MKTG 7140: Global Strategic Marketing
Spring 2010

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Course web page: https://elearn.memphis.edu/
LINKS web page: http://www.links-simulations.com/MS/index.htm

Teaching Philosophy
My responsibility as a teacher is to construct the mix of delivery and assessment tools that provides students the best opportunity to achieve course objectives.

Course Objectives
This course focuses on strategic marketing processes: performing a market analysis, creating and presenting a marketing plan, critically evaluating marketing plans, and justifying your conclusions.

Course Roadmap

Materials
LINKS Marketing Strategy Simulation, Randall G. Chapman, 2009. Note: While the manual can be downloaded for free here, a registration fee ($45) is required for participation.

It is strongly suggested that you have access to a decent quality microphone that connects to your computer. While it is possible for you to communicate with me and your group through text alone, using audio communication tools will greatly improve the quality of these interactions.
Course Format and Schedule

This course does not follow the traditional format where you turn in homework and take quizzes/exams based on material from lectures and a textbook. Instead, course time is split between lectures, group exercises, the LINKS marketing strategy simulation, and just-in-time mini-lectures. In the beginning of the course we will cover various topics in strategic marketing with a focus on the analysis that is the foundation of strong marketing plans. The rest of the course is devoted to experiential learning through the LINKS simulation. Your role in this class is very active, not passive. The more effort you give, the more benefit you will take away from this course.

The course schedule is available on the course web site. Any changes to the schedule will be announced on the course web site. It is your responsibility to monitor the course web site to receive these announcements.

Tasks

LINKS performance (group)

The LINKS simulation gives you and your team an opportunity to engage in marketing analysis and planning. LINKS computes a grade for each firm (group). Most business simulation packages focus on a single measure of performance such as stock price, market share, or profits. Following best practices in business performance measurement, LINKS uses a comprehensive “scorecard” methodology that reflects three basic criteria: financial performance, market performance, and operating efficiency. This score will be used to reflect your team’s overall performance in the industry.

Note: Your team should adopt a long-term perspective. Teams practicing short-term decision-making will be penalized. At the discretion of the professor the simulation may be continued on “auto-pilot” to allow team members practicing short-term decision making to accept the consequences of their decisions.

LINKS marketing plan and presentation (group)

At the conclusion of the LINKS simulation, your group will submit a written marketing plan and create a presentation for the class. Details of the plan and presentation format will be discussed in class.

Evaluation of LINKS marketing plans (individual)

Each of the group marketing plans and presentations will be made available to you. Your final task in the course is to evaluate the quality of these plans (including your own group’s plan). Details on the format and content of your evaluation will be discussed in lectures posted on the course web site.

Academic Dishonesty

Academic dishonesty will not be tolerated in this course. If you engage in activities that violate the University’s academic dishonesty policies, you will fail the course.

The University’s policies regarding academic dishonesty including definitions, procedures, sanctions, etc. is available online. You are responsible for reviewing this material. If you have any questions regarding academic dishonesty throughout the course, please ask the professor for clarification prior to engaging in the questionable activity.
Grading

*Distribution of points:*

- LINKS performance (group) 15%
- LINKS marketing plan (group) 65%
  - Presentation (15%)
  - Documentation (20%)
  - Performance (30%)
- Evaluation of LINKS marketing plans (individual) 20%

*Grading Scale:*

- A 90-100
- B 80-89
- C 70-79
- D 60-69
- F 0-59

*Peer Evaluations*

After your group submits the written document and presentation for your marketing plan, the members of your group will evaluate your contribution to the group’s output by submitting peer evaluations for all graded group assignments. Group members who do not pull their own weight will receive lower scores in group-related assignments.

*Policies*

- It is expected that you will review and complete all assigned materials posted on the course web site in a timely manner.
- It is your responsibility to monitor the course web site to receive any assignments and/or announcements.
- The Educational Support Program at the University of Memphis offers a comprehensive program to help those with disabilities. You must follow their procedures to benefit from this assistance. If you have any disabilities that require special accommodations, please contact me as soon as possible to ensure that you are provided the assistance you need. You can also visit their web site.