

MKTG 4390 Fall 2017

**Sam Houston State University
College of Business Administration
Department of Management and Marketing**

Course Number: MKTG 4390

Course Title: Strategic Marketing Management

Prerequisites: MKTG 3310

Instructor: John J. Newbold
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Class Hours & Location M/W 11:00 – 12:20 S-H 335

Office Hours: M/W 1:00 – 2:00 PM

Required Access Code: The instructor will provide instructions on acquiring access to the simulation game. It will cost around \$50, and this cost will be shared by three team members.

Required Text: (None: We will be using articles provided by the Instructor)



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Course Description

As the capstone course in marketing, this course is designed to integrate and apply all of the learning that has come before in previous marketing courses. This will be accomplished through:

Part I: Review of Marketing Strategy in the Context of Overall Business Strategy

Part II: Marketing Simulation Game and Marketing Strategy Report

Part III: Real-World Marketing Strategy Contest and Marketing Strategy Presentation

Learning Objectives

1. Reviewing Analytic Techniques

Students will obtain factual knowledge and develop a deeper understanding about the marketing strategy and how it relates to overall business strategy:

- **Distinctions Between Marketing Strategy and Overall Corporate Strategy**
- **The Board of Directors Meeting**
 - What they are
 - Who Serves on the Board
 - When They are Held
 - What is discussed/decided
- **Basic Framework for Marketing Strategy**
 - Target
 - Marketing Mix
 - Emphasis and Allocation
- **Michael Porter Video on Marketing Strategy**
- **Drilling Down into Marketing Strategy**
 - Fundamental Business Strategies
 - Strategic “Clusters”
 - Convenience goods
 - Shopping Goods
 - Specialty Goods

- **Business Model Analysis**

- Insights into Strategy and Competitive Advantage
 - Fundamental Business Strategies
 - Competitive Advantage (Cost)
 - Core Competencies
- “Downstream Processing” of the Company P & L
 - Basic Calculations
 - Contribution Margin
 - ROI

2. Practicing Critical Thinking About Marketing Strategy

Critical thinking will be promoted, as students will be asked to:

- 1) Complete a predominantly **essay exam** wherein students will be asked to describe, provide examples of, and provide analyses in support of marketing strategy.
- 2) Participate in a **simulation game** whereby they will be tasked to develop a marketing strategy for a hypothetical company and compete against other students for market share, profits, or achieve other strategic objectives.

As part of the simulation game, **student teams will be required to maintain a journal of their key strategic decisions** and the rationale for them, as well as to summarize their learning from the game by writing a **comprehensive marketing strategy** document upon completion of the game. Teams will also develop a **Summary of a Marketing Strategy**, wherein they must identify and discuss all key elements of a successful/unsuccessful marketing strategy and provide analyses to support their assertions.

- 3) Finally, student teams will compete in a **real-world marketing strategy contest**. Teams will be challenged to utilize strategic planning techniques to quickly ramp up on and analyze a real-world situation and propose a marketing strategy to address it. These proposals will be presented via a recorded video in a standardized presentation format and winners will be determined.

How to Succeed in this Class

- 1) You must obtain an access code for the online Marketing Simulation game. Don't wait until the simulation game is about to start. Get it right away!
- 2) Go to class!
At the start of the semester, all review material will be through lecture in class, so you cannot afford to miss!

For the simulation game, rounds will be discussed and analyzed in class, so you cannot afford to miss!
- 3) Be sure to maintain your journals during the simulation
The journals will be critical to being successful in the game, but, more so, will be your key source of material for the large strategy document will write at the end of the simulation game.
- 4) Utilize the Study Guides for the exam.

Grading and Evaluation

- ***Class Participation and Attendance:*** Each student is required to participate in class discussions. Attendance is NOT enough. You must talk, make *intelligent* comments, and/or ask questions to achieve a "good" grade for participation (any comment that may demonstrate that you have not read the assignment will be *negatively* graded).
- ***Excessive Missed Classes:*** It is very important to attend class. Important topics are covered that are not in a book, and important issues related to class activities are discussed. Previous experience has shown that those students who miss excessively perform poorly on key class deliverables. **For this reason, anyone missing more than 2 classes will receive a failing grade for the course.**
 - *Note: Tardies are counted as absences!*
 - *Note: More than 3 absences merits a participation score of "0".*
 - *Note: More than 8 absences warrants a failing grade for the course.*

Number of Absences	Points Earned (Out of 50)
<i>3 or Less</i>	<i>20</i>
<i>4 - 7</i>	<i>0</i>
<i>8 or more</i>	<i>Failing grade for course</i>

Workbook:

Students will be provided a workbook to be completed in-class during lectures. This workbook will be collected and graded for accuracy and completeness.

1 Exams:

The exam covers the key marketing analysis concepts discussed in the review portion (first third) of the class. The exam will consist of multiple choice and short answer essay questions.

Simulation Game Journal and Report

The “Marketing Practice” Simulation Game will comprise the second third of the semester activity. You will NOT be graded upon the performance of your company. Rather, you will be graded upon the quality of your team’s Journal, and the quality of your team’s Summary of Marketing Strategy report.

Real World Strategy Contest

The “Real World Strategy Contest” will comprise the final third of the semester activity. Teams will be the same teams that worked the Simulation Game. Each team will be charged with developing a strategy in response to a real-world situation. The deliverable for each team will be a video-recorded presentation for their proposed strategy

Grading/Evaluation Point Summary:

Grading Summary:

Attendance	20 points	(2.5%)
Workbook	30 points	(3.75%)
Exam 1:	250 points	(31.25%)
Project: Journal/Analytics	100 points	(12.5%)
Project: Strategy Document	200 points	(25%)
Real-World Project	<u>200 points</u>	<u>(25%)</u>
Total	800 points	(100%)

Grading Scale:	100% - 90% = A
	89% - 80% = B
	79% - 70% = C
	69% - 60% = D
	Below 60% = F

Course Policies

Your enrollment in this course indicates your agreement to follow the course Policies as laid out in the ensuing pages. If, for any reason, you feel you cannot comply with one or more of these course policies, it is recommended that you drop this course.

“Take Early” Exams

Note: There will be no make-up exams. Students who miss an exam without making a provision to take the exam early will simply receive a “0” score for the missed exam. In order to qualify for a “Take Early” exam, **the student must inform the instructor prior to the time of the exam**, via email or phone message, of their inability to take the exam at the assigned time. The make-up exam must then be taken **prior** to the scheduled exam. Students are allowed one “take early” exam. There will be no provision for missing a second missed exam. The student will receive a “0” for the second missed exam.

Appealing Answers on the Exams

Unfortunately, there is not enough time in class to review each and every question and answer from each exam. However, you are encouraged to make an appointment with the instructor to review your exam on a question-by-question basis. If you feel the answer key is incorrect, or that more than one answer may be correct, you may appeal your answer. Your appeal **must be typed** and must **provide a rationale for the answer that you believe is correct**.

Answer the following questions for each question you are appealing. Your appeal will not be considered if you do not answer all of the questions:

- 1) Which question are you appealing?
- 2) Have you reviewed all of the relevant background material? In particular, the book, class lectures, and your notes?
- 3) Explain, in detail, why you feel the answer you chose is at least as good as if not better than the answer provided by the publisher of the test bank. Be sure to cite the text book, and/or class lectures and your notes.

Appeals must be sent to the instructor via email **within one week of the return of the graded exam**.

Student Absences on Religious Holy Days

Section 51.911(b) of the Texas Education Code requires that an institution excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection

may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from with the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignment(s) and/or examination(s) are to be completed.

Students with Disabilities Policy

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center . They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Counseling Center. For a complete listing of the university policy, see: http://www.shsu.edu/~vaf_www/aps/811006.pdf

Academic Dishonesty

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, see:

The subject of academic honesty is addressed in paragraph 5.3, Chapter VI, of the *Rules and Regulations*, Board of Regents, The Texas State University System, and Sam Houston State University *Student Guidelines* published by the Office of Student Life to wit:

5.3 Academic Honesty. The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action.

5.31 The University and its official representatives, acting in accordance with Subsection 5.32, may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating, plagiarism, collusion, and the abuse of resource materials.

"Cheating" includes the following and similar actions:

- (1) Copying from another student's test paper, laboratory report, other report, or computer files, data listings, and/or programs.
- (2) Using, during a test, materials not authorized by the person giving the test.
- (3) Collaborating, without authorization, with another student during an examination or in preparing academic work.
- (4) Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of an unadministered test.
- (5) Substituting for another student, permitting any other person, or otherwise assisting any other person to substitute for oneself or for another student in the taking of an examination or test or the preparation of academic work to be submitted for academic credit.
- (6) Bribing another person to obtain an unadministered test or information about an unadministered test.
- (7) Purchasing, or otherwise acquiring and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm. This section does not apply to the typing of the rough and/or final versions of an assignment by a professional typist.

5.32 "Plagiarism" means the appropriation and the unacknowledged incorporation of another's work or idea into one's own work offered for credit.

5.33 "Collusion" means the unauthorized collaboration with another person in preparing work offered for credit.

5.34 "Abuse of resource materials" means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.

5.35 "Academic work" means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.

Procedures for discipline due to academic dishonesty shall be the same as in disciplinary actions specified in The Texas State University System *Rules and Regulations* and Sam Houston State University *Student Guidelines* except that all academic dishonesty actions shall be first considered and reviewed by the faculty member teaching the class. **The faculty member may impose failure or reduction of a grade in a test or the course, and/or performing additional academic work not required of other students in the course.** If the faculty member believes that additional disciplinary action is necessary, as in the case of flagrant or repeated violations, the case may be referred to the Dean of Student Life or a designated appointee for further action. If the student involved does not accept the decision of the faculty member, the student may appeal to the chair of the appropriate academic department/school, seeking reversal of the faculty member's decision.

If the student does not accept the decision of the chair of the academic department/school, he/she may appeal to the appropriate academic dean. The chair of the academic department/school may also refer the case directly to the academic dean if the case so warrants.

Tentative Class Schedule

W	D	Lectures	In-Class/Homework Assignments
1	A 23	Class Introduction	Syllabus Student Notebook
2	A 28	Distinctions Between Marketing Strategy and Overall Corporate Strategy	Introduction to Real-World Project
2	A 30	Business Model Analysis Insights into Strategy and Competitive Advantage <ul style="list-style-type: none"> • Fundamental Business Strategies • Competitive Advantage (Cost) • Core Competencies 	
3	J 30	“Downstream Processing” of the Company P & L <ul style="list-style-type: none"> • Basic Calculations • Contribution Margin • ROI 	-
3	F 1	The Board of Directors Meeting What they are Who Serves on the Board When They are Held What is discussed/decided	
4	F 6	Basic Framework for Marketing Strategy Target Marketing Mix Emphasis and Allocation	

4	F 8	Michael Porter Video on Marketing Strategy	
5	F 13	Drilling Down into Marketing Strategy Fundamental Business Strategies Strategic “Clusters” <ul style="list-style-type: none"> • Convenience Goods • Shopping Goods • Specialty Goods 	Turn in Questions for Fastenal Mgmt
5	F 15	Real World Project Fastenal Management Class Visit	Fastenal Management Class Visit
6	F 20	Role/Impact of Social Media on Marketing Strategy	
6	F 22	Review for Exam 1	
7	F 27	EXAM 1	EXAM 1 EXAM
7	M 1	Introduction to Simulation Game	
8	M 6	Simulation Practice Game Turns 1 and 2	
8	M 8	Simulation Practice Game Turns 3 and 4	
9	M 13	Spring Break	No Class
9	M 15	Spring Break	No Class
10	M 20	Simulation Game 1 Turns 1 and 2	
10	M 22	Simulation Game 1 Turns 3, 4, 5, 6	
11	M 27	Simulation Game 1 Turns 7,8, 9, 10	
11	M 29	Simulation Game 2 Turns 1, 2	
12	A 3	Simulation Game 2 Turns 3,4,5,6	
12	A 5	Simulation Game 2 Turns 7,8,9,10	
13	A 10	Simulation Game 2 Turns 11, 12	
13	A 12	Real World Project	
14	A 17	Real World Project	Simulation Strategy Paper Due
14	A 19	Real World Project	
15	A 24	Real World Project	
15	A 26	Real World Project	Real World Project Presentation Due
16	M 1	FASTENAL MIXER	FASTENAL MIXER
16	M 3	FASTENAL MIXER	FASTENAL MIXER
17	M 8	Final Exam	Final Exam
17	M 10	Final Exam	Final Exam