**MKTG 4325: Marketing Management**

**Fall 2021**

Class Times: Mondays and Wednesdays 2:00pm - 3:15pm, Rassman 103

**Instructor:** Berna Basar, Ph.D.

**Office:** Rassman 210

**Email:** bbasar@angelo.edu

**Phone:** 325-486-6599

**Office Hours:**

Tuesdays 11:30am - 1:30pm,
Thursdays 12:30pm - 1:30pm, or by appointment

**COURSE DESCRIPTION**

This course provides the strategies and tactics for the solution of marketing problems stressing the interdisciplinary nature of marketing management. Special emphasis will be given to developing quantitative literacy in marketing and building marketing strategies that deliver superior levels of customer satisfaction, value, and profitability. Furthermore, the purpose of this course is to enable students to use marketing management in decision making about important business opportunities and challenges as business professionals. The knowledge and skills gained in this course will help them to use marketing to its fullest potential to positively impact organizational performance. Students will apply course concepts and practice making marketing decisions by participating in class discussions and exercises, working on a marketing plan project, and completing other relevant assignments.

**STUDENT LEARNING OUTCOMES**

After completing this course, you should be able to:

- Define and explain the concept of marketing strategy.
- Formulate and implement specific marketing program decisions (e.g. product, pricing, channel, and promotion decisions) in support of selected strategic initiatives.
- Predict when to employ specific quantitative and financial analyses essential to marketing strategy development and evaluation.
- Identify and examine marketing problems, develop creative solutions to address them, and articulate reasons for choosing various solutions.
COURSE PREREQUISITE
Management 3332, Marketing 3321, 3322, and three elective hours in Marketing

REQUIRED TEXT
Modules: Management by the Numbers (MBTN), selected modules. TBA (cost of 10 modules is $19.95)
Other materials: Dr. Basar will assign cases and articles that all students will read, and we will discuss in class. As the term progresses, each student will be assigned a case study which they will present in class.

ASSESSMENTS
In this course, students’ performance will be assessed through:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm</td>
<td>20%</td>
<td>Oct. 20</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
<td>Dec. 1</td>
</tr>
<tr>
<td>Marketing by the Numbers: 9 Modules</td>
<td>20%</td>
<td>See course schedule</td>
</tr>
<tr>
<td>Case Study Presentations</td>
<td>10%</td>
<td>Sept. 15 – Nov. 10</td>
</tr>
<tr>
<td>Marketing Plan Group Presentation</td>
<td>15%</td>
<td>Nov. 22 – Nov. 24</td>
</tr>
<tr>
<td>Class participation/Readings</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

A = 90 – 100 %  
B = 80 – 89 %  
C = 70 – 79 %  
D = 60 – 69 %  
F = 59 % and below.

In order to succeed in this course:

1) Read assigned material and come to classes prepared.

2) Attend classes regularly. Class discussions will give you an opportunity to apply concepts discussed in the text. Class activities will give you a deeper understanding of the material and sharpen your analytical, problem solving, and reasoning skills.
3) Ask questions and participate in class discussions and activities.
4) Do your assignments on time.

**MIDTERM AND FINAL EXAMS (40%)**

All questions will be based on the key concepts from the materials covered in class. The final exam is not cumulative (it covers topics discussed after the mid-term exam). Most questions on the exam will involve applying concepts that were learned from class. Exams are meant to be a learning opportunity where students apply concepts from class in new ways. Simply memorizing formulas and definitions will not be sufficient for success on exams.

Make up exams will be given only for reasons that are officially documented (e.g., medical report signed by a medical practitioner) and deemed legitimate by Dr. Basar. The instructor must be notified about the situation immediately and in advance when it is possible.

**MARKETING BY THE NUMBERS (20%)**

We will use a tool called MBTN 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.

**INDIVIDUAL CASE STUDY PRESENTATION (10%)**

Dr. Basar will assign cases and articles that all students will read, and we will discuss in class. As the term progresses, each student will be assigned a case study which he/she will present in class. Your presentation is expected to be around 15min. One copy of the power-point presentation will be presented to the instructor for use in grading the assignment. More information about the case studies will be shared by Dr. Basar during the semester.

Absence during the presentation day will result in a grade of zero for this assignment.

**GROUP PROJECT: MARKETING PLAN (15%)**

This semester you will work in groups of 4 and develop a marketing plan for a business case scenario provided by the instructor. You may form groups yourselves. Otherwise, the instructor will assign students to groups in the second week of the semester. If you can gather a few group members, let the instructor know – she can add a few more to form a group.
Your marketing plan should include the following:

1. Situation analysis
2. SWOT analysis
3. Key performance metrics
4. Recommended marketing strategies and logical reasoning
5. Marketing mix information regarding your solution(s) and your justification for each
6. Estimated profitability picture

The group project paper will be submitted by November 24th. Group presentations are expected to be 20-25min. Each group will present their work on the assigned date for their group. One copy of the power-point presentation will be presented to the instructor for use in grading the assignment. Absence during the presentation day will result in a grade of zero for this assignment. More detailed information about your group marketing plan assignment will be provided during the semester.

**Peer Evaluation:** Each group member will complete a peer evaluation form at the end of the semester.

**CLASS PARTICIPATION/READINGS (15%)**

**Participation:** Participation in class discussions is a key component of this class. Dr. Basar will discuss various topics related to international marketing. However, much of the learning will occur though readings and discussions, that all students should be prepared for.

**Attendance:** I will take attendance at the beginning of each class. I expect all students to come to class on time, attend class regularly and be prepared to actively involve themselves in the learning process. You will be counted absent if you are not present for the entire class. You are allowed to have three un-excused absences before poor attendance will affect your grade. However, a student’s absence will result in a zero for all work/assignments completed on that day. Additionally, after three un-excuses, two points will be deducted from your participation grade for each additional absence. Three tardiness (more than 10 minutes) will result in an absence.

To be considered excused for a class absence, the student must be excused through the school as they will be attending a school sponsored event. In these cases, it is the responsibility of the student to complete any assignments they will be missing prior to their departure. Please come talk to me if as soon as you know you will be missing a class.

Please be a courteous student and peer. Use of headphones will result in you being counted absent for the day.
MISSED/LATE WORK
Late assignments will be penalized with 5% grade reduction per day.

CODE OF ETHICS
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 MISCONDUCT
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 of disciplinary action and possible expulsion from ASU.

Academic misconduct includes cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, violations of published professional ethics/standards, and any act or attempted act designed to give unfair academic advantage to oneself or another student.

Please read the section: “Misconduct addressed by the Office of Student Conduct” at Angelo State University’s Student Handbook for more information about academic misconduct.


Cheating: Cheating includes but is not limited to copying from another student’s work and using or having the possession of materials or devices during academic work, test, quiz or other assignments which are not authorized by the person administering the academic work, test, quiz, or other assignment. 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).
**Plagiarism:** 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**

The Americans with Disabilities Act (ADA) of 1990 (PL101-336) mandates equal opportunities for persons with disabilities in all public facilities, programs, activities, services, and benefits derived from them. Section 504 of the Rehabilitation Act of 1973 (PL93-112), as amended, mandates equal opportunity for qualified persons with disabilities in all programs, activities, and services of recipients of federal financial assistance. Both ADA and Section 504 are civil rights statutes that prohibit discrimination on the basis of disability, obligate colleges and universities to make certain adjustments and accommodations and offer to persons with disabilities the opportunity to participate fully in all institutional programs and activities. Angelo State University adheres to these regulations and the Texas Commission on Human Rights Act.

Student Disability Services is located in the Office of Student Affairs and is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student’s responsibility to initiate such a request by contacting an employee of the Office of Student Affairs, in the Houston Harte University Center, Room 112, or contacting the department via email at ADA@angelo.edu. For more information about the application process and requirements, visit the Student Disability Services website at www.angelo.edu/ADA.

The employee charged with the responsibility of reviewing and authorizing accommodation requests is: Ms. Dallas Swafford, Director of Disability Services, at 325-942-2047 or through email at dallas.swafford@angelo.edu.
POLICY ON RELIGIOUS OBSERVANCES

“Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20. 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.

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 law, the University prohibits discrimination based on sex 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, Sexual Assault, Sexual Exploitation, Sex Discrimination, Stalking, Public Indecency, Interpersonal ( Dating, Domestic, or Family) Violence, Sexual Violence, and any other misconduct based on sex. Any acts that fall within the scope of this regulation hereinafter are referred to as Sexual Misconduct. Discriminatory behavior is prohibited regardless of the manner in which it is exhibited, whether verbally, in writing, by actions, or electronically displayed or conveyed.

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: https://www.angelo.edu/current-students/title-ix/
Face to Face: Mayer Administration Building, Room 210
Phone: 325-942-2022
E-Mail: michelle.boone@angelo.edu

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
# TENTATIVE WEEKLY COURSE SCHEDULE*

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 23</td>
<td>Course Introduction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Marketing Strategy</td>
<td></td>
</tr>
<tr>
<td>August 30</td>
<td>Market-Oriented</td>
<td>Customer Lifetime Value 1 (MBTN)</td>
</tr>
<tr>
<td></td>
<td>Customer Focus and Customer Performance</td>
<td></td>
</tr>
<tr>
<td>September 6</td>
<td>Marketing Performance, Metrics, and Profitability</td>
<td>Profit Dynamics (MBTN)</td>
</tr>
<tr>
<td></td>
<td>Holiday on Monday</td>
<td></td>
</tr>
<tr>
<td>September 13</td>
<td>Marketing Performance, Metrics, and Profitability</td>
<td>Breakeven Analysis (MBTN)</td>
</tr>
<tr>
<td></td>
<td>Student-led Presentations Start</td>
<td></td>
</tr>
<tr>
<td>September 20</td>
<td>Market Potential, Demand, and Share</td>
<td>Market Share Metrics 1 (MBTN)</td>
</tr>
<tr>
<td>September 27</td>
<td>Competitive Position and Sources of Advantage</td>
<td></td>
</tr>
<tr>
<td>October 4</td>
<td>Customer Experience and Value Creation</td>
<td></td>
</tr>
<tr>
<td>October 11</td>
<td>Market Segmentation</td>
<td></td>
</tr>
<tr>
<td>October 18</td>
<td>Catch Up and Review</td>
<td>Exam 1</td>
</tr>
<tr>
<td>October 25</td>
<td>Product Positioning, Branding, and Product Line Strategies</td>
<td>Cannibalization (MBTN)</td>
</tr>
<tr>
<td>November 1</td>
<td>Pricing Strategies</td>
<td>Margins 1, Introduction (MBTN)</td>
</tr>
<tr>
<td>November 8</td>
<td>Marketing Channels</td>
<td>Margins 2, Channels (MBTN)</td>
</tr>
<tr>
<td>November 15</td>
<td>Marketing Communications</td>
<td>Advertising Metrics (MBTN)</td>
</tr>
<tr>
<td>November 22</td>
<td>Group Marketing Plan Presentations</td>
<td>Web Metrics (MBTN)</td>
</tr>
<tr>
<td></td>
<td>Group Marketing Plan Paper due</td>
<td></td>
</tr>
<tr>
<td>November 29</td>
<td>Recap before exam</td>
<td></td>
</tr>
</tbody>
</table>

* Exam 2: December 1, 2:00PM

* The instructor reserves the right to make changes to the course schedule when necessary.