

MARKETING MANAGEMENT 445
Spring 2019, CRN 20165, 3 credit hours, M 1:00-3:30, Rahall 303

Instructor: Dr. Bill Deck, PhD

Office: Rahall 220

<http://www.concord.edu/business/>

Office Hours: M 9:30-11:00 and 12:15-1:00, T 12:00- 1:15, F 9:30-11:00, and by appt.

(Also, I am usually available after my 9:30-10:45 class on T and R)

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Course Objectives:

The major topics emphasized in this course are competitive marketing strategy, marketing analysis, marketing planning, and marketing decision making. A complex marketing simulation game, BRANDMAPS, is used throughout the course. The marketing simulation game serves as a continuing, evolving "case" in which course participants assume marketing management roles. The material discussed during class sessions is directly related to the strategy, analysis, and planning topics of interest within the marketing decision making process associated with BRANDMAPS.

Specific issues and topics that will arise regularly during this course include:

- formulating and executing marketing strategy
- marketing planning
- developing and implementing marketing plans
- the "nitty-gritty" of marketing analysis
- interpreting marketing data
- forecasting demand
- marketing decision making
- competitive dynamics and rivalry
- coping with uncertain environmental forces

Within the marketing simulation game, teams of 2-3 course participants will be charged with the responsibility for developing and executing marketing strategy and plans. Teams will: conduct relevant marketing analyses; design new products and reposition existing products; establish price, promotion, advertising, sales force, and R&D policy to support new and existing products; conduct marketing research; and manage capacity and inventories. In addition, participants will have to cope with the usual range of issues that arise in the context of group work. Game decisions will be due each week. Thus, teams will have to arrange a regular outside-of-class meeting time each week to work on the simulation game. BRANDMAPS is a realistically complex representation of the real world, so skills developed and enhanced within this class should be easily transferable to your careers.

Prerequisites:

MKT 305 Principles of Marketing and any two additional marketing courses.

Texts:

None

Grade Determination:

BRANDMAPS simulation	35%
Marketing Plan	15%
Research Presentation	15%
Final Exam (Monday May 6, 2:00-4:15)	35%

I will curve at the end of the semester based on attendance and class participation.

Research Presentation

You will pick a marketing topic to research and to teach the class.

-Example topics:

- tradeshow trends
- marketing forecasting

- supplier/vendor evaluation
 - evaluating advertising
 - search engine optimization
 - social media marketing
 - why Facebook is taking so much market share
 - technology changes in business to business marketing
 - computer graphics in marketing
 - a case example of good marketing
 - package design
 - the future of marketing
- Use library and web indexes for sources of business information.
- The "How to..." format is preferred.
- I will grade you on how much valuable information the class learns.
- Presentations will last about 15 to 20 minutes per group member.
- Give handouts to each student (prior to the presentation).
- You need to use at least several different sources (usually).
- Don't read your presentation! (Don't take full sentence notes to podium).

General Class Policies:

1. BRANDMAPS decisions will be due each Friday by 10:30 am starting Jan 25. You may give them to Lucinda if you cannot find me. If you are late, the quarter will be run without your new decisions.
2. Your research topic must be approved by me.
3. Assignments are due at the beginning of class on the due date. For each day late, a letter grade will be deducted.
4. Please do not ask to take the final exam early.
5. Attendance Policy: Three unexcused absences will result in being dropped from the course with an "F." Regular class attendance is part of a student's academic obligation at Concord. Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.)
6. Accessibility/Accommodations: Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Director, Nancy Ellison, at nellison@concord.edu for assistance.
7. Academic Dishonesty: Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)
8. Concord University Honor Code: A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states: "As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same." The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.
9. Emergency Alert System: In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance 304-384-5291.
10. Emergency Information: Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-

campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to:

<http://www.concord.edu/administration/office-public-safety>.

11. Inclement Weather Policy: As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:
University Closure: No students or employees are to report.
Classes Cancelled: Students do NOT report, BUT employees are expected to report to work at their normal time.
Operating on an Inclement Weather Delay: Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules). Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.
12. Student Conduct: In classrooms, online, laboratories, and during any activities that are part of course requirements, students are expected to observe reasonable rules of conduct.
13. Technology Services: Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail cuhelpdesk@concord.edu.
14. Sexual Harassment & Assault: Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384-5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or titleix@concord.edu. Reports to Campus Security can be made at (304-384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault.
15. Please read General Expectations of Business Students: <https://www.concord.edu/business/node/11>

This syllabus is subject to change based on the needs of the class. Please check it regularly.

Concord University Division of Business

The Mission of the Division of Business at Concord University is to transform undergraduate students into responsible, informed, primarily through quality teaching by professionally involved, intellectually engaged faculty within the context of Concord's strong liberal arts environment. The Division of Business prepares students to function globally as competent professionals across cultures. Students are also prepared for the pursuit of graduate education.

General Expectations of Business Students

It is understood that securing an education is the absolute top priority in your life while you are enrolled here, and that all other activities will be prioritized accordingly. All students enrolled in the Division of Business at Concord University will have an attitude and demeanor that demonstrates a real commitment to the learning process. They will...

1. devote most of the first two years of your undergraduate education to acquiring the requisite general skills of studying, research, time management, written and oral communications, mathematics, statistics and technological literacy.
2. be in the class and seated at the stated time class is to begin, and in attendance at all classes unless alternate arrangements have been made ahead of time.
3. be prepared for all classes.
4. be attentive during all classes.
5. be willing participant in classroom discussions.
6. have read and studied textbook assignments before coming to class, and will come to class with questions prepared about the material they do not understand.
7. have required mathematical, statistics, and computer skills needed to enter into upper division courses. (Students not having these skills are expected to acquire them before entering upper division courses. Our upper division courses will enhance these skills).
8. be able to follow directions on exams and written assignments. If they do not understand the directions, will ask questions and seek clarification of the directions.
9. learn to effectively use technology to prepare papers, problems, assignments; and to present material in both oral and written form.
10. learn to prepare assignments in various formats and styles as required by individual professors and submit those assignments on time.
11. prepare case studies for oral discussion by thoroughly studying and analyzing the cases, preparing written notes on the cases, and having prepared answers for case questions or prepared recommendations relative to the assigned cases.
12. effectively present material, both in oral and written form.
13. dress appropriately for business courses, especially when there are speakers in class, while making an oral presentation, on field trips, or on internship assignments.
14. maintain a demeanor appropriate for business professionals.
15. for full-time students, any outside employment or athletic activity is not to negatively impact on your attendance and/or preparation for class.
 - It is recommended that students spend at least 3 hours outside class each week for each hour spent in upper division courses, i.e., for each 3 hour class, students could average 9 hours outside class in study and preparation. This does not include the additional time needed to prepare presentations or major written assignments.
 - It is understood that individual professors may ask students to withdraw from courses for habitual tardiness, excessive absences, or disruptive or inappropriate behavior.
 - All students are encouraged to take advantage of faculty office hours, advisement days, career days, student business organizations, Symposia's, Career Development and Placement Center offerings, and on-campus interviews held by potential employers.
 - Students must understand that they, and they alone, bear the ultimate responsibility for meeting all degree requirements. Your advisor is assigned to help you meet degree requirements, but he or she will not be held responsible if you fail to meet them.

Concord University Division of Business

Expectations of Graduating Seniors in Business

Upon graduating, undergraduate students should:

- Have effective oral presentation skills so that they can make convincing oral presentations and defend their stances, proposals, or recommendations with conviction;

- Have an extensive working vocabulary of business and economic concepts, and be able to articulate and correctly use these terms and concepts;
- Have the demonstrated ability to prepare and effectively utilize visual aids in the form of charts, graphs, overheads, posters, handouts, and computer based presentations via word processing, spreadsheet, and graphics software;
- Have good spreadsheet skills so that they can prepare numerical data, such as financial analysis, in a very effective manner and interpret such data readily and intelligently;
- Have the demonstrated ability to use technology, such as word processing or desk top publishing, write clear, concise and complete professionally-appearing papers and reports that are free from spelling, punctuation, sentence structure, and paragraph structure errors;
- Have the ability to conduct an extensive library search for material and information, including all types of references and reporting services, and to correctly and appropriately use outside information, including how to correctly cite all sources researched according to whatever citation system they are required to use.

In addition, our graduating seniors should have adequately demonstrated the following capabilities:

- Decisiveness- the ability to develop alternatives and/or strategies that are appropriate to given situations;
- Flexibility - the ability to make adjustments and changes in processes and systems to meet the expectations of the organization you are working in and changes in the external environment;
- Perception - the ability to identify opportunities, threats, strengths, and weaknesses and to recognize the interrelationships among these;
- Resourcefulness - the ability to translate gathered information and strategies into plans of action for companies or organizations that are proactive and convincing; and
- Responsibility - the ability to assess and address the social, ethical, and ecological consequences of recommended actions or proposals; and
- Motivation and Initiative - the ingrained desire to always strive and do the very best you are capable of in any task assigned, and to always take pride in your work.

It is expected that by graduation each student will have developed a portfolio of papers and projects completed in undergraduate courses that can be used to demonstrate their abilities and accomplishments to prospective employers and/or graduate school admissions committees.