MARKETING MANAGEMENT
MKT 513 720
Department of Management and Marketing
Nelson Rusche College of Business
Revised Spring 2020

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W 2:30 PM – 6:30 PM;
R 3:30 PM – 4:30 PM; or, by appointment.
Department: Management and Marketing
Class, location and *hours: MKT 513 720: BU 167, W 6:45 PM – 9:30 PM.
*Students please notice that class time is 150 minutes which will involve lecture, team
meetings, reports, field trips, speakers, presentations and other similar materials; outside of class
students are expected to devote approximately 6 hours, or 360 minutes, at least to preparing for
class and projects related to class.

First Principles and Data Analytics. Macmillan Education.
ISBN: 978-1-137-52623-6 paperback

COURSE DESCRIPTION
MKT 513: Emphasis on the formulation and implementation of marketing programs and
strategies covering marketing mix variables such as products, pricing, channels of distribution
and promotion. Overall, the course is to be a research based, action-oriented guide to the
development and implementation of marketing strategy to enable organizations to effectively
develop an understanding of brand and its relevance to management goals.
Two key learning objectives:
1. Understanding and effectively using the fundamental frameworks, processes and analysis
tools to develop marketing strategy;
2. Using the “first principles” of marketing strategy to solve marketing challenges in
developing the concept of “brand.”

Class Rules
Following these few rules will help to maximize your learning experiences and those of your
classmates:
• Attend each class.
• Be on time to class, team meetings and events related to the project.
• Read the assigned material, turn in all required work on the day it is due.
• Participate in individual and group activities and discussions.
• Treat everyone in the class with respect and courtesy.
• Demonstrate professional behavior and use language appropriate for classroom learning.
• Cell phones and other electronic devices should be turned off and put away during class unless instructed to use them for specific fact finding relating to projects and boosting social media as they relate to the project.
• Ask questions!
  • Communication: Please check your SFA.Jacks.Edu mail at least once a day.
  • Brightspace d2l will be the official tool in your MKT 513 class for communicating the important reminders, announcements and further assignments and directions.

You may email the professor at mkahla@sfasu.edu; or text at (936) 526-3731. If you text, please identify yourself in the text.

Video Zoom Class Rules:
* Since we are now meeting only via online and zoom, you are expected to dress as you would if you were actually physically attending class.
** Prepare your setting for zooming with a background that is not distracting, you can use a virtual background available on the bottom left corner of the zoom meeting page.
*** Follow protocol when wanting to speak via zoom, identify yourself, then proceed. In this manner, we know that you have information that will be helpful regarding the topic that we happen to be discussing at the time.
**** Mute your microphone when you are not speaking so that everyone does not hear everything going on around you. For example, someone in your household may be running water or watching tv, you do not want all of us to hear the noise.
***** As I speak, one of my dogs may bark, that may happen with you and your pet when you speak—that is okay, but you and I will attempt to avoid that from actually happening.
****** You should attend class via Zoom so that you may learn more from the class and the process of video conferencing and working with others from remote locations.

GRADES
The following tasks will be completed during the semester:

Exams:

<table>
<thead>
<tr>
<th>Exam</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm</td>
<td>100</td>
</tr>
<tr>
<td>Final</td>
<td>100</td>
</tr>
</tbody>
</table>

Subtotal 200 points

Exams include objective and subjective questions and cases, will cover material that is presented in the text, from speakers and events and in the classroom. Exams are online, will open on a specific day and will be available for that day, one-hour on availability once it is opened.

In-Class Work:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation</td>
<td>25</td>
</tr>
<tr>
<td>Presentation</td>
<td>25</td>
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</tbody>
</table>

Subtotal 50 points

Throughout the semester, several in-class activities that involve students working on problems and presenting their answers, either as individuals or in team settings, will be presented. These activities are announced in class and are prepared by students in class the day they are introduced. Students may Zoom in to class activities.
Team Project:

Individual reports 25 points

Each student in a team presents a journal of her/his work regarding the project.

Your journal will at least include the following items:
1. The topic or company that is the focus of your project
2. The names of the members of your team, correctly spelled, include your own name, too.
3. The dates and duration of each team meeting.
4. The specific information and ideas that are introduced and discussed in each meeting.
5. Your overall review of your role in the completed project, both written and presented.

Peer reports 25 points

In the peer reports, one submitted on April 1, the other submitted on April 29, you will list the people in your team, the title of your project and provide your perception of the contributions that each person made toward the successful completion of the project and the presentation. Include at least the following information about each team member:
1. on time for meetings?
2. Prepared for meetings?
3. Willing to provide meaningful information?
4. Overall a team member, possibly a leader?
5. Contributed which specific information to the report?
Include everyone on your team in this report.

Online report 100 points

Each team will prepare an actual report for their project. One copy remains with the professor, the other copy goes to the client. An outline is presented as follows:

1. Company of focus for the project
2. Names of each team member preparing the project
3. Date that the project is submitted
4. Page numbers and Table of Contents
5. Situation Analysis:
   a. Type of company, i.e., service, product, both?
   b. Length of time that the organization has existed
   c. Size of establishment, i.e., less than 50 employees? More than 50 employees?
   d. Location(s) of the company
   e. Products and services offered by the company
   f. Competitors
   g. Societal trends, consumerism
   h. Technological influences
   i. Legal, regulatory and political influences
   j. Other influences, i.e., natural disasters, diseases impacting business, etc.
6. Industry Analysis
Presentation 50 points
Each team will present to me and the client via video. The video will include at least the following:
1. Welcome to me and the client;
2. Introduction of each team member and that person’s role in the project;
3. Overview of the company
4. Industry Analysis
5. S. W. O. T. Analysis
6. Sales Analysis
7. Marketing Communication Analysis
8. Conclusions and Recommendations
9. Time: 15 minutes presentation, 5 minutes questions and answers
Subtotal 200 points

Professional Behavior:
This section includes attending C2C conference, career fairs, speakers, things that you do as part of your career/job that apply to marketing and overall abiding by the class rules section of this syllabus.

50 points

Grand Total 500 points

SCHEDULE
Week One
Welcome and introduction of students and professor; presentation of syllabus;
Field trips and project.
Chapter 1: Overview of marketing strategy and the first principles approach
Part I: Chapter 2: All Customers Differ: Managing Customer Heterogeneity

Week Two
Part 2: All customer change
Chapter 3: Marketing principle #2: All Customers Change—Managing customer dynamics
Introduction of clients and project. Organize with teams.

Week Three
Introduction of teams, client information, format of reports.
Continue with Chapters 2 and 3.
Week Four

Part 3: All competitors react
Chapter 4: Marketing principle #3: All competitors react—Managing sustainable competitive advantage.
Chapter 5: Marketing principle #3: Managing brand-based sustainable competitive advantage.
Team updates and project progress.

Week Five

Project progress; team meetings and reports; field trip.

Week Six

Part 3 Continues: All competitors react
Chapter 6: Marketing Principle #3: Managing offering-based sustainable competitive advantage
Chapter 7: Managing Relationship Based Sustainable Competitive Advantage
Team updates and project progress.

Week Seven

Present questions for midterm, discuss criteria for best answers to the questions:
50 discussion questions over material from text, lectures, field trip(s), speakers and project preparation. The midterm is only four questions, randomly assigned to each student. No two midterm exams will be exactly alike.

Week Eight

Midterms are due by 9:15 PM, Wednesday

Week Nine

Spring holidays

Week Ten

Midterms are graded and returned.
Project preparation and presentation materials are reviewed.
Prepare for Part 4: All resources are limited.

Week Eleven

Part 4: All resources are limited
Chapter 8: Marketing principle #4—All resources are limited: Managing resource tradeoffs.

Week Twelve

Continue with Chapter 8: Managing resource tradeoffs.
Concluding Chapter 9: Marketing Strategy: Implementing marketing strategy and data analytics
Prepare for presentation to clients.

Week Thirteen

Continue with Chapter 9: Marketing Strategy: Implementing marketing strategy and data analytics
Prepare the Project
• Team reports to class
• Participate in the project with your team members!
• Invite client to presentation for week fifteen.

Week Fourteen
Prepare to Present the Project
• Practice presentations.
• Submit written plan and presentation materials to faculty and client.
• Note any location, time or other change needed to present the project to the client.

Week Fifteen
Present to Client
• Present to the client.
• Follow-up with the client via thank you note and any materials that the client may have requested from you and your team.

Week Sixteen
“Dead week.”
• Debriefing regarding your contributions to the completed project
• Prepare for final that will be presented and implemented in similar format as midterm is presented and implemented.

Week Seventeen
Final
• Final: Each student will be randomly assigned four questions to be answered. Finals submitted by 9:15 PM on Wednesday.

Course Requirements
Students are to read relevant marketing articles and text, work effectively in teams and work well with an actual client.

Students must prove that they understand how to find specific information in and beyond class by completing secondary and primary research for an approved project or marketing plan.

Program Learning Outcomes
1. The student will demonstrate effective oral and written communication skills by (1) composing a professional quality business document, and (2) preparing and delivering a professional presentation on a business topic. (Written Communication, Oral Communication)
2. The student will demonstrate knowledge of fundamental information technology tools and concepts. (Technology)
3. The student will exhibit an understanding of ethics and social responsibility. (Ethics)
4. The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. (Critical Thinking)
5. The student will demonstrate multicultural and diversity understanding. (Diversity)
6. The student will demonstrate an understanding of teamwork as it occurs in business situations. (Teamwork)
7. The student will effectively apply knowledge and skills in the functional areas of business. (Business Knowledge)
8. The student will effectively apply knowledge and skills in Consumer Behavior, International Marketing, Marketing Research, and Marketing Strategy (Marketing Core)
9. The student will effectively apply knowledge and skills in the functional specialties of marketing (Functional Knowledge) Emphasis on Ethics, Diversity and Introduction of Business Knowledge

Student Learning Outcomes
These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness.
Student Learning Outcomes:
(SLOs) [also referred to as course objectives] for this course including the course specific student learning outcomes that support the PLOs above.
In general, SLOs in a course that support the PLOs are specific and include the exact knowledge, skill or behavior taught in the course that supports the more global PLOs.
For additional information on meaningful and measurable learning outcomes You may access the program learning outcomes for your major and particular courses in the Curriculum Management Handbook at http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources

Academic Integrity (4.1)
Please copy and paste the following information regarding Academic Integrity into your syllabus. In addition, you may include your own guidelines for academic integrity as appropriate.

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf.

Withheld Grades Semester Grades Policy 5.5)
Please copy and paste the following information regarding Withheld Grades into your syllabus. Add additional information as needed to meet your departmental or course needs.
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. For additional information, go to http://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities

*Please copy and paste the following statement and place in your course syllabus.*

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/

Note: The syllabus presented here is a guide for class content and activities. It is subject to change. Please bring your copy of the syllabus to class for each meeting.