



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

Course: MKT 429-01, Advanced Marketing Management, Spring 2021

Class Times: T/Tr 11 am – 12.15 pm, Bryan 128

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

Communications: Email preferred, include class in subject line

Office Hours: Zoom call on Wednesdays from 12 – 2 pm, email for another time.

Personal meeting room: <https://uncg.zoom.us/j/3551223029>

Text: Mimic Social Simulation, ISBN: 978-0-9967900-7-9, Publisher: Stukent, \$59.99.

[Set Canvas so it notifies you](#) when I send out emails – get immediate notification.

Library Guide: <https://uncg.libguides.com/mkt429>

Course Prerequisites: MKT 422 Marketing Research or admission to a Bryan School approved program.

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. Students can apply their knowledge with application-based projects.

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. Get hands-on application of things learned.
2. Expand these basic skills through the addition of advanced marketing strategy concepts. This includes list pulls and the creation of marketing pieces.
3. Develop a full marketing plan for a business/organization with specific recommendations and marketing pieces.
4. Ability to work on your written/oral communication skills and collaborative working.

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. We will review key concepts. You will complete three individual case studies, which focus on professional development and developing specific skills.

Second half you will meet with your team during the class period. Professor MacSween will provide input during class. Refer to the class schedule for deadlines.

Course Format:

- Attendance will be taken. You will be counted as absent if you leave during a lecture.
- 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. Extensive point deductions will be given for late work.

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 about 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.

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 you 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. Each case study requires HOURS of preparation. You will spend WEEKS working on the marketing plan. These projects are preparing you to enter the workforce.

Inclement Weather

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

Academic Accommodations

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for

establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling [336-334-544](tel:336-334-544) or visiting them in Suite 215, EUC.

Academic Integrity

Students are expected to recognize their responsibility to uphold the Academic Integrity Policies of UNCG. Failure to do so will result in Academic Integrity Sanctions as stipulated by the university. You are encouraged to review these policies at <http://academicintegrity.uncg.edu/complete/>.

Plagiarism, Falsification of Course Documents or Cheating will not be tolerated. Please note that any violation of the AI Policy could result in failure of the course. Do your own work because an occurrence can equate to plagiarizing just one sentence from a consulted source. I will investigate if I suspect plagiarism and/or cheating. An AI violation occurs if you falsify a document (i.e. signing another student's name) for both students. A document AI violation stays on your permanent academic record. Refer to the AI link above for full details.

Religious Observance

The University allows for 2 excused absences each academic year for religious observances required by the faith of the student. Students requesting a religious absence must notify the instructor of each absence 14 days in advance of the date of the religious observance. The request must state in writing the nature of the religious observance and the dates. Student's participation must be confirmed in writing by an official of the religious organization. Assignment/tests that a student may miss due to notice of a required religious observance, instructors may require the student to complete the test or assignment in advance of the originally scheduled date of the test or assignment. The requirement for students to make such requests for excused absences applies only to days when the University is holding class (see the University's announcement for further details).

Health and Wellness

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down or loss of motivation. Student Health Services and

The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

COVID-19

As UNCG returns to face-to-face course offerings in fall 2020, the campus community must recognize and address concerns about physical and emotional safety. As such, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include the following:

- Wearing a face covering that covers both nose and mouth.
- Observing social distance in the classroom.
- Engaging in proper hand washing hygiene when possible.
- Self-monitoring for symptoms of COVID-19.
- Staying home if you are ill.
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for maintaining appropriate social distance during class and facilitating contact tracing should there be a confirmed COVID-19 case. Students must sit in their assigned seat at every class meeting and must not move furniture. Don't eat or drink during class time.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking and social distancing requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow these basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering guidelines.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact [OARS](#) (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

Grading: The goal of this class is to learn how to create and implement a marketing plan. Your grade will be updated in Canvas.

Item	%
Three case studies (12% case one, 20% case two, 13% case three)	45%
Class Participation (photo, resumes, attendance and participation)	5%
Marketing Plan	50%
• Three submissions (six points each)	18%
• Draft survey	4%
• Content of marketing plan	74%
• Oral presentation of plan	4%
• Refer to grading rubric for point deductions	
TOTAL	100%

Grading Scale: Final grades will be assigned as follows:

93-100 = A	80-82.9 = B-	67-69.9 = D+
90-92.9 = A-	77-79.9 = C+	63-66.9 = D
87-89.9 = B+	73-76.9 = C	60-62.9 = D-
83-86.9 = B	70-72.9 = C-	61 – 0 = F

Case Study Rubric – refer to Canvas for details on each of the three case studies. Each case study requires HOURS OF WORK. Don't wait to the last minute! These are individual assignments that provide hands-on experience with marketing planning and pieces. You decide the best format to market your product/service. 50 points deducted for late submissions.

Class Participation Grading Rubric – counts for 5% of grade

Points	Item
10 points	Upload your photo to Canvas bio page.
10 points	Bring two printed copies of your resume, one with an attached photo the second day of class.
30 points	Attendance and participation during lectures.
50 points	Participation with your team during class working sessions. You get AMPLE time to work on this during class time, so SHOW UP!

Marketing Plan Grading Rubric – includes three plan submissions, draft survey, marketing plan and oral presentation. The clients will have the full plan to review. Your slide deck should contain **15-20 slides**, so include the most interesting findings. Your team will be given a one-hour slot with the client, so they have time to ask questions.

Team		
Points	Item	Earned
6	Level of detail in Submission 1	
6	Level of detail in Submission 2	
6	Level of detail in Submission 3	
4	Draft Survey	
74	Content of marketing plan	
	• Executive Summary (4 points)	
	• Mission (2 points)	
	• Objectives with specific timing (4 points)	
	• Product/Service Description and Marketplace Gap (3 points)	
	• Situation Analysis - SWOT (3 points)	
	• Competitor Comparison Table (3 points)	
	• Brand Matrix (3 points)	
	• Online Analysis (5 points)	
	• Influencers (4 points)	
	• Customer Analytics (6 points)	
	• Primary Research (6 points)	
	• Marketing Strategy (6 points)	
	• Marketing Mix (6 points)	
	• Implementation/Action Plan (4 points)	
• Evaluation and Control (4 points)		
• Level of professional recommendations (4 points)		
• Variety of marketing pieces included in the Appendix (7 points)		
4	Presentation of plan	
	• Professional dress (1 point)	
	• Introduction of team members (1 point)	
	• Verbal fillers (um, like, you know, kinda, etc.) (2 points)	
Point Deductions:		
<ul style="list-style-type: none"> • Five points for late submission of work (each time). • 10 points for each student who doesn't attend the editing day. • 10 points will be deducted for the team member w/out an evaluation form. • Up to 30 points for typos and grammatical errors in plan or presentation slides. • Up to 50 points for students that don't participate per the evaluation form. 		
GRADE		

Market Research Survey - <https://uncg.qualtrics.com/>

You will work with your team to create a survey with Qualtrics. You will receive up to four points for the draft survey towards your marketing plan grade.

Class Expectations

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

1. Come prepared to every class with slides and discussion materials.
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.
7. Don't WAIT UNTIL THE LAST MINUTE to do your work.

MKT 429-01 Spring 2021 Class Schedule

Refer to Canvas for changes. EXTRA CREDIT meetings are via Zoom at 5.30 pm.

AMA = American Marketing Association. SBG = Sales Student Business Group.

CEO @ 5 pm (Wed, Jan 27; Wed, Feb 10; Wed, Feb 24; Wed, Mar 10).

Date	Meeting	Activity
Tues, Jan 19		Course introduction; review Case Study 1
Thurs, Jan 21		Bring two printed copies of your resume; Case Study 2 selection
Tues, Jan 26		Chapter 3 (Segmentation)
Thurs, Jan 28	AMA	Chapter 4 (Positioning)
Mon, Feb 1		Individual Case Study 1 due by midnight
Tues, Feb 2		Chapter 5 (Products: Goods and Services)
Thurs, Feb 4	SBG	Chapter 6 (Goods and Services)
Tues, Feb 9		Chapter 8 (New Products)
Thurs, Feb 11		Chapter 9 (Pricing)
Mon, Feb 15		Individual Case Study 2 due by midnight
Tues, Feb 16		Chapter 10 (Channels of Distribution and Logistics)
Thurs, Feb 18	SBG	Chapter 14 (Customer Satisfaction and Relationships)
Tues, Feb 23		Chapter 16 (Marketing Strategy)
Thurs, Feb 25	AMA	Marketing Plan Review; prepare questions for Q&A session
Mon, Mar 1		Mimic Social due by midnight
Tues, Mar 2 KICK OFF		Q&A session with company representative (business casual dress). Follow-up email summarizing meeting and requesting additional items needed. CC Professor MacSween.
Thurs, Mar 4		Virtual working day on Submission 1
Tues, Mar 9		In-class group work on Submission 1
Thurs, Mar 11	SBG	In-class group work on Submission 1
Mon, Mar 15		Submission 1 of Mission, Objectives, Product/Service Description and Marketplace Gap, Situation Analysis – SWOT and Competitor Analysis Table; due by midnight
Tues, Mar 16		Research review
Thurs, Mar 18	Speed Interviews	In-class group work on survey; upload draft survey by midnight
Tues, Mar 23		In-class group work on Submission 2
Thurs, Mar 25	AMA	In-class group work on Submission 2
Tues, Mar 30		In-class group work on Submission 2
Thurs, April 1		In-class group work on Submission 2
Mon, April 5		Submission 2 of Brand Matrix, Online Analysis, Influencers, Customer Analytics and Primary Research (questions, results and recommendations); due by midnight
Tues, April 6		In-class group work on Submission 3
Thurs, April 8	SBG	In-class group work on Submission 3
Tues, April 13		In-class group work on Submission 3
Thurs, April 15		In-class group work on Submission 3
Mon, April 19		Submission 3 of Executive Summary, Marketing Strategy, Marketing Mix, Implementation/Action Plan, Evaluation/Control and Appendix Items; due by midnight
Tues, April 20		In-class group work on the final plan, upload FULL PLAN by midnight
Thurs, April 22	AMA	MANDATORY PLAN EDITING CLASS
Tues, April 27		Upload FINAL draft
Thurs, May 6	12-3 pm	Presentations via Zoom

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.