Course Syllabus
MKTG 4901-M50: Management of Marketing Strategies
Fall 2018
3 Credit Hours

Instructor: Jeff Thieme (Tē’ mē), Associate Professor of Marketing
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Course web page: eLearn/eCourseware
Office: 307 FCAB
Office hours: See course web page

Course Overview:
This course is a comprehensive application of the study of marketing strategies, business application case analyses, strategy development, and implementation.

Course Prerequisites:
MKTG 3012 and MKTG 4080

Required Materials:
The following required readings can be purchased online:

- Framework for Marketing Strategy Formation
- Customer Centricity
- Writing Great Marketing Plans
- Consumer Behavior and the Buying Process
- Segmentation and Targeting
- Creating Customer Value

Links to other readings and materials will be made available on the course web site.

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 strategic analysis, creating and presenting a marketing plan, and justifying your conclusions.
Fogelman College: Learning Outcomes for Your Degree
The Fogelman College has established the following learning goals for all students successfully completing the BBA degree:

- Graduates will be effective communicators.
- Graduates will demonstrate critical thinking skills.
- Graduates will be knowledgeable about ethical factors in the business environment.
- Graduates will be knowledgeable about the global business environment.
- Graduates will be proficient users of business presentation and analysis technology.

Course Roadmap and Tasks:
This course focuses on critical thinking and higher-level learning objectives which are linked directly to course objectives. We will cover various readings in the first part of the course to lay the groundwork for the course project which represents “real world” deliverables. In the second part of the course you will create a written marketing plan and a marketing plan presentation as part of a team. During your work on the marketing plan assignments you will also submit a synthesis of the 5 C’s. Details on the format and content of the each of these tasks will be provided in class.

Grading and Evaluation Criteria:

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<thead>
<tr>
<th>Task</th>
<th>Value</th>
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<tbody>
<tr>
<td>Discussions</td>
<td>10%</td>
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<tr>
<td>Exam #1</td>
<td>20%</td>
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<td>Exam #2</td>
<td>20%</td>
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<tr>
<td>Synthesis of 5 C’s</td>
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<tr>
<td>Marketing plan presentation</td>
<td>20%</td>
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<tr>
<td>Marketing plan document</td>
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Final Course Grades

<table>
<thead>
<tr>
<th>Final Grade</th>
<th>Assigned Grade</th>
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<tbody>
<tr>
<td>90-100%</td>
<td>A</td>
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<tr>
<td>80-89%</td>
<td>B</td>
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<tr>
<td>70-79%</td>
<td>C</td>
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<tr>
<td>60-69%</td>
<td>D</td>
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<tr>
<td>0-59%</td>
<td>F</td>
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Peer Evaluations: After your team submits the written document and presentation for your marketing plan, each team member will submit a peer evaluation. Team members who do not pull their own weight will receive lower scores in team-related assignments.
**Tentative Schedule**

While we will try to follow this schedule, deviations are possible. Any changes will be announced on the course web site and via email. It is your responsibility to monitor the course web site and your email regularly to receive these announcements.

- **8/27:** First day of class
- **8/30:** Discussion due: Megacompany
- **9/6:** Discussion due: Sustainability and Marketing/Framework for Marketing Strategy Formation
- **9/13:** Discussion due: Writing Great Marketing Plans/Customer Centricity
- **9/18:** Exam #1
- **9/25:** Discussion due: Consumer Behavior and the Buying Process/Segmentation and Targeting
- **10/2:** Discussion due: Creating Customer Value/Jobs to be Done
- **10/4:** Exam #2
- **10/30:** Synthesis of 5 C’s Due
- **12/5:** Marketing Plan Document and Presentation Due

**Academic Integrity:**

*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.*

You are responsible for reviewing the [University’s policies regarding academic dishonesty](#). If you have any questions regarding academic dishonesty throughout the course, please ask me for clarification prior to engaging in the questionable activity.

**Email:**

All students are required to maintain and access their University of Memphis (@memphis.edu) email account ([Please do not use the email function within eLearn](#)). 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:**

Since this is an online class taught asynchronously, there are no scheduled meeting times. Thus, formal attendance will not be taken. However, you are expected to stay active and engaged throughout the semester 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. For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future.

**Adding / Dropping:**

If you have questions about adding or dropping classes, please refer to this page on the [Registrar’s website](#).
Participation:
To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected to participate in all interactive aspects of the course. You should also regularly communicate with the instructor as part of your overall learning experience, check into the course frequently for announcements, and actively participate in threaded discussion events.

Online 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.

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 home page.

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

Title IX:
The University is committed to ensuring equality in education and eliminating any and all acts of sexual misconduct from its campus. Sexual misconduct includes sexual harassment, sexual assault, dating violence, domestic violence and stalking. If you or someone you know has been harassed or assaulted, you can make a report to the Office for Institutional Equity at oie@memphis.edu or 901.678.2713. Please note that if you make a report to me I am required to report it. If you want to make a confidential report you can contact the University Counseling Center, 214 Wilder Tower, 901.678.2068.

FCBE Academic Internship Credit: In FCBE, all majors offer an academic internship course option as a substitution for a required elective in a student’s major. To apply for academic credit, students must obtain an internship highly related to their major, register prior to the start of their internship and have their internship approved by departmental internship faculty. To review the requirements for applying for academic credit, visit http://www.memphis.edu/professional/internships/academic_credit.php Students should allow approximately two weeks for the review and processing of an academic internship application through the Fogelman Internship Network.