

Syllabus (Class Contract)
Trevecca Nazarene University- Spring 2015
Marketing Management (MKT 4150 Directed Study)
Fridays (1.30 PM in BBB 140)

Professor	:	Roy Philip
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Course Description

Designed to provide an in-depth examination of marketing environments and the impact marketing activities have on organizational operations in competitive, global, multicultural business settings. It discusses both domestic and international frameworks of the fundamental marketing functions of product, pricing, distribution and promotion. Modern marketing problems are explored and analyzed from conceptual, legal, and ethical perspectives and alternatives are developed from a cross-functional perspective. Marketing information systems and the use of advanced technologies in marketing decision-making are also studied.¹

Student Learning Outcomes

Students will be able to:

1. Define the various marketing concepts that a marketing manager must understand to formulate strategies that involve many aspects of marketing such as global marketing, internet marketing, services marketing, etc. that will help improve the firm's competitive positions in the market.
2. Illustrate and interpret the strategies that firms use in segmenting, targeting, and positioning goods and services domestically, regionally, and globally.
3. Reinforce and restate the importance and role of ethics in the planning and execution of marketing strategies.
4. Analyze the ever changing marketing environment with regard to various marketing strategies using a simulation software game called, *NewShoes*.

Textbook

Marshall, G. W. & Johnston, M. W. (2015). *Marketing Management (2nd Ed.)*. Boston, MA: McGraw-Hill Irwin

Distribution of Student Learning Hours (37.5 hours x 3 credit hours = 113 hours)

Session	Pre-Class Hours	Class Hours	Total Hours
Reading for classes/quizzes	12		12
Reading Quizzes		0.55	0.55
Case Discussion	10	4	14
Simulation Presentations	20	4	24
Tests and Midterm	20	3.45	23.45
Final Examination	15	2	17
Class Participation and Discussion		22	22
TOTAL	77	36	113

*These are recommended hours; if you find yourself needing more time to complete a particular assignment, please work accordingly.

Grading

Grade Dimensions	Points	Percentage
Reading Quizzes	60	6%
Tests and Midterm	240	24%
Simulation	200	20%
Professional Behavior	200	20%
Final Examination	300	30%
TOTAL	1000	100%

Letter grades will be assigned based on the following criteria:

970-1000 points	=	A+	930-969 points	=	A
900-929 points	=	A-	870-899 points	=	B+
830-869 points	=	B	800-829 points	=	B+
770-779 points	=	C+	730-769 points	=	C
700-729 points	=	C-	670-699 points	=	D+
630-669 points	=	D	600-629 points	=	D-
Below 600 points	=	F			

Reading Quizzes (60 points)

There will be reading quizzes assigned at the beginning of every chapter. You are expected to read the chapter and come prepared to take these quizzes. If you miss any of the quizzes, you will get a “zero” on that particular quiz. Missing the quizzes due to excused absences and emergency situations will be considered and, thereafter you must take the missed quizzes the very next day or on a day I assign. *You must inform me of your absence before class (or a day in advance) or you will not be able to make up the missed quizzes.* The quizzes will be weighted equally at 5 points.

Tests and Midterm (240 points)

You will have two tests and one midterm examination. The midterm and tests have to be taken on the assigned days, except in case of an excused absence or an emergency. Students who cannot take either the midterm or the tests because of an excused absence or emergency must take them the next day or on a day I assign; *but you must inform me of the absence before class (or a day in advance).* The midterm examination will include all the chapters covered up to that particular date. Tests 1 and 2 will each carry a weight of 60 points; the midterm will carry a weight of 120 points, together totaling 200 points. For the sake of academic honesty, I will require all cell phones to be placed on a separate table before the start of the tests and the midterm examination. *Also, should you arrive late for either the tests or the midterm examination and at least one student has completed the exams, you will not be allowed to take the exams. Finally, you will have ONE week from the time you receive your tests results to consult me regarding any changes to your grade; if you come to me for any changes AFTER one week, you will not receive point(s).*

Marketing Simulation and Presentations (200 points)

The major project for the class will be a marketing simulation game called *NewShoes*. You will be divided into teams for this simulation. Your team will be responsible for running a virtual company that sells athletic footwear. Your team will also be responsible for making strategic marketing decisions as you compete with other teams. At the end of the semester, your team will present its strategies to the class. There will be two “years” of trial runs in this simulation and then the simulation kicks off. There will be a total of 8 “years” of simulation (please look at the schedule on pages 8-12 for specific dates). A “year” constitutes a week. Your team will be responsible for completing all your decisions by 4 PM each Friday (from the beginning of the trial period till the end of the simulation exercise). After 4 PM, your decisions will be considered final and will be advanced to the next year. You will then take the next week to make decisions for the next year and continue the same till the simulation is over.

You will receive an email from **Interpretive Solutions** with a link to the simulation webpage with your username and password for access to the game. You must register yourself and purchase the simulation at **\$29.95**. You will then receive access to all the materials in the simulation. Please use this opportunity to read up on the game using the information that is available under the ‘resources’ tab. More information will be given to you in the next week. The

simulation helps you understand marketing in a more practical way. **There will be a simulation quiz on Friday January 30, 2015.**

Professional Behavior (Class Attention and Participation) (200 points)

Since this is a directed study, you will meet with me on select Fridays at 11 AM in my office. Please look over the schedule (pages 7-8). In our meeting, you will take your necessary quizzes and then explain the appropriate chapters to me. You will be asked to turn in case studies in written format during our meetings.

The following grading rubric* will be used for class attention and participation:

Grading Points	Frequency and Quality
A+, A, A- (179-200 points)	Attends classes regularly and <i>always contributes</i> to the discussion by raising thoughtful questions, analyzing relevant issues, building on others' ideas, synthesizing across readings and discussions, expanding the class' perspective, and appropriately challenging assumptions and perspectives.
B+, B, B- (159-178 points)	Attends classes regularly and <i>sometimes contributes</i> to the discussion in the aforementioned ways.
C+, C, C- (139-158 points)	Attends classes regularly and <i>rarely</i> to the discussion in the aforementioned ways.
D+, D, D- (119-138 points)	Attends classes regularly and <i>never contributes</i> to the discussion in the aforementioned ways.
F (118 points and below)	Attends classes irregularly and <i>never contributes</i> to the discussion in the aforementioned ways.

*Eberly Center for Teaching Excellence, Carnegie Mellon University

Final Examination (300 points)

The final exam will be comprehensive; it will include all the chapters covered in the course. For the sake of academic honesty, I will require all cell phones to be placed on a separate table before the start of the final exam. **Also, should you arrive late for the finals and at least one student has completed the finals, you will not be allowed to take the finals.** It is the university's policy that no early exams be given; there will be no exceptions in this regard. Therefore, please arrange your travel schedule around the final exams. **Also, the professor is under no obligation to grant late exams simply because a student has three finals in one day unless in case of an emergency or there is a disability involved.**

Disability

Trevecca is committed to the provisions of the Rehabilitation Act of 1973 and the Americans with Disabilities Act as the University strives to be an inclusive community for students. A wide range of accommodations is available to provide access to Trevecca's facilities, academics, and programs. Individuals seeking accommodations for any type of disability are encouraged to contact Michelle Gaertner, the coordinator of student disability services in the Center for Leadership, Calling, and Service² at 248-1463 for information concerning the documentation of a disability and the procedure for implementing accommodations.

Attendance Policy

Attendance is imperative to the understanding of the subject. The university handbook states, "If class meets 2 times per week, the student may be disenrolled on the 7th absence."³ That means, if you miss more than 6 classes, you will fail the course.⁴ These 6 classes include both excused and unexcused absences. Also, attendance counts from the first day of class whether students are registered or not. Registering late is an excused absence.⁵ Please read page 59-60 of the university catalog on attendance policies. **Please note that attendance will be taken at the beginning of the class; if you are not in class at that time or if you walk in late you will be marked absent.**

Food Policy

You are NOT allowed to bring food and eat while this class is in session. **You will lose 5 points for participation every time you violate this policy.**

Laptop Policy

You are NOT allowed to bring laptops to this class. Any kind of disability that requires the use of laptops must be justified with a note from the Academic Support Center. This note must be given to me in the first week of class.

Communication Policy

To make sure that there is a smooth flow of communication pertaining to this class, **all students must use their Trevecca email ID.** You can access your Trevecca email through this URL: <http://live.trevecca.edu>. In the event of a class cancellation, an email will be sent to all students.

Policy on Cell Phones and Pagers

Please switch off all cell phones and pagers during our meeting. If you have an emergency, you can place your phone on vibrate, but you have to let me know about it before we meet. For the sake of academic honesty, I will require all cell phones to be placed on a separate table before the start of the midterm examination, the two tests, and the final examination.

Policy on Academic Honesty

Academic integrity is a very serious matter. Academic Honesty is expected of all students at Trevecca.⁶ Furthermore, integrity is what is expected of each of you in the classroom and in the work place. Each student is responsible to maintain high standards of academic ethics, personal honesty, and moral integrity. Each person is to do and be responsible for his/her own work. I certainly encourage you to jointly study for the tests and final examination outside of the classroom, but once you are inside the classroom your work should be your own. During an exam, you should keep your eyes to your paper and your paper only. Dishonest academic behavior will be dealt with fairly and firmly⁷; that means any student found guilty of cheating or plagiarism will be disenrolled from the class with a grade of "F." Please read the Academic Honesty policies on page 62 in the academic catalog.

Teaching Philosophy

Teaching is my passion! I will do my best to help you comprehend marketing management and its uses as applicable to your life, both in the business world and in your personal life. In my drive to help you learn, I will refer to many sources to bring information that will help you understand, learn, and apply concepts learned in the class. It is also my ardent desire to integrate my Christian faith within this discipline so that you may learn, as I will too, how you can serve Christ using this course. Above all, I believe every class period we spend together is spent in the presence of God. This is a privilege and a responsibility for me to teach, train, and, guide you to understand God. Your responsibility will be to give your best, remembering the God who wanted you to be here in the first place. Coming to class regularly, paying attention, showing respect to both the professor and fellow students, participating in class discussion, completing assignments on time, and having a Christ-like attitude should be important to all of you.

Class Schedule⁸ (subject to change)

<u>Month</u>	<u>Date</u>	<u>Class</u>	<u>Assignments</u>
January	16	Introductory Class	<u>In Class Plan:</u> <i>Meet in my office at 11 AM.</i>
	23	Chapter 1 (<i>Marketing in Today's Business Mileu</i>)/Reading Quiz 1	<u>Homework:</u> Prepare for Reading Quiz 1 and summary of chapter 1; <u>In Class Plan:</u> <i>Reading Quiz 1; Chapter 1 summary.</i>
	30	Chapter 2 (<i>Elements of Marketing Strategy, Planning, and Competition</i>) and Chapter 4 (<i>Understand Business-to-Consumer Markets</i>)/Reading Quizzes 2 and 3	<u>Homework:</u> Prepare for Reading Quizzes 2 and 3 and summary of chapters 2 and 4; <u>In Class Plan:</u> <i>Reading Quizzes 2 and 3; Chapters 2 and 4 summaries.</i>
		Simulation Trial Run Begins	Trial Run Year 1
February	6	Test 1 (Chapters 1, 2, and 4)	<u>Homework:</u> Prepare for Test 1; <u>In Class Plan:</u> <i>Test 1.</i>
		Simulation Trial Run	Trial Run Year 2
	13	NO CLASS	NO CLASS
		Simulation Begins	Year 1
	20	NO CLASS	NO CLASS
		Simulation Continues	Year 2
	27	Chapter 5 (<i>Understand Business-to-Business Markets</i>) and Chapter 6 (<i>Segmentation, Target Marketing, Positioning</i>)/Reading Quizzes 4 and 5	<u>Homework:</u> Prepare for Reading Quizzes 4 and 5 and summary of chapters 5 and 6; <u>In Class Plan:</u> <i>Reading Quizzes 4 and 5; Chapters 5 and 6 summaries.</i>
		Simulation Continues	Year 3
March	6	Chapter 7 (<i>Product Strategy and New-Product-Development</i>) and Chapter 9 (<i>Service as the Core Offering</i>)/Reading Quizzes 6 and 7	<u>Homework:</u> Prepare for Reading Quizzes 6 and 7 and summary of chapters 7 and 9; <u>In Class Plan:</u> <i>Reading Quizzes 6 and 7; Chapters 7 and 9 summaries.</i>
		SPRING BREAK WEEK	SPRING BREAK WEEK
	10	SPRING BREAK	NO CLASS
	12	SPRING BREAK	NO CLASS
		Simulation Continues	Year 4
	20	Midterm Examination (Chapters 1, 2, 4, 5, 6, 7, & 9)	<u>Homework:</u> Prepare for Midterm; <u>In Class Plan:</u> <i>Midterm.</i>
		Simulation Continues	Year 5
	27	Chapter 10 (<i>Managing Pricing Decisions</i>) and Chapter 11	<u>Homework:</u> Prepare for Reading Quizzes 8 and 9 and summary of

		(Managing Marketing Channels and Points of Customer Interface)/Reading Quizzes 8 and 9	chapters 10 and 11; In Class Plan: Reading Quizzes 8 and 9; Chapters 10 and 11 summaries.
		Good Friday/ Simulation	Year 6
April	3	Chapter 13 (Advertising, Sales Promotion, and Public Relations)/Reading Quiz 10	Homework: Prepare for Reading Quiz 10 and summary of chapter 13; In Class Plan: Reading Quiz 10; Chapter 13 summary.
		Easter Monday/ Simulation	Year 7
	10	Test 2 (Chapters 10, 11, & 13)	Homework: Prepare for Test 2; In Class Plan: Test 2.
		Taste the Nations/Simulation	Year 8 (Last Year)
	17	Chapter 14 (Personal Selling and Direct Marketing)/Reading Quiz 11	Homework: Prepare for Reading Quiz 11 and summary of chapter 14; In Class Plan: Reading Quiz 11; Chapter 14 summary.
	17	TASTE THE NATIONS	7 PM in TSAC (\$2.00 entry fee); Food and International Night hosted by NAMASTE .
	24	Chapter 15 (Understand the Global Marketplace: Marketing without Borders)/Reading Quiz 12	Homework: Prepare for Reading Quiz 12 and summary of chapter 15; In Class Plan: Reading Quiz 12; Chapter 15 summary.
May	1	NewShoes Presentations (BBB 115 @12 PM)	Homework: Prepare for Presentations; In Class Plan: Prayer; Team presentation.
		FINAL EXAM WEEK	FINAL EXAM WEEK
	TBD	FINAL EXAM (12 PM – 2 PM) (Chapters 1, 2, 4, 5, 6, 7, 9, 10, 11, 13, 14, and 15)	Homework: Prepare for Final Examination; In Class Plan: Please switch off all cellphones and place them on teacher's station; please sit wherever there is a scantron; Prayer; Final Examination.

Notes:

1. http://s3.amazonaws.com/trevecca.edu/Undergraduate_Catalog_2014_2015_final.pdf (page 210)
2. Trevecca Nazarene University Catalog (2014-2015), p. 24.
3. Trevecca Nazarene University Catalog (2014-2015), p. 59.
4. Trevecca Nazarene University Catalog (2014-2015), p. 59
5. Trevecca Nazarene University Catalog (2014-2015), p. 60
6. Trevecca Nazarene University Catalog (2014-2015), p. 63.

7. Trevecca Nazarene University Catalog (2014-2015), p. 63.
8. The class schedule is subject to change at my discretion.