



University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of Marketing, Entrepreneurship, Hospitality and Tourism

Course: Marketing 429, Advanced Marketing Management, Spring 2016

Class Times: TR 11 am – 12.15 pm, Bryan 216

Instructor: Mrs. Sara MacSween, sbmacswe@uncg.edu (call Professor MacSween)

Communications: Email preferred, include class in subject line

Office Hours: Tuesdays from 1-2.30 pm or by appointment, Room 352

Text: MM4 by Iacobucci (ISBN-13: 978-1-133-58666-1 and ISBN-10: 1-133-58666-X)

Required Items: i>clicker 2 (attendance and class participation)

Course Prerequisites: MKT 422 Marketing or admission to a Bryan School approved program. You can't be enrolled in MKT 422 at the same time you are enrolled in this course.

Course Description: This class explores the psychological and socioeconomic factors affecting consumer motivation, behavior and buying decisions. It places emphasis on current theory and research about the behavior of consumers as individuals and members of socioeconomic groups. The use of new technologies will also be covered.

Course Objectives: At the end of this course, you should be able to:

1. Apply the basic concepts of marketing and marketing strategy learned in other marketing courses.
2. Expand these basic skills through the addition of advanced marketing strategy concepts. This includes database work and the creation of marketing pieces.
3. Develop a specific marketing plan for a new business/organization or for a new product or service for an existing business/organization.
4. Also, because of the methods we use in the course, you will have improved your written and oral communication skills and your ability to work in teams.

Course Philosophy: The course's purpose is to provide the student with the experience of working with a new or existing business/organization to develop and present a marketing plan. MKT 429 became a required course in the marketing major based on the faculty's belief that every student graduating with this major should have the experience of developing a "real" marketing plan (no fluff!!)

Course Design: This course will be divided into two equal sections.

First half will be a typical classroom-based format. There will be quizzes before each class on the assigned chapters. Refer to the schedule for quiz dates and chapters.

Second half you will meet with your team during the class period. You will have an assigned time each week to meet with Professor MacSween to review the progress on your marketing plan. Refer to the class schedule for deadlines.

Course Format:

- Attendance will be taken in class through the i>clicker 2. You will be counted as absent if you leave during a lecture.
- Register your i>clicker 2 with Canvas. Use it every class to earn attendance and participation points.
- Cell phone use during class is NOT allowed. You will receive a participation grade of zero if seen using your phone to text, message or search.
- All assignments must be uploaded Canvas with student names and company name. NO LATE assignments will be accepted.

Course Coverage of Common Themes and Skill Set Areas: This course will cover the following themes and skills as discussed below.

Common Themes

1. International (global) issues – Some coverage.
2. Ethical issues – Some coverage.
3. Legal and regulatory issues – Some coverage.
4. Political issues – Some coverage.
5. Environmental issues – Significant coverage.
6. Technological issues – Significant coverage.
7. Demographic Diversity (in the workplace) issues – Some coverage.

Skill Sets

1. Written communication skills – Extensive coverage.
2. Oral communication skills – Extensive coverage.
3. Computer usage skills – Extensive coverage.
4. Research skills (library and other sources) – Extensive coverage.
5. Team/interpersonal skills – Extensive coverage.

This class requires a lot of work. If you are taking a full load and trying to work 30 hours per week, perhaps this is not the time for you to take this course. The course also requires many group meetings in connection with developing your marketing plan. If you will have difficulty meeting with your group outside class hours, you also should consider other course options. Failure to participate actively in your group will result in grade reductions since groups evaluate team members. Poor group participation will result in a low grade.

Honor Code: This class will follow the following Honor Code policies:

- University's Academic Integrity Policy, which can be viewed at <http://academicintegrity.uncg.edu/>
- The Bryan School's Faculty and Student Guidelines, which can be viewed at www.uncg.edu/bae/faculty_student_guidelines.pdf

Inclement Weather

- This class will follow UNCG's policy on delays and cancellations due to weather.

Holiday Observances

- Absences will be granted for religious practices. Email Professor MacSween in advance of your absence.

Five Keys to Successful Semester

1. Read each chapter prior to its discussion in class. This will help you keep up with the course. It will also make your familiar with key concepts that will be discussed.
2. Attend class. You are paying for this class and should attend. Slides ARE NOT posted on Canvas, so you will miss key points and important discussions. Items are discussed in class that you need to know to create a detailed marketing plan.
3. Ask questions and speak up during class. Class discussions are intended to encourage dialogue. If a question is asked, you should speak up. Class time is your opportunity to ask questions and get further clarification on concepts.
4. Look out for marketing everywhere you go. As you go about your day, be aware of marketing promotions, communications and channels. How are companies connecting with their customers? Sharing information? Trying to sell their products and services? Encouraging brand loyalty?
5. Actively participate in your team project. Preparation of the presentation will require work outside of class. This collaborative learning should be FUN and further your understanding of key concepts. Students who don't support the group project will receive a lower grade. Students are required to submit a peer evaluation form (printed copy).

Important Notes

1. Slides **ARE NOT** posted on Canvas.
2. Office hours are available each week for review of slides and questions.
3. Quality, not quantity, is important for class participation and the marketing plan.
4. Quizzes are due prior to each class. 10 questions per chapter. You can use your text when answering the questions.

Grading: the goal of this class is to learn how to create and implement a marketing plan. This course is designed to provide many opportunities to demonstrate what you are learning.

Item	%
Quizzes (complete on Canvas PRIOR to each class)	15%
Case studies (two personal assignments due)	25%
Class Participation (attendance and participation)	10%
Marketing Plan	50%
<ul style="list-style-type: none"> Content of marketing plan 	70%
<ul style="list-style-type: none"> Oral presentation of plan, including interaction with client (email after meeting) and practice presentation 	30%
<ul style="list-style-type: none"> Refer to grading rubric for point deductions. 	
TOTAL	100%

Grading Scale: Final grades, which are rounded up, will be assigned as follows:

97-100 = A+	73-76 = C
93-96 = A	70-72 = C-
90-92 = A-	67-69 = D+
87-89 = B+	63-66 = D
83-86 = B	60-62 = D-
80-82 = B-	61 - 0 = F
77-79 = C+	

Quizzes

You have 10 open-book quizzes to complete PRIOR to class. These quiz grades count for 15% of your grade.

Case Study Rubric – will be uploaded with each assignment on Canvas. These are individual assignments designed to facilitate learning of preparation of a marketing plan. MUST include references for answers, which can come from the text, classroom lectures or additional searches. 10 points will be deducted if references NOT included.

Class Participation Grading Rubric

Points	Item
10 points	Upload your photo to Canvas. Bring a printed copy of resume with photo the second day of class.
30 points	Participation during class working sessions. <ul style="list-style-type: none"> Show up to class and engage with your team. Time is given DURING CLASS so students have ample time to develop a professional and insightful marketing plan.
60 points	Participation in class with i>clicker 2 <ul style="list-style-type: none"> Receive 1 point for each class attended. Receive 1 point for each question correctly answered.

Marketing Plan Grading Rubric – includes creation of written marketing plan and oral presentation. Note - presentation should include highlights and recommendations from the full marketing plan. Presentation should be 30 minutes in length.

Points	Item	Earned
70	Content of marketing plan	
	• Executive Summary (2 points)	
	• Mission (2 points)	
	• Objectives (2 points)	
	• Current Market Situation/Marketplace Gap and Product/Service	
	• Description (4 points)	
	• Situation Analysis - SWOT (3 points)	
	• Competitor Analysis (4 points)	
	• Marketing Strategy (4 points)	
	• Marketing Mix (4 points)	
	• Market-Product and Service Strategy (4 points)	
	• Implementation/Action Plan (4 points)	
	• Financials (3 points)	
	• Evaluation and Control (3 points)	
• Level of professional recommendations (4 points)		
• Level of marketing pieced included in the Appendix (7 points)		
30	Oral presentation of plan (30-minute presentation to client)	
	• Introduction of team (1 point)	
	• Statement of presentation purpose (1 point)	
	• Professional appearance (2 points)	
	• Enthusiastic presenters (2 points)	
	• Eye contact (2 points)	
	• Movement of body (2 points)	
	• Gestures (1 point)	
	• Smile (1 point)	
	• Conversational speaking (2 points)	
	• Word choice/grammar/articulation (2 points)	
	• Engaging format (2 points)	
	• Main points concise and insightful (3 points)	
	• Summary of recommendations (3 points)	
• Volume (2 points)		
• Verbal fillers (2 points)		
• Interaction with client during presentation (2 points)		
Point Deductions:		
<ul style="list-style-type: none"> • Five points for late submission of work and five points if no team names. • Five points will be deducted for the team member that doesn't turn in a printed copy of their evaluation form. • 20 points for students that don't participate per the evaluation forms. • One point for every minute over/under presentation time of 30 minutes. 		
GRADE		

Class Expectations

As **instructor**, I have the following responsibilities:

1. Come prepared to every class with a well thought-out class.
2. Design my class so you will understand how a marketer uses their understanding of consumer behavior to connect with consumers and prospective consumers.
3. Consider that it is not always your fault if you don't understand the material.
4. Create a mutually respectful classroom environment.
5. Provide examples of how marketing translates to B-C and B-B.
6. Be available to students to review slides and answer questions.
7. Provide detailed comments on your marketing plans.
8. Allow time in class for discussion and questions.

As **students**, you have the following responsibilities:

1. Turn off your phone so you can focus on the lecture. Students using their phones during class will receive a participation grade of zero for that day.
2. Come prepared to every class by reviewing previous notes and reading the material. It's amazing how things make sense when you read before class!
3. It is not always the instructor's fault when you don't understand the material.
4. Treat others (including the instructor) with respect.
5. Ask questions when you don't understand. Asking questions is a sign of maturity - not ignorance. Marketers ask their customers a lot of questions.
6. If you are concerned about your grade or progress, schedule an appointment. Address the situation before it is too late to do anything about it.

Spring 2017 Class Schedule

Date	Activity
Tues, Jan 17	Course introduction
Thurs, Jan 19	start using i>clicker 2, two printed copies of your resume and bio due Chapter 3 (Segmentation) and Quiz 1
Tues, Jan 24	Chapter 4 (Positioning) and Quiz 2
Thurs, Jan 26	Chapter 5 (Targeting) and Quiz 3
Tues, Jan 31	Chapter 6 (Products: Goods and Services) and Quiz 4
Thurs, Feb 2	Chapter 8 (New Products) and Quiz 5
Tues, Feb 7	In-class assignment and individual Case Study 1 due by midnight
Thurs, Feb 9	Chapter 9 (Pricing) and Quiz 6
Tues, Feb 14	Chapter 10 (Channels of Distribution and Logistics) and Quiz 7
Thurs, Feb 16	Chapter 14 (Customer Satisfaction and Relationships) and Quiz 8
Tues, Feb 21	Chapter 16 (Marketing Strategy) and Quiz 9
Thurs, Feb 23	Chapter 17 (Marketing Plans) and Quiz 10
Tues, Feb 28	Steve Cramer and individual Case Study 2 due by midnight
Thurs, Mar 2	Marketing Plan Review, prepare questions for Client Visit
Tues, Mar 7	Q&A session with company representative (business casual dress.) <ul style="list-style-type: none"> • Follow-up email summarizing meeting and requesting additional items needed. CC Professor MacSween on these emails.
Thurs, Mar 9	In-class group work on Submission 1.
Tues, Mar 14	No Class! Have a good Spring Break!
Thurs, Mar 16	No Class! Have a good Spring Break!
Sun, Mar 19	Submission 1 of Mission, Objectives, Current Marketing Situation and Situation Analysis – SWOT. Due by midnight.
Tues, Mar 21	In-class group work; Professor meetings with teams 1, 2, 3 and 4.
Thurs, Mar 23	In-class group work; Professor meetings with teams 5, 6, 7 and 8.
Sun, Mar 26	Submission 2 of draft Competitor Analysis, Marketing Strategy, Marketing Mix, Market-Product and Service Strategy. Due by midnight.
Tues, Mar 28	In-class group work; Professor meetings with teams 1, 2, 3 and 4.
Thurs, Mar 30	In-class group work; Professor meetings with teams 5, 6, 7 and 8.
Sun, Apr 2	Submission 3 of Executive Summary, Implementation/Action Plan, Financials, Evaluation and Control. Due by midnight.
Tues, April 4	In-class group work; Professor meetings with teams 1, 2, 3 and 4.
Thurs, April 6	In-class group work; Professor meetings with teams 5, 6, 7 and 8.
Sun, April 9	Submission of full Marketing Plan. Due by midnight.
Tues, Nov 15	In-class group work; Professor meetings with teams 1, 2, 3 and 4.
Thurs, Nov 17	In-class group work; Professor meetings with teams 5, 6, 7 and 8.
Sun, April 16	Submission of Marketing Plan Presentation, which should include highlights and recommendations from the plan. Due by midnight.
Tues, April 18	Practice presentations 1, 2, 3 and 4.
Thurs, April 20	Practice presentations 5, 6, 7 and 8.
Sun, April 23	Upload final versions of Marketing Plan and Presentation.
Tues, April 25	One Presentation.
Tues, April 27	One Presentation.
Thurs, May 4	Six presentations from noon to 3 pm.

Marketing 429

Policy on and Procedure for Dismissing a Student from a Student Group

Marketing 429 includes group work for credit. Learning to work in groups and practicing the skills involved in group work are important aspects of this course and of an undergraduate business education. Further, these skills are important if our graduates are to succeed in the organizations for which they will work. The syllabus for Marketing 429 indicates that successful completion of the course will require participation in group work. Registering for the course is a commitment by students to participate in the required group work.

However, we are aware that some students complain because students in their groups do not participate and/or do not carry out their part of the group's work but still get credit for the group's grade on submitted work. The following procedure provides groups with a procedure to deal with this problem if it arises.

If a student group concludes that one of its members is not participating at an acceptable level in the group's work, the group must inform the student of the ways in which the student's participation is not acceptable. Examples of unacceptable participation would include, but not be limited to, consistent failure to attend group meetings or participate in group communications, consistent failure to perform his/her share of the group's work, and inappropriate/non-constructive behavior in group meetings or communications. This notice must be in writing and signed by all the other group members. The group must provide two copies to the instructor, who will give one copy to the subject student by the next class meeting

If the student, once notified by the group, does not immediately improve his/her participation to an acceptable level, the remaining members of the group may dismiss the offending student from membership in the group. The other group members must communicate such dismissal to the student in writing with all the other group members signing the communication. The group must submit a copy of this communication to the instructor.

The dismissed student may appeal the dismissal by writing to the course instructor within one class day after receiving the notice. In such case, the instructor will meet with the student and with the other members of the group as soon as possible. The instructor will make a final determination and inform the dismissed student and the other members of his decision.

If the group dismisses the student from the group, the student will receive none of the possible points, which students can earn through the "peer evaluation" portion of a student's grade. The student will receive credit for any group work submitted to the instructor prior to the time of dismissal, but will receive no credit for work the group submits after dismissal.