SCHOOL OF BUSINESS LEARNING GOALS

1. Communication Skills: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
2. Quantitative Fluency: Students will demonstrate competency in logical reasoning and data analysis skills.
3. Global and Civic Responsibility: Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.
4. Intellectual Innovation and Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
5. Synthesis: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

PREREQUISITE(s): ECON 200, ECON 201, MKTG 302

COURSE MATERIALS

1. MBTN (Management by the Numbers) modules, available online at the MBTN website (https://www.management-by-the-numbers.com). Instructions for purchasing the access will be provided in class.

COURSE OBJECTIVES

This is an intermediate Marketing course that focuses on the integration and application of marketing knowledge. Through this course, Marketing students are expected to build upon their basic Marketing knowledge and to develop marketing analytical and decision-making skills from a comprehensive, managerial perspective. Particularly in this course, students are expected to:

1. comprehend the dynamic interplay of marketing factors in real-world business environment;
2. develop skills in configuration of marketing mix.
3. develop decision-making and analytical skills in the formulation and implementation of market-driven strategies for an organization from a broad managerial perspective.
COURSE STRUCTURE
This course places heavy emphasis on students’ active learning and development of critical thinking essential for problem solving and decision making in marketing. Students are expected to exercise and demonstrate personal responsibility and professionalism in all individual and group tasks.

Attendance: There are a number of classes in this semester reserved for students to work on the online MBTN modules or simulation in and/or outside the classroom. Students are required to attend all other classes as specified in the class schedule of this syllabus. One to three unexcused absences result in a 30-point deduction of your final grade (1000 points in total) for each absence. Four and more unexcused absences result in a 200-point deduction (20% of final grade) from the final grade. Only documented absences will be excused. Examples of documented absences include CofC Absence Memo or official activities as a member of a CofC athletic team.

Note: Early departure from a class before its completion without approval counts as an absence.

The course is divided into two modules as follows:

Module 1: Individual Tasks

MBTN Module: Students are required to register for MBTN (Management by the Numbers) full access to marketing modules. Throughout the course, a total of 10 MBTN modules will be assigned. Each module contains a tutorial and a few problem sets. For each module, students are expected to study the tutorial independently or with their group. Student must then independently complete the problem sets. I recommend also doing the problem sets on scratch graph papers to show all work steps and logic, then completing your workbook to turn in. Students have up to two attempts to check their answers for each assignment.

Test on Financial Analysis for Marketing: There is one test covering basic financial analysis for marketing. The test is worth 200 points (20% of the total grade). Students may refer to your Marketing text, the MBTN modules and class notes for a review of basic marketing analysis.

Personal Career Statement: As a current Marketing student and a future business professional, you should start early to plan your career path. Therefore, you will complete a personal career statement, by incorporating and applying basic marketing concepts and tools on your future career path. This statement should be approximately three double-spaced pages. This assignment is due Tuesday November 26, 2019.

Module 2: Group Task

Strategic Marketing Simulation: Students will apply marketing principles and methods in a competitive marketing simulation game. Through this simulation against other student teams, you will start up and run the marketing division of an international microcomputer company for two years (eight quarters) in compressed time, struggling with marketing fundamentals and the interplay between product, price, place, promotion, budgets, and financial performance. You must analyze the competitive situation, plan a marketing strategy and the tactical options to implement that strategy, and then execute the strategy and tactics out into the future. You face great uncertainty from the outside environment and from your own decisions. You will have to adjust your strategy to
cope with various options, conflicts, tradeoffs, and different outcomes. Particularly, you will need to do the following:

- Analyze market research data;
- Design brands to appeal to different market segments;
- Devise advertising campaigns, sales force incentives, and price options;
- Allocate scarce funds to R&D, advertising, and distribution;
- Manage cash and monitor financial performance;
- Engage in head-to-head competition with other teams;
- Adjust strategy and tactics in response to financial performance, competition, and customer reactions.

You will receive detailed instructions about how to purchase access to the Strategic Marketing Simulation with a credit or debit card. The cost to register is $45 and every student is required to register to the simulation game. All students should read the "Help" section (instructions) to familiarize with the operation of the simulation. The components of this simulation game are:

Submission of Decisions: For each quarter, your team is expected to submit a major strategic decision for the simulation. In addition to the decision itself, each team shall also submit a decision memo summarizing and justifying the decision (see the Appendix for the memo template) on OAKS. The deadlines for all quarters are listed in the class schedule. A team that fails to submit the decision on time will receive a 20-point deduction from their final simulation grade. A decision submitted without a memo will receive a 10-point deduction from the final simulation grade.

Marketing Plan: Your team will prepare a written marketing plan that projects your strategic and financial goals for simulation quarters 5 through 8, based on the performance results of the market testing stage (simulation quarters 1 through 4). Additional details will be provided later. The marketing plan is worth 150 points or 15% of your final grade.

Simulation Performance Score: Teams will also be evaluated based on your total performance in the simulation as measured by the Cumulative Balanced Scorecard. The simulation performance is worth 100 points or 10% of your final grade. For this grade, I will use your cumulative total performance measure scaled to 80-100% calculated as follows:

\[
\text{Your Team's Cumulative Balanced Scorecard Total Performance} \times 0.20 + 0.80 \times \text{Highest Team's Balanced Scorecard Total Performance}
\]

Thus, if your team has performed the best, you will receive 100 points. If your Balanced Scorecard figure is 0, you will receive 80 points. Everyone else will fall somewhere in between.

Presentation to Executive Board: Your team will make a 10-minute PowerPoint presentation to the Executive Board as a reflection of your simulation experience. The performance of your presentation will be evaluated by your fellow students and the professor. This presentation is worth 50 points (5% of your total grade). Additional details will be provided later.

Peer Evaluations: You will complete a peer evaluation for your team members regarding their contributions to the team effort during the simulation. Your grade will be based on your team's
evaluations of your performance. If everyone contributes fairly equally, you receive the same points as other team members. If you are not an equal contributor or fail to carry your own weight, your grade will be adjusted proportionately to reflect how much you did not contribute. Peer evaluation is to be done individually and will be kept confidentially. In the course of working on your group project, please try to retain all hard evidence that demonstrates your participation and contribution. The hard evidence may include emails, text messages, drafts of paper/slides and etc. You may be requested to provide the hard evidence to the professor. Failure to submit your peer evaluation by the deadline will result in a 50-point deduction of your simulation grade.

**GRADE ASSESSMENT**

<table>
<thead>
<tr>
<th>Individual Tasks</th>
<th>700 points</th>
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</thead>
<tbody>
<tr>
<td>MBTN Module (Marketing Financial Analysis)</td>
<td>400</td>
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<tr>
<td>Test</td>
<td>200</td>
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<tr>
<td>Personal Career Statement</td>
<td>100</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Team Tasks</th>
<th>300 points</th>
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<tbody>
<tr>
<td>Marketing Simulation</td>
<td>300</td>
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</tbody>
</table>

**Total**                                                   **1000 Points**

**GRADE SCALE**

<table>
<thead>
<tr>
<th>A : 930 points and above</th>
<th>A- : 900 – 929 points</th>
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<tbody>
<tr>
<td>B+ : 860 – 899 points</td>
<td>B : 830 – 859 points</td>
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<tr>
<td>C+ : 760 – 799 points</td>
<td>C : 730 – 759 points</td>
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<tr>
<td>D+ : 660 – 699 points</td>
<td>D : 630 – 659 points</td>
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<td>F : Below 600 points</td>
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**GENERAL POLICIES**

**Email Policy**

Email is the preferred mode of communication. Students need to follow the following email guidelines:

- Expect the professor to respond to emails between 10 a.m. and 5 p.m., Monday through Friday with a 24-hour lag time.
- For any concerns about grades, meet with your professor face-to-face.
- Before sending questions via email, make sure that your question is not answered on the course syllabus or OAKS.
- An email without a subject, salutation, and sender’s name will not be read or replied. Use proper spelling, grammar, and punctuation when writing your email message.
- Be specific about the subject of the email in the email subject heading. Put the course title in the subject line. For example, use "MKTG315 - Project Question".

**Academic Honesty Policy**

Lying, cheating, attempted cheating, and plagiarism are violations of the Honor Code at CofC that, when identified, are investigated. Each instance is examined to determine the degree of deception involved. A student found responsible for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on
disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students with Disabilities
If a student in this class has a documented disability and has been approved to receive accommodations through SNAP Services, please feel free to come and discuss this with me during my office hours or by appointment.

Make-Up Work and Due Dates
Make-up work is not available to compensate for unexcused absences or low grades. All assignments must be completed on the date specified by the professor and/or stated in the class schedule of this syllabus. Assignments turned in late will not be accepted - no exception.

Important note: Students who do not attend any classes during the first three weeks of class and/or who do not take the first quiz will be dropped from the course with a grade of "DA."
## CLASS SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic(s)</th>
<th>Assignments/Modules</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/20</td>
<td>Introduction and Syllabus</td>
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<tr>
<td>08/22</td>
<td>Marketing Concepts Review</td>
<td>SWOT; Marketing Strategy; STP;</td>
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<td></td>
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<td>Marketing Mix</td>
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<tr>
<td>08/27</td>
<td>Marketing by the Numbers</td>
<td>Market demand; Market share</td>
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<td>metrics</td>
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<tr>
<td>08/29</td>
<td>Student Work</td>
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<tr>
<td>09/03</td>
<td>Marketing by the Numbers</td>
<td>New product forecasting</td>
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<tr>
<td>09/05</td>
<td>Student Work</td>
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<tr>
<td>09/10</td>
<td>Marketing by the Numbers</td>
<td>Margins 1 &amp; 2</td>
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<tr>
<td>09/12</td>
<td>Student Work</td>
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<td>09/17</td>
<td>Marketing by the Numbers</td>
<td>Customer lifetime value 1;</td>
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<td>Distribution metrics</td>
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<tr>
<td>09/19</td>
<td>Student Work</td>
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<td>09/24</td>
<td>Marketing by the Numbers</td>
<td>Advertising metrics; Web metrics</td>
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<td>09/26</td>
<td>Student Work</td>
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<tr>
<td>10/01</td>
<td>Marketing by the Numbers</td>
<td>Breakeven analysis; Profit</td>
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<td>dynamics</td>
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<tr>
<td>10/03</td>
<td>Student Work</td>
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<tr>
<td>10/08</td>
<td>Marketing by the Numbers</td>
<td>Pro forma income statement</td>
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<tr>
<td>10/10</td>
<td>Test review; Intro to Simulation</td>
<td>Simulation; Groups</td>
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<tr>
<td>10/15</td>
<td>Fall Break</td>
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<tr>
<td>10/17</td>
<td>Test</td>
<td></td>
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<tr>
<td>10/22</td>
<td>Simulation Progress</td>
<td>Simulation</td>
<td></td>
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<tr>
<td>10/24</td>
<td>Student Work</td>
<td>Simulation</td>
<td></td>
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<tr>
<td>10/29</td>
<td>Intro to Marketing plan</td>
<td>Simulation</td>
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<tr>
<td>10/31</td>
<td>Student Work</td>
<td>Marketing plan</td>
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<tr>
<td>11/05</td>
<td>Meet the Professor</td>
<td>Simulation</td>
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<tr>
<td>11/07</td>
<td>Student Work</td>
<td>Simulation</td>
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<tr>
<td>11/12</td>
<td>Intro to Presentation</td>
<td>Simulation</td>
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<tr>
<td>11/14</td>
<td>Student Work</td>
<td>Simulation</td>
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<tr>
<td>11/19</td>
<td>Presentations</td>
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<tr>
<td>11/21</td>
<td>Presentations</td>
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<td>11/26</td>
<td>Course Recap</td>
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<td>11/28</td>
<td>Thanksgiving</td>
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<tr>
<td>12/03</td>
<td>Reading Day</td>
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Note: *This schedule is subject to change.*