SYLLABUS
WMBA 6050: STRATEGIC MARKETING
Fall, 2019

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Office: Miller Hall Room 2307
Office Hours: M/W/F 10:00 a.m. to 12:01 p.m. and by appointment
Availability: I will be available online Mondays through Fridays and will check the site at least once a day then. Typically, I will not be online on weekends or holidays. If you do not hear from me within 24 hours (48 hours weekends), please re-contact me. I’ll be happy to skype with you when it is convenient for you. Please email me via the course site to set up a meeting.

REQUIRED COURSE MATERIALS

Textbook (Required): There are two required item (1) the hard cover textbook that we will be using starting the first week of the term, and (2) the MarketPlace Simulation materials that we will be using starting the second week of the term. As the module exams come primarily from the textbook, the hard cover textbook is needed. As the class project involves the MarketPlace Simulation, those materials are also required for the course by the second week of the term.


You can buy the book on Amazon. Amazon lists this book as coming out in 2015, but in the textbook it says 2016. We are just using the stand-alone textbook, you do not need MyMarketingLab for the course though you may find it interesting.

Note: The Kindle edition and paperback version of the book are an international version. According to previous cohorts, there are significant differences and they recommended that I tell future cohorts that this is an issue; the biggest problem in the past has been with discussing the macro-environment. I checked the publisher’s website and looked at the Table of Contents and description of the international version; there are differences in terms of a couple of chapters (title, order in text) and it sounds like the examples would be different, such as, they would involve more discussion of emerging markets. Based on past student comments and the noticeable differences I saw on the publisher’s website, I would recommend you get the hardback edition.

A final note, when you get the hardbook version, check the hard cover spine to make sure it says Kotler Keller Marketing Management 15E Pearson.
We are using the Advanced Strategic Marketing simulation with Bikes. In addition to the simulation, I have included/bundled five chapters from the simulation textbook that I thought would be helpful to the class in making marketing decisions within the simulation. The directions for purchasing the simulation are in the appendix at the end of the syllabus.

Note: As the simulation textbook is for use with all the firm’s simulation products, you may see a reference to a different simulation product, such as the desktop simulation in the chapter write ups. Also, I only selected five chapters as some of the other chapters I felt were more useful for their other simulations such as a management capstone, or covered materials that I thought you would already have prior to this course, such as team building.

**COURSE DESCRIPTION AND LEARNING OBJECTIVES**

WMBA 6050 is a graduate level introductory course to marketing designed for both the entry level and high-level manager with any functional responsibility. The purpose of the course is to familiarize students with the marketing concept and to help students understand how the marketing concept (and a firm's market orientation) influences various decisions made by managers in a firm. Marketing management involves the coordination and control of the firm's marketing functions in a dynamic operating environment. This course provides a study of the strategic managerial aspects of marketing and covers topics that include basic marketing concepts as well as some of the tools and strategies used by marketing managers. Topics focus on product, price, promotion, and place in the ethical planning, implementing, and controlling of marketing operations.

**Class Modules:** There are nine total modules for the course: one that introduces the course “Course Info-Start Here,” seven that deal with the course topics, and one that deals with the simulation project.

**Learning Objectives of the Course:**

1.5 Evaluate relationships among value chain components (knowledge & skill)

2.2 Assess the ethical, sociocultural, political/legal, economic and/or technological impacts of business decisions (knowledge & skill)

These two learning objectives for this course along with overall strategic marketing knowledge and application will be incorporated into the seven course topic modules (breakdown below) as well as with MarketPlace Simulation (Simulation Project Module).

1. Understanding how marketing serves customers and the firm (Module 1).
2. Creating and implementing market-oriented strategic planning (M1).
3. Researching and analyzing marketing opportunities in the environment (M2).
4. Understanding consumer markets and building loyalty (M3).
5. Identifying and serving marketing segments competitively (M3).
6. Developing and utilizing the marketing mix effectively (Product, Price, Promotion, and Place) through building and developing brands, pricing effectively, and delivering and communicating value to the target market(s) (Modules 4, 5, 6, and 7).

The achievement of these objectives will be measured with module exams, a comprehensive final, the marketing simulation results, and the eight quarterly group summaries discussing the decisions made for each quarter of the simulation.
HOW THIS COURSE IS CONDUCTED

Your grade will be based on several different individual and group activities as outlined below:

CLASS ACTIVITIES:

1. **Quizzes (24%, Individual)**

   There are **eight chapter quizzes** (each worth 3% of your course grade). The purpose of these quizzes is to ensure that the chapters are read and some of the quiz answers can be found directly in the text and some involve application of the text material. Each quiz consists of two chapters of the week with 20 multiple choice questions. The quizzes are open from the first day of the semester for those students who like to work ahead but are locked on different dates (see the Outline of Topics/Schedule). Students are given two hours to complete it and have only one attempt. The quizzes are done on an individual basis (i.e., they are to be done in a non-collaborative manner and do not discuss the questions with your classmates) but are open-book/open-notes (i.e., you can use the Kotler and Keller (2016) textbook and the class materials, but no other materials). The grades for the exams will be released once everyone has taken the quiz.

   Each quiz must be completed by 11:30 p.m. of the **last day scheduled for the week** (Sunday EST) as noted in the Outline of Topics/Schedule at the end of the syllabus. A quiz can be rescheduled only in emergencies or extreme cases. No make-up quizzes are available. Once the quiz deadline has passed, it will not be extended. Please hit the save/save all buttons often when taking the quiz/final.

   *If after taking a quiz, you want to discuss why you answered a question differently then what was considered the correct response you need to email me within 48 hours after the quiz closes via the course site the following: (1) the entire question and the answer choices, (2) what the exam considered the correct answer, (3) what you considered the correct answer and in detail why. If I feel you have made a strong enough case for your response, I am willing to consider adding some points to your exam grade.*

2. **Final Exam (16%, Individual)**

   The final exam covers the ten chapters that the eight quizzes do not cover, the five chapters from the MarketPlace Simulation and an essay question (worth 5 points-5% of your final grade). This final will be used both to determine the level of individual knowledge gained from the course over the semester as well as for assurance of learning purposes for AACSB. The responses and scores for some of the items will be shared with the WebMBA program and AACSB, but will not be identified by individual.

   While you can use your book/course materials, it is to be done on an individual basis and collaboration with others is not permitted. The format and process is similar to the chapter quizzes except the final exam has 60 items.

   *All exams will be locked by 11:30 p.m. (EST) on its assigned day. I will not reopen an exam once it has been locked; any problems (technological or otherwise) on the last exam day will not be accepted as an excuse to reopen the exam.*
3. **Topic Discussion (30%, Individual)**

The purpose of this assignment is to help you better understand the chapters and strategic marketing. I have selected some videos for you to watch each week and a discussion topic for you to participate in the discussion. There are total of eleven discussion topics but you are not required to participate in all of them. You can select any six of the eleven topics depending on your preference.

When participating in a topic discussion for the week, you will read the chapters, watch the videos, write an essay of 500-800 words and post it at the end of the week. Specifically, each essay must include four parts as follows:

1. **Main ideas of the topic.** This part will summarize the ideas of this topic based on the chapters and it should show your understanding of the topic. Please do not discuss the videos in this part.
2. **Main ideas of the videos.** This part will summarize/highlight the main ideas of the videos relevant to the topic and discuss how those main ideas relate to the topic. This part also should show your understanding of the topic.
3. **Provide three to five takeaways for marketers based on the main ideas of the videos and explain why you feel those takeaways really important or useful.**
4. **References.** You are encouraged to cite other articles, videos or blogs in your essay.

If you decide to participate in a topic discussion, submit your essay before the deadline. After the deadline, no submission will be accepted for the topic. If you decide to skip a topic, you do not need to inform me of that. After you have participated in six topics, you can submit an essay for other topics but will not receive a grade for an extra essay.

I will grade essays and email my comments with grade individually three days after the deadline. An essay must include a title, some headings (e.g., Main Ideas, Takeaways) and references (MLA style preferred). An essay without a title, headings, and references will lose up to 2 points. Times New Roman 12 or larger is required. Please post your essay and attach it as well when submitting an essay. I will use the word tracking function when making comments on your essay.

**Grading Rubrics for Essay Assignments:**

Each essay is worth 5 points and the total points of this assignment is 30 points. Each essay will be graded according to the following evaluation criteria:

- **Outstanding (4.5-5= 90% and above):** Essay is submitted in a timely and complete manner. Discussion reflects exceptional preparation and excellent application of text knowledge. Ideas are nearly always important regarding the topic. Essay is well written without any grammatical errors or typos.
- **Good (4-4.49=80-89%):** Essay is submitted in a timely and complete manner. Discussion reflects good preparation and application of text knowledge. Most ideas are important regarding the topic. Essay is well written with a few minor errors or typos.
- **Adequate (3.5-3.99=70-79%):** Essay is submitted in a timely manner. Content reflects minimum preparation and application of text knowledge. Some ideas are important regarding the topic. Essay is complete with a few grammatical errors and/or typos.
• Poor (3.49 = 60-69%): Essay is submitted in a timely manner. Content reflects minimum preparation and no application of text knowledge. Ideas are general or universal regarding the topic. Essay is poorly written with many errors and/or typos.

4. MarketPlace Simulation (Group, 30%)

This simulation is being implemented because it provides more real-world, experiential learning elements to the course in which students would have the opportunity to make marketing decisions and see the impact of their decisions.

The simulation consists of eight quarters and each quarter requires a team to perform different tasks involving various marketing decisions. The decisions are very close to the routine real world business and marketing decisions. You will submit the decisions before the deadline and then receive some results (performance scorecard). The first two quarter’s tasks mainly involve the setting up your own business so there will be no performance results but just your investment. You will receive the performance from the third quarter on.

There are six teams (representing six different companies and competitors) competing against each other on the simulation games. Note this is a zero-sum game which means one team’s gain is other teams’ loss. Please refer to the Project Module for an overview of the project, more explanation about the different elements of the simulation group project, what is involved during the different quarters of the simulation, how the simulation group project is graded, etc. While there will be some dividing within the group of the work for the decisions for the MarketPlace Simulation, I would have entire group reading/reviewing the decisions made and the write up discussing those decisions.

MarketPlace Simulation Group Project (Table 1):

<table>
<thead>
<tr>
<th>Table 1 Simulation Project Quarter Tasks</th>
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<td><strong>Quarter</strong></td>
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<td><strong>Total</strong></td>
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**Element 1: Simulations Games (5 quarters, 25% of your final course grade)**

The simulation consists of eight quarters and each quarter requires a team to perform different tasks involving various marketing decisions. The decisions are very close to the routine real world business and marketing decisions. You will submit the decisions before the deadline and then receive some results (performance scorecard). The first two quarter’s tasks mainly involve the setting up your own business so there will be no performance results but just your investment. You will receive the performance from the third quarter on.
The last five simulation quarters will be graded. After each quarter is completed, your work will be graded according to your balanced performance scorecard.

**Computation of Team Simulation Performance.** A Balanced Performance Scorecard will be used to measure your team’s performance. The Scorecard includes five items: financial performance, market performance, marketing effectiveness, future investment, and creation of wealth. A total performance score (called total performance in *MarketPlace*) will be computed for each team as well. At the end of the simulation quarter, each team will be ranked in the order of performance for the total performance score. Your team grade will be assigned depending upon your team’s ranking and the actual performance score.

In setting individual grades, I will look at the Team Member Peer Evaluation (see Project Module). The evaluation should be conducted individually. This evaluation needs to address the areas of responsibility within the simulation for each member, the percent contribution (needs to add up to 100%), and how effective each team member was in doing the work and contributing overall to the team’s performance. Please send your peer evaluation to the discussion forum by the deadline in the Outline of Topics/Schedule. Each member's individual grade will be determined based on the group’s Team Member Peer Evaluation. Members who receive low peer evaluation will not receive the same grades for both of the MarketPlace Simulation Group Project elements.

*Note: Do Not Miss A Quarterly Deadline for Submitting a Decision: For the simulation to work properly all teams must make the decisions for all quarters in time. All decisions must be turned in by the deadlines set for each quarter (see Outline of Topics/Schedule). If any team misses a deadline for a quarter, the simulation cannot progress for the class. The first time a team is late submitting their decision, all members of that team will incur a 5-point deduction in their simulation grade for first deadline missed.*

**Element 2: The End Game Summary (Group, 5% of your final course grade).**
Each team will write a summary after the 8 quarters are played. In the summary, the group will summarize the decisions and adjustments made in each quarter after Q3, the analysis of the results and your progress, and some most important takeaways from the simulation assignment. I see the summary to both demonstrate that the teams are putting significant thought and consideration into their decisions as well to explain what they have learned from mistakes made.

The summary should not exceed 1000 words and it can be in a form of an essay, or PPT slides or a video. Please try to be as creative as you can in doing this assignment. Submit it to the dropbox folder on Assessment.

**GRADING**

<table>
<thead>
<tr>
<th>Topic Discussion Essays</th>
<th>30</th>
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<tr>
<td>Simulations</td>
<td>30</td>
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<td>Quizzes</td>
<td>24</td>
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<td>Final Exam</td>
<td>16</td>
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<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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**Grading Scale:**
- 90 to 100% = A
- 80 – 89.9% = B
- 70 – 79.9% = C
- 60 – 69.9% = D
- <60% = F
SPECIAL TECHNOLOGY NOTICE

USING D2L: We use the Desire2Learn (called Brightspace) platform at https://go.view.usg.edu/. On the website after you log in, there is a Support Resources section on the right hand side with a Student Help section.

Required Technology:
- Microsoft® Word or PDFs are acceptable for quarterly write up submissions.
- Evidence that the fully completed assignment was sent on time in the correct format will be required if the professor is not able to retrieve and download the digital copy in a readable format.
- The MarketPlace-Live simulation is needed to complete the simulation.

§ For any technological issues with the MarketPlace simulation, please contact them first. The support team is available 7 days a week from 8am to 9pm Monday - Friday and 10am - 7pm on Saturday and Sunday, Eastern time. Support email: support@ilsworld.com / Phone: +1 865-522-1946

Please check the site frequently during the week. If there are any changes or clarifications needed for the syllabus, they will be posted on the course site.

ADMINISTRATIVE POLICIES*

Academic Dishonesty and Integrity: Compromising your personal integrity through academic dishonesty involves representing work as your own when it is not. Cheating of any kind will not be tolerated and will result in an F for the course. Work that is noted to be done on an individual basis (i.e. exams, final exam) is required to be done only by the individual with no assistance from team members or others. TurnItIn will be utilized to ensure the paper is the group’s original work and sources are correctly cited. Any instance of academic dishonesty will be handled in accordance with the guidelines set forth by the WebMBA program. If academic dishonesty is detected it will be discussed with the student, the WebMBA Director, as well as the MBA Director of that student’s admitting school.

One type of academic dishonesty cheating on examinations, involves giving or receiving unauthorized help before, during, or after an examination. Examples of unauthorized help include the unauthorized use of notes, texts, crib sheets, web sites, electronic documents or notes, computer programs, or sharing information with another student during or after completing your examination. Another is plagiarism. Another type of academic dishonesty is cheating by gaining teaching notes, testbank materials, buying projects/hiring others to complete the project, having others complete your individual work, submitting previous semester projects, and so forth.

The professor will be utilizing Turnitin.com through the assignments (drop box) in LMS for checking for plagiarism that accesses a large database of other papers, including those available to students via the Internet. Plagiarism results in a ZERO for the offending party(ies) for the assignment or course depending on the extent of the infraction. As the project involves the work of the entire team, I would highly recommend the team run their project through TurnItIn in advance to avoid any plagiarism issues.
Limited Use of Instructional Materials: The instructional materials used in this course are copyrighted. As such, no individual may use any lecture content or instructional materials for any purpose other than his/her immediate education for this course. Taking of notes or content from this course for anyone else or an organization, especially for sale or profit, is strictly prohibited. Students violating this will be referred to the appropriate office for reprimand, which may include expulsion from the program.

Students with Disabilities: In accord with the Americans with Disabilities Act, if you have a disability that affects your progress as a student in this class, please contact me so the appropriate accommodation for special needs are arranged ahead of time. Students are responsible for contacting the professor by the second day of class. Documentation of the disability is required. This will be kept confidential.

Release of Grades: You will get your exams scores released no later than the deadline for submissions. Individual grades for the group work will be based on the group evaluation received and will be posted by the end of the final exam period in the grade book. If at any point in the course, you would like more feedback on your performance in the course, please email me and I will provide that within 72 hours.

Grade Appeals: If there are any questions/concerns about the policies or grades, please note in writing by an email to me your questions/concerns about the grades within 72 hours of the receipt of the grade. I will respond to your questions/concerns in writing about the grade within 72 hours. You have the option of filing a formal grade appeal if you are not satisfied with my response per the grade appeal policy at your admitting institution.

Group Issues: If there are ever group problems that are significantly impacting the ability of the group to work productively, please let me know as soon as possible. I am very much in favor of preventing problems whenever possible. While the Team Peer Evaluation form can aid in bringing some fairness to the process in that those students who did more of the work get more of the credit (i.e. a better grade), ideally group issues should be addressed before it gets to that point. This is particularly true given the cohort nature of the program in which you will be working with the same people for other courses.

Email is the best way to reach me but I can chat with you on Skype or other communication media as well.

*Special thanks to Drs. Dee Sams (GCSU) and Jackie Eastman (GSU) for their assistance with the syllabus materials.
OUTLINE OF TOPICS/SCHEDULE

ALL Deadlines are 11:30 p.m. of the due date Eastern Time (EST). This syllabus is subject to change. Any changes will be posted on the course site.

8/14-18  **Introduction**: class expectations and questions about the syllabus.
(Week 1)  *Read the syllabus and let me know if you have any questions.
*Review the course site. (1) Click “Content” to find modules. (2) Click “Discussions”. (3) Click “Assignments” and (4) Click “Quizzes”.
*Sign Up for the MarketPlace Simulation (see Appendix)
*Review “3B: Simulation Chapter: Overview” of Simulation Reading Materials
*Review other simulation project-related learning materials in Tasks & Tips for Games Module.

8/19-25  **MODULE 1: Understanding Marketing Management**
(Week 2)  *Chapter 1: Defining Marketing for the New Realities
*Chapter 2: Developing Marketing Strategies and Plans
*Video-1: [https://www.youtube.com/watch?v=sR-qL7QdVZQ](https://www.youtube.com/watch?v=sR-qL7QdVZQ)
*Video-2: [https://www.youtube.com/watch?v=E6nZlGlr8VQ](https://www.youtube.com/watch?v=E6nZlGlr8VQ)
*Review “3C. Simulation Chapter 3: Business Strategy” and “3D. Simulation Chapter 4: Market Opportunity Analysis for New Products”
*Topic Discussion (1): Strategic Marketing
*Quiz 1 (covers chapters 1-2, due on 8/25).

8/26-9/1  **MODULE 2: Capturing Marketing Insights**
(Week 3)  *Chapter 3: Collecting Information and Forecasting Demand
*Chapter 4: Conducting Marketing Research
*Video-1: [https://www.youtube.com/watch?v=ueymbw6-48M](https://www.youtube.com/watch?v=ueymbw6-48M)
*Video-2: [https://www.ted.com/talks/kenneth_cukier_big_data_is_better_data](https://www.ted.com/talks/kenneth_cukier_big_data_is_better_data)
*Topic Discussion (2): Marketing and Information
*Quiz 2 (covers chapters 3-4, due on 9/1).

Labor Day Holiday on Sept. 2– Enjoy your day offline!

9/3-8  **MODULE 3: Connecting with Customers**
(Week 4)  *Chapter 5: Creating Long-term Loyalty Relationships
*Chapter 6: Analyzing Consumer Markets
*Video: Root: [https://www.youtube.com/watch?v=Dfl83U3-a6M](https://www.youtube.com/watch?v=Dfl83U3-a6M)
*Video: Store Tracking: [https://www.youtube.com/watch?v=jeQ7C4Lpnug](https://www.youtube.com/watch?v=jeQ7C4Lpnug)
*Video: collaborative consumption: [https://www.ted.com/talks/rachel_botsman_the_case_for_collaborative_consumption](https://www.ted.com/talks/rachel_botsman_the_case_for_collaborative_consumption)
*Review “3E. Simulation Chapter 5: Understanding Customer Value”
*Topic Discussion (3): Consumers Behavior and Marketing
*Quiz 3 (covers chapters 5-6, due on 9/8).
9/9-15  
*Chapter 7: Analyzing Business Markets  
*Chapter 8: Tapping into Global Markets  
*Video: [https://www.youtube.com/watch?v=V1TbRbCUH2g&t=142s.](https://www.youtube.com/watch?v=V1TbRbCUH2g&t=142s.)  
*Video: [https://www.youtube.com/watch?v=OtFXTqFkz_k.](https://www.youtube.com/watch?v=OtFXTqFkz_k.)  
*Video: [https://www.youtube.com/watch?v=bKovSrfMFiw.](https://www.youtube.com/watch?v=bKovSrfMFiw.)  
*Quiz 4 (covers chapters 7-8, due 9/15).  
*Topic Discussion (4): B2B Marketing  
*Submit Q1 Decisions in MarketPlace Simulation by 9/15

9/16-22  
**MODULE 4: Building Strong Brands**  
(Week 6)  
*Chapter 9: Identifying Market Segments and Targets  
*Chapter 10: Crafting the Brand Positioning  
*Video: [https://www.youtube.com/watch?v=0srjdRdh99Y](https://www.youtube.com/watch?v=0srjdRdh99Y)  
*Video: McCarthy-2013: [https://www.youtube.com/watch?v=ugYeT3sxuQw.](https://www.youtube.com/watch?v=ugYeT3sxuQw.)  
*Video: Bell-2016: [https://www.youtube.com/watch?v=rzbXht7MJVM.](https://www.youtube.com/watch?v=rzbXht7MJVM.)  
*Topic Discussion (5): Segmentation, Targeting & Positioning  
*Review “3F. Simulation Chapter 6: Tactical Considerations in Designing Marketing Strategies”  
*Quiz 5 (covers chapters 9-10, due on 9/22).  
*Submit Q2 Decisions by 9/22

9/23-29  
(Week 7)  
*Chapter 11: Creating Brand Equity  
*Chapter 12: Meeting Competition and Driving Growth  
*Video: Kotler-2015: [https://www.youtube.com/watch?v=8W5ycYuhrK8.](https://www.youtube.com/watch?v=8W5ycYuhrK8.)  
*Video: Nahaz-2017: [https://www.youtube.com/watch?v=IMnbFOUBEq0.](https://www.youtube.com/watch?v=IMnbFOUBEq0.)  
*Video: Forbes-2012: [https://www.youtube.com/watch?v=VkJkC39PSjY.](https://www.youtube.com/watch?v=VkJkC39PSjY.)  
*Topic Discussion (6): Brand Equity  
*Quiz 6 (chapters 11-12, due on 9/29).  
*Submit Quarter 3 Decisions by 9/29

9/30-10/6  
(Week 8)  
**MODULE 5: Shaping the Marketing Offerings**  
*Chapter 13: Setting Product Strategy  
*Chapter 14: Designing and Managing Services  
*Video: Olsen-2018: [https://www.youtube.com/watch?v=11b2JdeHoGM.](https://www.youtube.com/watch?v=11b2JdeHoGM.)  
*Video: [https://www.youtube.com/watch?v=bL_D-qyva0c.](https://www.youtube.com/watch?v=bL_D-qyva0c.)  
*Topic Discussion (7): Product Strategies  
*Quiz 7 (covers chapters 13-14, due on 10/6)  
*Submit Q4 Decisions by 10/6

10/7-13  
(Week 9)  
*Chapter 15: Introducing New Market Offerings  
*Chapter 16: Developing Pricing Strategies and Programs  
*Video: [https://www.youtube.com/watch?v=c_vOcEXqniZs.](https://www.youtube.com/watch?v=c_vOcEXqniZs.)  
*Video: [https://www.youtube.com/watch?v=yiYvUqCpu-k.](https://www.youtube.com/watch?v=yiYvUqCpu-k.)  
*video: [https://www.youtube.com/watch?v=bKj1_AQpC7k.](https://www.youtube.com/watch?v=bKj1_AQpC7k.)  
* Topic Discussion (8): Pricing Strategies  
*Quiz 8 (chapters 15-16, due on 10/13)  
*Submit Q5 Decisions by 10/13
10/14-20  MODULE 6: Delivering Value  
(Week 10)  
*Chapter 17: Designing and Managing Integrated Marketing Channels  
*Chapter 18: Managing Retailing, Wholesaling, and Logistics  
*Video: https://www.youtube.com/watch?v=aOT4Wnuv3E8.  
*Video: SCM-2016: https://www.youtube.com/watch?v=IZPO5RclZEo.  
*Video: Logistics-2016: https://www.youtube.com/watch?v=4-QU7WiVxh8.  
*Topic Discussion (9): Channel of Distribution/Supply Chain Management (SCM)  
*Submit Q6 Decisions by 10/20

10/21-27  MODULE 7: Communicating Value  
(Week 11)  
*Chapter 19: Designing and Managing Integrated Marketing Communications  
*Chapter 20: Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations  
*Video: Scarpino-2013: https://www.youtube.com/watch?v=UhQ2T5V2SQE.  
*Video: Push vs pull: https://www.youtube.com/watch?v=tXp7OBD-yQ.  
*Topic Discussion (10): Promotion Strategies  
*Submit Q7 Decisions by 10/27

10/28-11/3  MODULE 7: Communicating Value  
(Week 12)  
*Chapter 21: Managing Digital Communications: Online, Social Media, and Mobile  
*Chapter 22: Managing Personal Communications: Direct and Database Marketing and Personal Selling  
*Video: Steen-2018: https://www.youtube.com/watch?v=hMJyt5UNgOo.  
*Video: 2017: https://www.youtube.com/watch?v=hltpWLBuG0s.  
*Video: Cross-channel-2018: https://www.youtube.com/watch?v=A0vPyfbjUis.  
*Topic Discussion Essay (11): Digital Marketing

11/4-10  *Submit Q8 Decisions by 11/9  
(Week 13)  
*Submit Quarter Summary on 11/10

11/11-15  *All Team Peer Evaluations due 11/15–Evaluation Form is in the Project Module  
(Week 14)  
*The Team Peer Evaluation is posted on the dropbox of Assessment forum.  
*WMBA Course Evaluations Due 11/15 on 1000 site  
*Final/Wrap Up/Assurance of Learning: This will be my opportunity to get your input and suggestions for the next time this course is taught.

11/16-19  *Final Exam Due 11:30 P.M. (EST) 11/19 (Exam Available 11/15)  
*Final grade due on Nov. 21.
Appendix

Project Overview: 1. WMBA 6050 Marketplace Simulation

Student Sign-up Instructions:

If you need any assistance feel free to contact technical support. The support team is available 7 days a week from 8am to 9pm Monday - Friday and 10am - 7pm on Saturday and Sunday, Eastern time.
Support email: support@ilsworld.com / Phone: +1 865-522-1946

Note: If you have a technical issue at any time with the simulation, please contact technical support. If it occurs when their office is open (see hours above), please call them; if it occurs when they are not open, you can email them.

Step 1 – Create Account:
1. Go to https://game.ilsworld.com
2. Click on the “Create a new account” button
   NOTE: You can also sign up using Google, Yahoo, Microsoft, Twitter, or Facebook by following one of the links at the right of this page.
3. Click on the “Student” button, complete the required fields, and click the “Create Account” button.

Step 2 – Purchase License Number
(Skip this step if you already have a license number from your school/instructor.)
1. Go to https://game.ilsworld.com/purchase.php
2. Enter your Game ID into the “Game ID or Virtual Game ID” field.
3. Click on the “Student” button, complete the required fields, and click the “Create Account” button.
   Your Game ID: 05149-00009-94277

The game id is always presented in an “xxxxx-xxxxx-xxxxx” numeric format with the hyphens (-) required. Then, click “Continue”.

3. Here you will enter your credit card details. The total cost is $55 for the simulation ($50 for the simulation and $5 for the additional chapters of information to aid you in playing the simulation).
4. You will then be given a license number. If you close out of the webpage you will also receive a copy of this license number at the email address that you specify on the credit card information page.

Note: Use the email address that you check most often (i.e., as the simulation is played outside of the course site, I would not use your WebMBA email).

Do not join the game till after the semester has started on Aug. 11.
Step 3 – Join Game:
(You will need a license number for this Step. See Step 2 to obtain a license number.)

1. In the “Join a new game” form, enter your Game ID (the game id is always presented in an “xxxxx-xxxxx-xxxxx” numeric format.)

For Fall, 2019 WMBA 6050 Wei (C80) Your Game ID: 05149-00009-94277

2. Enter your License number. The license number is always presented in a “XX-XXXXX-XXXX” alpha-numeric format. The hyphens (-) are required.

3. After filling in both the game ID and the license number, you will be able to select your team number. NOTE: Teams that are full will not be available in this drop down menu.

4. After you create your account and sign up for your game, you are ready to play the simulation game.

Once you have signed out, to sign in again, you will go back to the https://game.ilsworld.com website and sign in.

Team Number

<table>
<thead>
<tr>
<th>Team</th>
<th>Team Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>1</td>
</tr>
<tr>
<td>Onyx</td>
<td>2</td>
</tr>
<tr>
<td>Ruby</td>
<td>3</td>
</tr>
<tr>
<td>Silver</td>
<td>4</td>
</tr>
<tr>
<td>Topaz</td>
<td>5</td>
</tr>
<tr>
<td>Turquoise</td>
<td>6</td>
</tr>
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