Course Syllabus
MKTG 7140-002 – Global Marketing Strategy
Spring Semester, 2016
3.0 Credit Hours
(Last updated: 1/11/2016)

Instructor: Dan L. Sherrell, Ph.D.
Professor of Marketing

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Office: Fogelman Executive Center: room 150
URL: https://umdrive.memphis.edu/dsherrll/www
Class: 7:10 – 10:10pm, Tuesday, FCBE 369

Office Hours: 3:00 - 6:00pm; Tuesday
10:00 – 11:00am; Wednesday
9:00 – 11:00am; Thursday
Other times by appointment

Course Overview:

A study of the concepts and tools for developing and implementing marketing strategy. In-depth analysis of the issues impacting the global management of marketing, including: analysis of value creation strategies; customer segment analysis; integrated marketing technologies; and customer relationship management. The primary objective of this course is to provide students with an appreciation of the marketing decisions needed to provide significant competitive advantage through value creation. The course is designed to give students the opportunity to practice these decisions through the use of business simulation and business case analysis. In addition, students will be asked to discuss how concepts covered in the course apply to current business events as well as to discuss how relevant research literature in marketing strategy can be applied to solve problems in marketing strategy.

Pre-Requisites/Co-Requisites:

None; although some familiarity with basic marketing terminology and concepts is helpful.
Required Texts (and Related Materials):


There will be a set of reading materials assigned for discussion on a variety of topics relevant to the marketing strategy concepts covered in the course. The course instruction pedagogy is built around a seminar format. Class discussion and analysis are the primary vehicles through which meaning and understanding of the assigned topics will be developed. This approach puts the burden of preparation on the student to become familiar with the material to be discussed prior to the class meeting for discussion of a specific topic

Location of Course Materials:

The course syllabus and lecture notes/slides will be made available through the University elearn course management system at: http://elearn.memphis.edu . The assigned reading material will be available on the University UMdrive site at:

http://umdrive.memphis.edu/dsherrll/public/MKTG 7140-001

Course Objectives:

Upon completion of this course, successful students:
- Will better understand and appreciate how marketing influences perceptions of value and how those perceptions influence firm’s success;
- Will gain experience in developing and writing a comprehensive marketing plan;
- Will gain experience in making both strategic and tactical marketing management decisions;
- Will improve their analytical and problem solving skills; and
- Will improve their critical thinking capabilities.

Fogelman College: Learning Outcomes for Your Degree

This course is designed to help you to meet the overall learning objectives for the MBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the MBA program:

http://www.fcbeassessment.net/LearningOutcomes/MBADegreeLearningOutcomes.pdf
Methodology

The content covered in the course will be delivered through a variety of activities: class discussion; lecture; team engagement in a marketing simulation; marketing case analysis; and class demonstrations. Student participation is required in each of these activities to provide sufficient opportunities for learning.

Professor's Expectations:

In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all class discussions.

Student's Expectations:

In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, response to emails within two (2) business days, and feedback on all work submitted within 7-10 calendar days.

Grading and Evaluation Criteria

Each student’s performance in this course will be evaluated on the basis of:
- a) an exam covering the assigned text material;
- b) individual analysis and development of a report on an assigned business case;
- c) performance as a member of a team in an online marketing simulation;
- d) team development of a marketing plan as part of the marketing simulation;
- e) team preparation of final report on marketing simulation; and
- f) peer evaluation scores from team interaction;

Exam

The exam will be composed of broad-scope discussion/essay questions, as well as applications-type questions covering the text material and assigned materials/articles covered in class. See the course schedule for the material assigned to be covered for the exam.

Case Assignment

Each student will be asked to analyze and report their evaluation of an assigned marketing strategy case during the semester. The case analysis should contain a thorough investigation of the background to the assigned case as well as a detailed consideration of the feasible alternatives available for developing a solution to the case. These evaluations should be presented in a written report due in class on the assigned date (see course schedule). The instructors’ expectations for the case analysis and report format will be discussed in detail in class during the early part of the semester. On the date the written case evaluations are due in class, the case analysis and recommendations will be discussed.
in class and each student will have the opportunity to describe their analysis and approach to the case.

**Marketing Simulation**

Students will be asked to participate as members of a marketing team in a series of activities organized around a marketing simulation. The simulation used is Marketplace’s “Advanced Marketing Simulation”. Each student will be required to purchase a student license to access the game (approximately $50). Further instructions for access the game and decision making software will be provided on the course web site. For a preview of the game, please click on the link below:


Student teams will be responsible for determining and implementing 8 quarterly decisions and will compete against the other student teams in class. Final team performance results of the simulation will be summarized in a balanced scorecard format and serve as part of the input to each student’s course grade. In addition to the team business performance results, three other simulation-related activities will be used as course grade inputs:

- **a) Team marketing plan** – after setting up and determining the team’s company strategy and tactics (i.e., the first four quarters of operation); each team will prepare and present a marketing plan covering their team’s planned actions for the 2nd year of operation (i.e., quarter 5-8). The marketing plan presentation will take place prior to the team decision for quarter 5 (see course schedule for dates).

- **b) Final report** – upon completion of quarter 8, each team will be responsible for preparing and presenting a final report detailing an analysis of firm operations and presenting plans for the future operation of the firm in year 3. This final report will be presented to the class during the final exam period at the end of the semester.

- **c) Peer evaluations** – following the final report presentation for each team, individual team members will each be evaluated on their contribution to the overall team performance and operation by their peers on the team.

**Class Participation**

Students will be expected to come to class fully prepared to discuss the assigned topics for that particular meeting. Success in mastering the content covered in this course is based on discussion and understanding of the concepts covered. This course requires active participation to master its content. Consequently, attendance is required. You are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted.
List of Formal Assessed Activities
The following grading system will be used:

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Grade Pct.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam</td>
<td>20%</td>
</tr>
<tr>
<td>Individual case analysis and report</td>
<td>15%</td>
</tr>
<tr>
<td>Simulation team marketing plan</td>
<td>15%</td>
</tr>
<tr>
<td>Simulation team performance</td>
<td>20%</td>
</tr>
<tr>
<td>Simulation team final report</td>
<td>10%</td>
</tr>
<tr>
<td>Peer group evaluation</td>
<td>10%</td>
</tr>
<tr>
<td>Individual class participation</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Final Course Grades
The + / - grading system will be used in this class.

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Grade</th>
<th>Point Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>97 – 100 pts.</td>
<td>A+</td>
<td>74 – 76 pts.</td>
<td>C</td>
</tr>
<tr>
<td>94 – 96 pts.</td>
<td>A</td>
<td>70 – 73 pts.</td>
<td>C-</td>
</tr>
<tr>
<td>87 – 89 pts.</td>
<td>B+</td>
<td>64 – 66 pts.</td>
<td>D</td>
</tr>
<tr>
<td>84 – 86 pts.</td>
<td>B</td>
<td>60 – 63 pts.</td>
<td>D-</td>
</tr>
<tr>
<td>80 – 83 pts.</td>
<td>B-</td>
<td>Below 60 pts.</td>
<td>F</td>
</tr>
<tr>
<td>77 – 79 pts.</td>
<td>C+</td>
<td></td>
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MKTG 7140 – Global Marketing Strategy
Course Schedule
Spring 2016

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/19</td>
<td>Course introduction</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1/26</td>
<td>Strategic Mktg. – Ch. 1 &amp; 2; Rd. list – I</td>
<td>Team formation</td>
</tr>
<tr>
<td>3</td>
<td>2/02</td>
<td>Strategic Mktg. – Ch. 2</td>
<td>Qtr. 1 decisions due</td>
</tr>
<tr>
<td>4</td>
<td>2/09</td>
<td>Strategic Mktg. – Ch. 3</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>2/16</td>
<td>Strategic Mktg. – Ch. 4; Rd. list – II</td>
<td>Qtr. 2 decisions due</td>
</tr>
<tr>
<td>6</td>
<td>2/23</td>
<td>Strategic Mktg. – Ch. 5</td>
<td>Qtr. 3 decisions due</td>
</tr>
<tr>
<td>7</td>
<td>3/01</td>
<td>Strategic Mktg. – Ch. 6 &amp; 7</td>
<td>Qtr. 4 decisions due</td>
</tr>
<tr>
<td>8</td>
<td>3/08</td>
<td>Spring Break – no class</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>3/15</td>
<td>Case analysis due</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>3/22</td>
<td>Team Mktg plan presentations</td>
<td>Team Mktg plan reports due</td>
</tr>
<tr>
<td>11</td>
<td>3/29</td>
<td>Strategic Mktg. – Ch. 8 &amp; 9; Rd. list – III</td>
<td>Qtr. 5 decisions due</td>
</tr>
<tr>
<td>12</td>
<td>4/05</td>
<td>Strategic Mktg. – Ch. 10 &amp; 11; Rd. list – IV</td>
<td>Qtr. 6 decisions due</td>
</tr>
<tr>
<td>13</td>
<td>4/12</td>
<td>Strategic Mktg. – Ch. 12 &amp; 13; Rd. list – V</td>
<td>Qtr. 7 decisions due</td>
</tr>
<tr>
<td>14</td>
<td>4/19</td>
<td>Strategic Mktg. – Ch. 14 &amp; 15</td>
<td>Qtr. 8 decisions due</td>
</tr>
<tr>
<td>15</td>
<td>4/26</td>
<td>Exam (Ch. 1-15; assigned articles)</td>
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<tr>
<td></td>
<td>5/03</td>
<td>Team Final report presentations: 7-9pm</td>
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Final Exam

The final exam experience will consist of each simulation team presenting their final report on their firm simulation performance and plans for year 3 operations. The final exam activity for this class will be scheduled according to the Registrar’s academic calendar website.

Assigned Reading List

I. Strategy


II. Segmentation


III. Evolutions in Marketing


IV. Customer Experience Mapping


V. Relationship Marketing


Readings listed above will be made available as .pdf files on UMdrive at:

https://umdrive.memphis.edu/dsherrll/public/MKTG 7140-001

Course Policies

E-MAIL:

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.

Attendance:

Success in mastering the content covered in this course is based on discussion and understanding of the concepts covered. This course requires active participation to master its content. Consequently, attendance is required. You are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted.

Adding / Dropping:

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website.
Academic Integrity:

The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity.

Participation:

To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected participate in all interactive aspects of the course.

Classroom Behavior:

All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College's Netiquette website.

Late Assignments:

Assignments and projects may be submitted anytime up to and including the date due. Please review all information in this syllabus and related “Course Activity Summary / Schedule” for all due dates for formally assessed work. If your work is not submitted on time, the instructor reserves the option to deduct up to 20% of the grade value for tardiness depending upon the circumstances and appropriate communication between the student and the instructor.

Extra Credit:

There is no extra credit offered in this course. Your final grade will be computed based on your work on the activities previously described in this syllabus.

Reporting Illness or Absence:

Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met:
1) Extreme emergency and 2) Instructor contacted prior to the due date.
**Inclement Weather:**

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText, an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Click Here for information on TigerText.

**Syllabus Changes:**

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

**Student Services**

Please access the FCBE Student Services page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance