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

Class Meeting Time:
Mondays and Wednesdays, 3:00 p.m. - 4:15 p.m., RAS 263

Office Hours:
Mondays and Wednesdays 8:00 a.m. - 11:00 a.m. or by appointment

Course Communications
Please feel free to stop in (in person or virtually) 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.

If you cannot make it to my office, but still would like to meet with me, we can do so with the Zoom conferencing app. Just let me know when you would like to meet via email and I can set up a meeting with you. Zoom allows for video and audio chat and will allow us share screens, so I can help you with questions that involve the software we will use in class.

Outside of class and office hours, the best way to contact me is via email. I will work hard to return all emails received during business hours within 24 hours of receiving them. Emails received on weekends or during holidays will be replied to by the following Monday or the next working day in the case of holidays.

Please be professional in all email correspondence with me. This means that you have a subject line that is germane to what you are writing me about, a salutation (at least addressing me by name), a message that is well written in full sentences that are free of spelling and grammatical errors, and a proper closing (at least your name). Please also let me know which class you are in when you write, I’m teaching four different classes this term and that information is always helpful. Emails that don’t meet these standards will be returned with a note asking for corrections.

Course Description
“Case analysis involving strategy and tactics for the solution of marketing problems; decision-theory stressing the interdisciplinary nature of marketing management,” (ASU Catalog). Furthermore, 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 relevant assignments.
**Course Prerequisites**
Marketing 3321, 3322, and three elective hours in Marketing

**Required Materials**
*The Wall Street Journal*, subscribe to the online version of the journal here: [https://r.wsj.com/PROF5t55](https://r.wsj.com/PROF5t55)
Please do this after we discuss this in class. If you have questions, talk to Dr. Moody

Management by the Numbers (MBTN), selected modules.
TBA (cost of 10 modules is $19.95)

**Course Technology**
You will need to use a computer connected to the internet to complete the readings and homework assignments (within MBTN) for this class. Access to an office productivity package will also be necessary for assignments.

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

- Define and explain the concept of marketing strategy.
- Understand how to formulate and implement specific marketing program decisions (e.g. product, pricing, channel, and promotion decisions) in support of selected strategic initiatives.
- Understand how and when to employ specific *quantitative and financial analyses* essential to marketing strategy development and evaluation.
- Identify, explain and use a number of different marketing strategies a firm can pursue related to the marketing mix.

**Course Format**
This course will rely heavily on discussion and participation by all students enrolled. Dr. Moody will discuss various topics related to marketing management, providing students notes and PowerPoints when necessary. But, much of the learning will occur though readings and discussions, that all students should be prepared for.
Assessment
Students can expect the following assessments during the term:

Exams
Two exams will be given during the term. Students should expect these exams to consist of multiple choice questions. Questions on the exam will test knowledge and application of the student’s knowledge. Exams will be given in class.

Make up exams will be given only for reasons deemed legitimate by Professor Moody and should be avoided if at all possible. If you have to miss the exam for any reason, you must notify Professor Moody in advance, if you are ill or otherwise incapacitated a short phone message or email will suffice.

Readings and Discussions
We will use The Wall Street Journal extensively in class to discuss marketing topics and the strategic decisions firms are currently making in regards to marketing.

At the beginning of the course, Dr. Moody will assign articles that all students will read and we will discuss in class. As the term progresses, students will begin identifying articles on their own and lead the discussions. This process will be formalized so that all students have a change to identify articles and lead discussions.

Marketing by the Numbers
We will use a tool called Management by the Numbers to learn and practice the type of numerical tasks that marketing managers often complete. Specific modules will be assigned on specific dates; some class time will also be devoted to discussing and working on the modules.

Participation and 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. You are allowed two un-excused absences before poor attendance will affect your grade.

Participation in class discussions is a key component of your grade in this class.
Course Grades

Please keep in mind that in MKTG 4325 you are graded on your performance on the graded elements of the course—you are not graded on effort. Your final class grade will depend solely on how you perform on all aspects of the course and no other factors.

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

- **A** 900 - 1,000 points
- **B** 800 - 899 points
- **C** 700 - 799 points
- **D** 600 - 699 points
- **F** Below 600 points

Your semester grade will consist of the following components.

<table>
<thead>
<tr>
<th>Points</th>
<th>Exams (2 @ 150 points each)</th>
<th>Marketing by the Numbers Modules (10 @ 30 points each)</th>
<th>Discussion Leader Activities</th>
<th>Class Participation and Professionalism</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>300</td>
<td></td>
<td></td>
<td></td>
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<td>1,000</td>
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Other Course Policies

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

Professionalism
As noted above, 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 conduct themselves in a professional manner in class and online (in class-related emails). Inappropriate verbal comments directed toward others in class and/or inappropriate written comments in assignments will not be tolerated.

We are all expected to abide by the ASU Norris-Vincent 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
**Academic Honesty**
Students are expected to maintain complete honesty and integrity in all work. Any student found guilty of any form of dishonesty in academic work is subject to disciplinary action and possible expulsion from ASU.

Students caught cheating on exams will be given a grade of zero for the exam and reported to the university’s office of student conduct.

While you may work with others on the assignments for this course, you should not turn in work that is exactly the same as another student (except for group project work). Should two students turn in assignments that are exactly the same, the assignment will be scored in a normal manner and each of the two students will receive one-half of the resulting grade. If three students turn in the exact work the grade will be divided by three as it is assigned to each student, and so on.

**Plagiarism**
Plagiarism is a serious topic covered in ASU’s Academic Integrity policy in the Student Handbook. Plagiarism is the action or practice of taking someone else’s work, idea, etc., and passing it off as one’s own. Plagiarism is literary theft.

In your work, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Material you create for class are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center.

Students caught plagiarizing their own or another’s work in this class will at a minimum receive a grade of zero on the assignment in question, depending on the extent of the issue, they may also be reported to the university’s office of student conduct.

**Policy on Disabilities**
Angelo State University 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 Act of 2008 (ADAAA), and subsequent legislation.

The Office of 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 contacting Ms. Dallas Swafford, Director of Disability Services, at 325-942-2047 or through email at dallas.swafford@angelo.edu.
Policy on Religious Observances
A student who intends 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. See ASU Operating Policy 10.19 Student Absence for Observance of Religious Holy Day for more information.

Course Drop
To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit: http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.
March 26 is the last day to drop a course during the Spring 2020 semester.

Incomplete as a Course Grade
The incomplete grade, a grade of I is only given when the student is unable to complete the course because of illness or personal misfortune. 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. Please contact faculty if you have serious illness or a personal misfortune that would keep you from completing course work. Documentation may be required. See ASU Operating Policy 10.11 Grading Procedures for more information.

Grade Appeal Process
A student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, 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 process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.

Title IX at Angelo State University
Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.
You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D. You may submit reports in the following manners:

**Online:** [www.angelo.edu/incident-form](http://www.angelo.edu/incident-form)
**Face to Face:** Mayer Administration Building, Room 210
**Phone:** 325-942-2022
**E-Mail:** michelle.boone@angelo.edu

*Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).*

For more information about resources related to sexual misconduct, Title IX, or Angelo State’s policy please visit: [www.angelo.edu/title-ix](http://www.angelo.edu/title-ix).

**General Policies**
All students are required to follow the policies and procedures presented in these documents:
Angelo State University Student Handbook
Angelo State University Catalog
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<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Marketing By The Numbers</th>
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<tbody>
<tr>
<td>January 13</td>
<td>Course Introduction</td>
<td></td>
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<tr>
<td></td>
<td>Marketing Strategy</td>
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<tr>
<td>January 20</td>
<td>Marketing Strategy</td>
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<tr>
<td></td>
<td>Market Orientation</td>
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<tr>
<td>January 27</td>
<td>Market-Based Performance</td>
<td>Customer Lifetime Value 1</td>
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<tr>
<td>February 3</td>
<td>Customer Experience</td>
<td>Customer Lifetime Value 2</td>
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<td><strong>Student-Led WSJ Discussions Start</strong></td>
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<tr>
<td>February 10</td>
<td>Analyzing Markets</td>
<td>Profit Dynamics</td>
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<tr>
<td>February 17</td>
<td>Market Segmentation</td>
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<tr>
<td>February 24</td>
<td>Product Management</td>
<td>Breakeven</td>
</tr>
<tr>
<td>March 2</td>
<td>Catch Up and Review</td>
<td>Exam 1 (Wed., March 4)</td>
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<tr>
<td>March 9</td>
<td><strong>Spring Break, No Class</strong></td>
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<tr>
<td>March 16</td>
<td>Branding</td>
<td>Cannibalization</td>
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<tr>
<td>March 23</td>
<td>Positioning</td>
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<tr>
<td>March 30</td>
<td>Pricing</td>
<td>Margins 1, Introduction</td>
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<tr>
<td>April 6</td>
<td>Pricing</td>
<td></td>
</tr>
<tr>
<td>April 13</td>
<td>Marketing Channels</td>
<td>Margins 2, Channels</td>
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<tr>
<td>April 20</td>
<td>Promotions</td>
<td>Advertising Metrics</td>
</tr>
<tr>
<td>April 27</td>
<td>Promotions</td>
<td>Web Metrics</td>
</tr>
</tbody>
</table>

Exam 2: Wednesday, May 6, 3:30 p.m.