proofread your postings and emails before you push the “send” button to make sure your spelling and grammar is correct.
- You do not ever post your entire reply using all bold upper-case letters – it is hard on the eye and can be interpreted as “yelling” according to Internet language.
- You respect diversity (e.g., gender and ethnicity) in your communications.
- Your postings should be direct, to the point, and relevant. You do not include wordy sentences that do not add any value to the discussion.
- You should be patient and read all other discussions before you add something. This will help you avoid repeating something someone else has already contributed.

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. You will need to enroll into a group by Wednesday, June 3. 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
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 trial periods, your team will prepare a presentation on your marketing plan (to be given between 15-17 June) for how you plan to manage your corporation within its industry. 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 these as templates to guide your efforts. The team in first place after the trial gets first choice of time slot, 2nd place gets the next selection etc.

You marketing plan presentation should be 15 minutes with an additional 15 minutes in Q&A. The marketing plans will be presented to me (Dr. Nickell) via Google Meet and only to me – there will be no one else attending your marketing plan presentation.

**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. Your final SPI will be your grade for that portion of the class.

**Final Presentation**

Everyone attends the final presentations, which begin at 7:00 p.m. EDT on July 23. The presentations will be given via Google Meet. The order of the presentations are in reverse order of finish – the last place team presents first and the first place team present last.

Your presentation should discuss what major decisions you made, why your team made that decision, and what happened as a result. I also want you to discuss what you learned from the simulation. Each team member needs to present a portion of the final presentation. The presentations should last about 15 minutes and perhaps a few questions from me.

**No late decisions.** The simulation cannot run without all decisions. Decisions are due by 10:00 p.m. EDT on the due date. If your group does not submit a decision by the due date and time, default decisions generated by the computer will be used. Note that default decisions generally perform worse than decisions that you might normally make.
Quizzes
There will be a Markstrat quiz during the first week of the semester. This is an extra credit quiz and can add up to 5 percentage points your final grade. As stated above, you will use Respondus Lockdown Browser and Monitor for the quiz.

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 their contribution to the group. A link to the online questionnaire will be sent during the last week of class.

You will allocate 100 percentage contribution points across your group that will represent the amount of work/effort the group member contributed. 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 will be your grade multiplier. If your four-person group earned an 80% on the team assignments (Markstrat, marketing plan, and final presentation), but your group members felt you only contributed 15% of the work (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>
</tr>
<tr>
<td>B</td>
<td>80-89</td>
</tr>
<tr>
<td>C</td>
<td>70-79</td>
</tr>
<tr>
<td>F</td>
<td>69 or below</td>
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</tbody>
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Student Rights and Responsibilities: Please carefully review the information at the following link:

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.

**CLASS AGENDA***

| Week of June 1 | Read Chapters 1&2  
Read MARKSTRAT Handbook  
Read Article: *Spotify saved the music industry. Now what?*  
Review syllabus  
Introduction to MARKSTRAT  
Review MARKSTRAT Research Reports  
View Chapter 1 Lecture  
View Chapter 2 Lecture  
Subscribe to MARKSTRAT simulation by **June 2** at 10:00 p.m. EDT  
Self-enroll into MARKSTRAT teams by **June 3** at 10:00 p.m. EDT  
MARKSTRAT Quiz **June 4** at 10:00 p.m. EDT  
Markstrat Trial Decision 1 due **June 5** at 10:00 p.m. EDT  
Discussion Board Posts on *Spotify saved the music industry. Now what?* First post due by **June 4** at 10:00 p.m. EDT and discussion ends on **June 7** at 10:00 p.m. EDT |
| --- | --- |
| Week of June 8 | Read Chapter 3  
Read Ethical Theory and Stakeholder-Related Decisions: The Role of Stakeholder Culture  
Read Article: *Mattel CEO Is Enlisting Hollywood to Rewrite the Company's Bungled History*  
Read: *How to Write a Marketing Plan*  
View Chapter 3 Lecture  
View Marketing Plan Discussion  
View Ethics Presentation  
Markstrat Trial Decision 2 due **June 8** at 10:00 p.m. EDT  
Markstrat Trial Decision 3 due **June 12** at 10:00 p.m. EDT  
Discussion Board Posts on *Mattel CEO Is Enlisting Hollywood to Rewrite the Company’s Bungled History.* First post due by **June 10** at 10:00 p.m. EDT and discussion ends on **June 14** at 10:00 p.m. EDT |
| Week of June 15 | Read Chapter 4  
Read Article: *Women Are Leading Netflix Into the Streaming Wars Against Apple TV Plus, Disney Plus, HBO Max, and More*  
[View Chapter 4 Lecture](#)  
Present Marketing Plan between June 15 and June 17  
Markstrat Decision 1 due June 19 at 10:00 p.m. EDT  
Discussion Board Posts on *Women Are Leading Netflix Into the Streaming Wars Against Apple TV Plus, Disney Plus, HBO Max, and More.* First post due by June 17 at 10:00 p.m. EDT and discussion ends on June 21 at 10:00 p.m. EDT |
| Week of June 22 | Read Chapter 5  
Read Article: *Starbuck's COO Roz Brewer Is Giving the Company a Jolt After Howard Schultz's Departure*  
[View Chapter 5 Lecture](#)  
Markstrat Decision 2 due June 22 at 10:00 p.m. EDT  
Markstrat Decision 3 due June 26 at 10:00 p.m. EDT  
Discussion Board Posts on *Starbuck's COO Roz Brewer Is Giving the Company a Jolt After Howard Schultz's Departure.* First post due by June 24 at 10:00 p.m. EDT and discussion ends on June 28 at 10:00 p.m. EDT |
| Week of June 29 | Read Chapter 6  
Read Article: *UPS's $20 Billion Bet on E-Commerce and Its Delivery Strategy Are Paying Off*  
[View Chapter 6 Lecture](#)  
Markstrat Decision 4 due June 29 at 10:00 p.m. EDT  
Markstrat Decision 5 due July 3 at 10:00 p.m. EDT  
Discussion Board Posts on *UPS's $20 Billion Bet on E-Commerce and Its Delivery Strategy Are Paying Off.* First post due by July 1 at 10:00 p.m. EDT and discussion ends on July 5 at 10:00 p.m. EDT  
EXAM 2 (chpt 4-6) will open on July 2 at 10:00 p.m. EDT and close on July 3 at 10:00 p.m. EDT |
| Week of July 6 | Read Chapter 7 |
| Week of July 13 | Read Chapter 8  
|                | Read Article: *How Target Managed a Big-Box Turnaround*  
|                | **View Chapter 8 Lecture**  
|                | Markstrat Decision 8 due **July 13** at 10:00 p.m. EDT  
|                | Markstrat Decision 9 due **July 17** at 10:00 p.m. EDT  
|                | **Discussion Board Posts** on *How Target Managed a Big-Box Turnaround*. First post due by **July 15** at 10:00 p.m. EDT and discussion ends on **July 19** at 10:00 p.m. EDT  
| Week of July 20 | Read Chapter 9  
|                | Read Article: *As Old Navy Splits From Gap Inc., Challenges Lie Ahead for the Retail Giant*  
|                | **View Chapter 9 Lecture**  
|                | Markstrat Decision 10 due **July 20** at 10:00 p.m. EDT  
|                | **Discussion Board Posts** on *As Old Navy Splits From Gap Inc., Challenges Lie Ahead for the Retail Giant* discussion ends on **July 23** at 7:00 p.m.  
|                | Final Presentation **July 23** from 7:00 p.m. EDT – 10:00 p.m. EDT EXAM 3 (chpt 7-9) will open on **July 22** at 7:00 p.m. EDT and close on **July 23** at 7 p.m. EDT  

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