

Angelo State University · Norris-Vincent College of Business
MKTG 4325 · Marketing Management
Spring 2022 Course Syllabus

Course Information

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, three elective hours in Marketing, and Management 3332 (Data Analytics).

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.
- Demonstrate 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.

Contact Information

Instructor Contact Information

Instructor: Rex Moody, Ph.D.

Office: Rassman 212A

Phone: 325-486-6613 or 325-942-2283

E-mail: rex.moody@angelo.edu

Office Hours

Office Hours:

11:00 a.m. – 12:00 noon, Tuesdays and Thursdays and any other time Monday-Thursday when I’m not in class or a meeting (by Appointment).

Please note, I am typically in my office Monday – Thursday from around 9:00 a.m. until at least 4:00 p.m. However, as Interim Department Chair of the Management & Marketing Department here at ASU, I am also involved in lots of meetings. With this in mind, if you would like to meet inside or outside of the office hours above, please contact me or the Management & Marketing Office Coordinator to set up a time, to make sure that time will work with my schedule. I will be happy to meet with you in person, or virtually through Zoom or WebEx.

Communicating with Dr. Moody

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. We can also meet using Zoom or WebEx. Just let me know when you would like to meet via email and I can set up a meeting with you.

Outside of 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 Materials

Required Materials

Market-Based Management, by Roger Best, 6th Edition, available as a PDF download on the course Blackboard site.

Management by the Numbers (MBTN), selected modules.

You will get an email during the first week of class from MBTN with a code for you to use to sign up for this resource. Cost is \$19.95.

Course Technology

You will need to use a computer connected to the internet to download the textbook and complete the homework assignments (within MBTN) for this class. Access to an office productivity package (MS Office) will also be necessary for assignments. Note that as an ASU student, you can obtain Microsoft Office for free through the ASU IT Department.

You will have the opportunity to work on the MBTN assignments in class. You can either use your own laptop to do this work or use one of the classroom laptops.

Blackboard and university computer lab technical support is provided by the university's Technology Service Center by calling 325-942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu. The University does not supply support for Tableau.

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. However, much of the learning will occur through 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 online during class time.

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.

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.

Group Marketing Plan Project

You will work in groups on a semester-long marketing plan project. This project will be due in two parts, the first part will be due before spring break, with the second half due toward the end of the term. More information on this project will be provided during the second week of class.

Participation and Attendance

I will take attendance each class day, you must attend class either in person or virtually to be counted present. 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. If you become ill during the term, please let me know and we will plan for your learning to continue—absences due to illness are of course counted as excused absences.

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.

	<u>Points</u>
Exams (2 @ 150 points each)	300
Marketing by the Numbers Modules (10 @ 20 points each)	200
Group Marketing Plan Project	300
Class Participation	200
Total	1,000

Other Course Policies

Late Work or Missed Assignments

Late work is not generally accepted in this course. Documented medical or personal emergencies resulting in late work will be reviewed on a case-by-case basis.

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. However, while I do not offer extra credit work, there may be some chances for bonus points during the term.

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 of disciplinary action and possible expulsion from ASU.

Students caught cheating on homework or exams will be given a grade of zero on the assignment or exam and reported to the university's office of student conduct.

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.

Copyright Policy

Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

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.

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 Dallas Swafford, Director of Disability Services, Office of Student Affairs, at 325-942-2047 or through email at dallas.swafford@angelo.edu Houston Harte University Center, Room 112.

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/registrar_office/course_drop_provisions.php.

The last day to drop a course in the Spring 2022 semester without a W on your transcript is February 2nd. The last day to drop a course for this term with a W on your transcript is April 28th.

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. The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking.

As a faculty member at ASU, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance. This is done in order to connect students with resources and options in addressing the allegations reported. As a student, you are encouraged to report any incidents of sexual misconduct directly to ASU's Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

Michelle Miller, J.D.

Director of Title IX Compliance / Title IX Coordinator

Mayer Administration Building, Room 210

325-942-2022

michelle.miller@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the *University Health Clinic at 325-942-2171, Counseling Services at 325-942-2371* or the *ASU Crisis Helpline at 325-486-6345*.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above.

For more information, visit the [Title IX website](#).

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 Course Schedule

First Half of Semester—Before Spring Break

Day/Date	Chapter	Topic	Due
Tues., Jan. 18		Course Introduction	
Thurs., Jan. 20	1	Market Orientation	
Tues., Jan. 25	1	Market Orientation	Groups Assigned
Thurs., Jan. 27	2	Market-Based Performance	
Tues., Feb. 1	2	Market-Based Performance	MBTN Market Share Metrics 1
Thurs., Feb. 3	2	Market-Based Performance	
Tues., Feb. 8	3	Market Potential, Demand & Share	MBTN Customer Lifetime Value 1
Thurs., Feb. 10	3	Market Potential, Demand & Share	
Tues., Feb. 15	4	The Customer Experience	MBTN Customer Lifetime Value 2
Thurs., Feb. 17	4	The Customer Experience	
Tues., Feb. 22		Measuring and Using CX	MBTN Marketing ROI
Thurs., Feb. 24	5	Market Segmentation	
Tues., Mar. 1	5	Market Segmentation	MBTN Margins 1, Introduction
Thurs., Mar. 3		Catch-up / Review	
Tues., Mar. 8			Exam 1 – Chapters 1-5
Thurs., Mar. 10		Group Project Progress Meetings	

Tentative Course Schedule

Second Half of Semester—After Spring Break

Day/Date	Chapter	Topic	Due
Tues., Mar. 22	6	Competitive Position	
Thurs., Mar. 24	6	Competitive Position	MBTN Breakeven
Tues., Mar. 29	7	Product Strategies	Preliminary Marketing Plan Projects Due
Thurs., Mar. 31	7	Product Strategies	MBTN Profit Dynamics
Tues., Apr. 5	8	Pricing	
Thurs., Apr. 7	8	Pricing	MBTN Cannibalization
Tues., Apr. 12	9	Marketing Channels	
Thurs., Apr. 14	9	Marketing Channels	MBTN Advertising Metrics
Tues., Apr. 19	10	Marketing Communications	
Thurs., Apr. 21		Group Project Workday	
Tues., Apr. 26	10	Marketing Communications	MBTN Web Metrics
Thurs., Apr. 28			Exam 2 – Chapters 6-10
Tues., May 3		Group Project Workday	
Thurs., May 5		Final Marketing Plan Projects Due	
Thurs., May 12, 8:00 a.m.		Marketing Plans & Class Review	