Class Meetings: 1:30 p.m. - 2:45 p.m., RAS 265

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

Office Hours: Monday and Wednesday: 3:00 p.m. - 4:00 p.m.
Tuesday and Thursday: 1:00 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
There are no required materials you need to purchase for this class. Much of the material we will cover in
class comes from the book, Market-Based Management by Roger J. Best, 6th ed. We will cover material
from this textbook in class and I will provide PowerPoint slides on Blackboard for you to use as you see
fit. You will only be responsible for the material we cover in class, not for any material from the book
that we do not cover.

Other Assigned Readings
You may have other readings assigned throughout 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 in hard copy or linked on the class Blackboard page. Prior to your exams, Dr. Moody will outline
what you need to know from these assigned readings.

Course Prerequisites
MKTG 3321 (Marketing), MKTG 3322 (Consumer Behavior), and three elective hours in marketing
(MKTG).

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.

☑  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.

♦  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, a group project, and class participation.

Course Format
The typical class period in this course will be a mixture of lecture and class participation. 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.

From time to time Dr. Moody will also provide you with outside articles to read for class. You should read these articles by the class period assigned and be ready to participate in class discussions concerning the articles.

In the later part of the term we will be working on group projects. These projects are for real organizations and businesses and will allow you to practice your marketing skills in real-world settings.

Class Participation
I can not 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.

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.
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.

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.

**Note Taking**
Since we don’t have a text book for this course, taking good notes is a requirement for class success. Note taking is a skill that you need to practice and master to be successful in the business world. You can earn bonus points for this class with your good note taking practices. To earn note-taking bonus points, after each class where note taking is appropriate, just snap pictures of your notes and email them to Dr. Moody by the end of the day that class was held (no late submissions are allowed). You can earn up to 30 bonus points during the term by taking good notes.

**Exams**
Two 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 10 bonus participation points for the class by attending the ASU College of Business Career Fair on Thursday March 29th from 11 a.m. to 2 p.m.
Course Grades
Your semester grades will consist of the following components.

- Exams, two @ 100 points each: 200 points
- Group project (including presentation): 300 points
- Participation/Professionalism: 100 points

Total: 600 points

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.

Professionalism
Students are expected to conduct themselves professionally in all matters related to this class. This means students should act professionally in class and prepare all assignments in a professional manner. Inappropriate verbal comments directed toward others in class and/or inappropriate written comments in assignments will not be tolerated. Cell phones should be turned off during class–this includes any texting feature your phone may have.

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. Note that peer evaluations will be used as part of the grading scheme for the group projects.

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
Except as outlined above, no extra credit (or bonus) 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:

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 "Is".

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
## Class Schedule

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<td>Monday January 22</td>
<td>Market Orientation</td>
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<td>Wednesday, January 24</td>
<td>Market Orientation</td>
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<td>Monday January 29</td>
<td>Market-Based Performance</td>
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<td>Wednesday, January 31</td>
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<td>Monday February 5</td>
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<td>Wednesday, February 7</td>
<td>The Customer Experience</td>
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<td>The Customer Experience</td>
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<td>Wednesday, February 14</td>
<td>Market Segmentation</td>
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<td>Monday February 19</td>
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<td>Wednesday, February 21</td>
<td>Exam 1</td>
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<td>Monday February 26</td>
<td>Product Strategies</td>
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<td>Wednesday, February 28</td>
<td>Product Strategies</td>
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<td>Monday March 5</td>
<td>Pricing</td>
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<td>Marketing Communications</td>
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<td>Monday April 2</td>
<td>Exam 2</td>
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<td>Wednesday, April 4</td>
<td>Group Project Introductions</td>
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<td>Monday April 9</td>
<td>Project Work Day</td>
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<td>Project Work Day</td>
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<td>Wednesday, April 25</td>
<td>Final Projects Due</td>
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<td>Monday April 30</td>
<td>Project Work Day–Revisions</td>
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<tr>
<td>Wednesday, May 2</td>
<td>Group Presentations</td>
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<td>Monday, May 7, 3:30 p.m.</td>
<td>Group Presentations</td>
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