Angelo State University
MKT 4325 • Marketing Management
Fall 2017
Syllabus

Class Meetings: MW 12:00 noon - 1:15 p.m., RAS 266

Instructor: Rex Moody, Ph.D. 
Office: Rassman 206
Phone: 325-486-6613 
E-mail: rex.moody@angelo.edu

Office Hours: Monday, Tuesday, Wednesday 1:30 p.m. - 4:00 p.m.
and by appointment

A note on contacting Dr. Moody
Please feel free to stop by during office hours, if you need to see me and can’t make office hours, let me
know and we can set something else up. Probably the best way to contact me is via email. I will work
hard to return all emails within 24 hours of receiving them.

Required Materials
The Wall Street Journal
We will use The Wall Street Journal extensively in class for discussions and assignments. There are two
options for acquiring WSJ, one is the Student Digital Pack, it costs $15 for 15 weeks and gives you
unlimited access to the online version of the Journal, WSJ.com (plus a few other items). The other option
is the Student Print + Digital Pack, which includes the online version and a paper copy of the Journal (six
days a week), it costs $49 for 1 year.

You can sign up for either of the packages at www.WSJ.com/studentoffer

When you sign up for the Journal with either package, I suggest you place a reminder in your calendar a
few weeks prior to your subscription ending to cancel the automatic renewal of your subscription. Of
course, if you enjoy reading the paper, you don’t need to act, but if you do not act, you will be
automatically renewed.

If I find that students are not prepared to discuss articles that are assigned, I reserve the right to add
quizzes on the articles to the course. The points for these quizzes then be factored in to students’ final
course percentage grades (the total points possible will increase).

We will use this book in the second half of the course (after spring break). It has a list price of $25.00,
but as of the first day of class, was available on Amazon.com for about $20 for a new hardcover copy and
for about $14 for a used copy. A Kindle (electronic version), which can be read on many devices with the
correct app, cost about $13.

Other Readings Assigned by Dr. Moody
You may have other readings assigned through out the term by Dr. Moody. These readings will either be
available through the electronic resources provided by the ASU Library or will be given to you by Dr.
Moody. Prior to your exams, Dr. Moody will outline what you need to know from these assigned
readings.

Course Prerequisites
MKT 3321 (Marketing)
Course Description
From the ASU Catalog
Case analysis involving strategy and tactics for the solution of marketing problems; decision-theory stressing the interdisciplinary nature of marketing management.
A more detailed description
The purpose of this course is to provide students with the insights and skills necessary to become a marketing manager. Students will apply course concepts and practice making marketing decisions by participating in class discussions and completing several assignments.

Course Objectives
By the end of this course, students should achieve the following essential learning objectives:

✓ Describe the concept of “market-based management” and apply basic market-based management tools in order to make sound marketing management decisions.

✓ Describe the premise of “behavioral marketing” and demonstrate an understanding of the underlying the concepts related to this particular style of marketing.

✓ Formulate and implement specific marketing program decisions (e.g. product, pricing, channel, and promotion decisions) in support of selected market-based initiatives.

✓ Employ specific quantitative and financial analyses essential to marketing management development and evaluation.

✓ Develop approaches for analyzing complex marketing problems and formulating specific, compelling recommendations in decision environments characterized by incomplete information.

Student Learning Outcomes
After completing this course, you should be able to:

♦ Define and explain the concept of market-based management and apply key concepts related to this style of management to marketing problems.

♦ Define and explain the concept of behavioral marketing and concepts related to this type of management.

♦ Identify and use a number of tactics to make managerial decisions related to the marketing mix.

♦ Formulate solutions to marketing-based problems when faced with an issue and incomplete information.

Methods of Assessing Learning Outcomes
Learning outcomes will be assessed through several exams; in-class student presentations, and class participation.

Course Format
The typical class period in this course will be a mixture of lecture and class participation. We will use The Wall Street Journal, along with other required readings in the course to form a basis of the class discussions. Lecture material will be presented using PowerPoint slides that will be distributed prior to class on Blackboard. On some days in class we will work on exercises, Dr. Moody will be available to help you complete such exercises in class.
While some articles from *The Wall Street Journal* will be pre-assigned by Dr. Moody, so we can ensure that they are read prior to class, students should plan to spend some time each day reviewing the top stories in the Journal and specifically the content in the Journal related to marketing (we will discuss where to look for such articles once you are all up and running with the Journal).

After students are all comfortable with the Journal, we will begin student presentations based on selected articles from the paper.

The idea behind using the Journal in class is for you as students to apply the knowledge that you gain through class materials to the articles that you read in the paper. You should also gain an appreciation that it is important for a marketer to be scanning the environment for news that may impact their role as a manager and decision maker.

Later in the term, our focus will shift to the concept of Behavioral Marketing. Again there will be some lecture to prepare you for what you will read in the related book, but in-class presentations by students and discussion of the material by all will be the norm for our coverage of the material.

**Class Participation**

I cannot emphasize enough how important it is for you to come to class prepared to discuss the day’s topic. This is a senior-level course and all students should be prepared to comment on and discuss the material as it is covered in the readings and in class.

Students can assume that they are starting the semester with an average (70 or C) grade in participation. You can move up or down from that grade based on your in-class performance.

**Class discussion exercises** will be provided throughout the term. When you have discussion exercises due, you should have a written or printed copy of the exercise ready to be reviewed by Dr. Moody. You should come to class ready to discuss and present your solutions to the exercises. This work will be marked based on completeness. Marks for the exercises count toward your participation grade.

Here are three ways you can help yourself get a good participation grade in class (and some notes on how to harm your participation grade):

1. Bring your nameplate to class and display it each day (EVEN AFTER YOU ARE SURE THAT I KNOW YOUR NAME!!!!). I will learn your names within the first few weeks of class. However, the nameplates facilitate a smoother class discussion as I do not have to pause to think of your name before calling on you.

2. Consistent and on-time class attendance. When you arrive late, it distracts everyone. Excessive absences (more than 2-3) will affect your attendance/participation score in this course. Also, keep in mind that attendance does not equal participation. You need to be in class in order to participate, however, merely being in class each day will not earn you a high participation grade.

3. The most critical factor in your class participation grade is participating during class. Your goal should be to make several remarks (comments, ask questions, answer questions) during each class period. The quality of your participation is more important than the quantity.

Here are some things that will lower your class participation grade:

- arriving late to class or being absent more than twice without an excuse
- surfing the web on your computer or tablet during class
- keeping your cell phone out, checking it during class, or texting / emailing during class
- showing up without your nameplate or continually being having to be asked to display it
- plagiarizing material in class assignments
Lecture Slides
PowerPoint lecture slides will be available before each class session for downloading and/or printing through the class page on the class Blackboard site. I highly recommend that you print the slides out one per page (either half or full page) and bring them with you to class, so you can take notes right on the slides. The slides will act as your daily class outline and as your study guide for the exams.

Exams
Three exams will be given during the term. They will cover material from class and the assigned readings. The exams will be multiple choice in nature.

ASU College of Business Career Fair
You can earn a perfect assignment score worth five percent of your course grade by attending the ASU College of Business Career Fair on Wednesday, Oct. 10.

Course Grades
Your semester grades will consist of the following components.

- Exams, three @ 15% each: 45%
- Individual student WSJ presentations: 15%
- Group presentation on Behavioral Marketing: 15%
- Participation/Professionalism: 20%
- Career Fair Participation: 5%

Note: You must have an average passing grade on your exams to pass the class.

The following cutoffs will be used to determine final grades in MKT 4325:

- A 90% - 100%
- B 80% - 89%
- C 70% - 79%
- D 60% - 69%
- F Below 60%
Course Policies

Attendance
I will take attendance through the use of a daily sign-in sheet. I expect all students to attend class regularly and be prepared to actively involve themselves in the learning process. Your attendance in class will directly affect your class participation/professionalism grade. You can miss two class periods without any impacting your participation score, after the first two absences, you will need to provide legitimate reasons for missing class to Dr. Moody, otherwise your participation grade will be impacted.

Courtesy, Respect and Professionalism
Courtesy and respect are essential ingredients to this course. We respect each other's opinions and respect others points of view at all times on the class discussion forums. The use of profanity and harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, lifestyle, religion, etc., violations of these rules will result in appropriate disciplinary actions.

Students are expected to conduct themselves professionally in all matters related to this class. This means students should prepare all assignments in a professional manner and act professionally when participating in class discussions. Inappropriate comments directed toward others in class and/or inappropriate comments in assignments will not be tolerated. Unless otherwise noted, written assignments should be word processed and be free of spelling and grammatical errors.

Group Work
Working in groups can be much more difficult than working individually. Be prepared to face the challenges of group work and avoid finger pointing at the end of the semester. Should problems arise within your group, you should contact me immediately. Ask, and you will receive support.

Late Assignments
I will not accept late assignments in this class, this includes discussion assignments. This is a hard and fast rule in this class. Be ready with your discussion exercises and to present on the day you are assigned.

Make Up Exams
Make up exams will be given only under legitimate circumstances. Unless you are incapacitated in some way, I expect you to call me before class and let me know you are going to miss an exam. Should you miss an exam for a reason not deemed legitimate, you will receive a zero on that exam.

Extra Credit Work
No extra credit work will be available for students in this class. Students should prepare for exams and complete assignments to the best of their ability. Attendance, participation, and solid work is expected from all students.

Academic Honesty and Integrity
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both print and web versions of the Student Handbook and at: http://www.angelo.edu/forms/pdf/Honor_Code.pdf

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do no violate this trust. Violation of academic integrity will result in a failing grade for the course. If a student is caught cheating in this course, they will receive a score of zero on the assignment or exam in question and for their Participation and Professionalism grade in the course.
It is the professor's intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

College of Business Code of Ethics
Students, faculty, administrators and professional staff of the College of Business should always:
- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one's actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated

Accommodations for Disability
ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by emailing studentservices@angelo.edu, or by contacting:

Mrs. Dallas Swafford
Director of Student Development
Office of Student Affairs
University Center, Suite 112
325-942-2047 Office
325-942-2211 FAX
Dallas.Swafford@angelo.edu

Student Absence for Religious Holidays
As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

Course Drop
To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit www.angelo.edu/services/registrars_office/course_drop_provisions.php. The last day to drop this course in the full (16-week) fall 2017 semester is Nov. 3.

Incomplete as a Course Grade
As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade "I" is given when the student is unable to complete the course because of illness or personal misfortune. For undergraduates, an "I" that is not removed before the end of the next long semester automatically becomes an "F". To graduate from ASU, a student must complete all "I's".
Grade Appeal Process
As stated in the Angelo State University Operating Policy and Procedures (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, has experienced inequitable evaluation procedures, or inappropriate grading practices, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the grade appeal process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at:
www.angelo.edu/content/files/14196-op-1003-grade-grievance
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<thead>
<tr>
<th>Day/Date</th>
<th>Chapter(s)</th>
<th>Topic</th>
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<td>Mon., Aug. 28</td>
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<td>Course Introduction</td>
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<td>Market Orientation</td>
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<td>Mon., Sept. 4</td>
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<td><strong>No Class, Labor Day</strong></td>
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<td>Market Orientation</td>
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<td>Mon., Sept. 18</td>
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<td>Market-Based Performance</td>
<td><strong>WSJ Presentations Begin</strong></td>
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<td>Wed., Sept. 20</td>
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<td>The Customer Experience</td>
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<td>Mon., Sept. 25</td>
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<td>Market Segmentation</td>
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<td>Behavioral</td>
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<td>Wed., Nov. 1</td>
<td>Chapters</td>
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<td><strong>Exam 2</strong></td>
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<td>Mon., Nov. 6</td>
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<td>Intro. &amp; 1</td>
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<td>Wed., Nov. 8</td>
<td>2 &amp; 3</td>
<td>Behavioral Marketing as covered in the Walters book</td>
<td><strong>Group Presentations Begin</strong></td>
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<td>Mon., Nov. 13</td>
<td>4 &amp; 5</td>
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<td>9 &amp;10</td>
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<td>11 &amp;12</td>
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<td>Mon., Dec. 4</td>
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<td>Wed., Dec. 6</td>
<td>15, 16 &amp; 17</td>
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