REQUIRED COURSE MATERIALS

**Textbook:**

We will be using a new textbook this semester. It is entitled *Marketing Strategy: Based on First Principles and Data Analytics*, by Robert W. Palmatier and Shrihari Sridhar. I believe it is available through the bookstore as well as through online sources such as Amazon (click link above) for around $65.

**Marketplace Simulation:**

Students will participate as members of a team in a series of projects centered on their participation in Marketplace’s “Advanced Strategic Marketing” simulation game. Further instructions for purchasing a student license (~ $50) and accessing the game will be provided on the course site. For a preview of the game, please click the link below:

[Marketplace Advanced Strategic Marketing Simulation](#)

**WSJ Subscription:**

It is important that professional business students be aware of major developments that impact the world of business. I want you all thinking about marketing outside of the classroom. How do major world events influence marketing strategy making and implementation? How does marketing impact overall firm performance? To help better understand such questions, students are required to purchase a semester subscription to the Wall Street Journal. I think you will find this a tremendous bargain! Please make sure to identify me as your instructor.

[Wall Street Journal 15 Week Subscription](#) ($15):

Additional readings, podcasts, cases, and videos will be assigned for most weeks and will be made available through the course site, via the UofM library, or linked to the Internet.
A complete schedule of weekly readings and assignments as well as exam and project due dates will be provided at the outset of the semester. This schedule is subject to change at the discretion of the instructor. It is the responsibility of the student to keep up with any changes, even if they are not in attendance when the change is announced.

DESCRIPTION AND OBJECTIVES

The aim of this course is to provide students an understanding of the basic concepts that underlie strategic marketing management. The emphasis is upon application of these ideas to real world settings. Upon the course’s conclusion, the successful student will:

- Better understand how marketing influences customer perceptions of value and how these perceptions ultimately dictate firm success.
- Gain experience in writing a comprehensive marketing plan.
- Gain experience making both strategic and tactical marketing management decisions.
- Gain experience in making executive presentations.
- Enhance analytical and problem solving skills.
- Improve critical thinking capabilities.

COURSE CONDUCT AND EXPECTATIONS

Your involvement in the class is critical and the success of the course is dependent on your commitment to the "4 Ps" of student involvement. These are:

1. **Preparation**: If you do not read the assigned material and engage in thoughtful preparation on a timely basis, you cannot have a meaningful learning experience in this course.

2. **Presence**: If you are not present you cannot learn and, cannot add your unique thoughts and insight to the online class discussion. Also, the course schedule and graded elements are subject to change at the instructor’s discretion. It is your responsibility to stay informed of any alterations. All changes will be announced on the course site.

3. **Promptness**: Students should make every effort to turn in their work, completed and on-time. Points will be deducted for lateness and incomplete assignments.

4. **Participation**: Your learning experience is best facilitated by regular participation. You have the responsibility to contribute to the learning process by sharing your knowledge, insight, judgment and experiences with the class. With respect to group work, all students are expected to contribute to team performance. Social loafing is not allowed!
PERFORMANCE EVALUATION

The following grading system (subject to change based upon class performance and participation) will be used:

<table>
<thead>
<tr>
<th>Item</th>
<th>Points</th>
<th>Indiv. Vs. Goup Grade</th>
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<tbody>
<tr>
<td>Simulation Objective Performance</td>
<td>200</td>
<td>Group</td>
</tr>
<tr>
<td>Marketing Plan (Simulation)</td>
<td>150</td>
<td>Group</td>
</tr>
<tr>
<td>Research Participation</td>
<td>50</td>
<td>Individual</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>175</td>
<td>Individual</td>
</tr>
<tr>
<td>Class Participation (Discussion Board) and Citizenship Behavior</td>
<td>150</td>
<td>Individual</td>
</tr>
<tr>
<td>Quizzes/Homework Assignments</td>
<td>100</td>
<td>Individual</td>
</tr>
<tr>
<td>Final Exam</td>
<td>175</td>
<td>Individual</td>
</tr>
</tbody>
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For subjectively assessed assignments, my evaluations are calculated with the idea that an average performance in a typical MBA course should be (on average) in the B+ (high 80%) range. For certain assignments that I give each semester, I may also take into account your performance relative to that received from students in past classes, or in the case of the simulation, relative to the universe of teams that have participated in this particular game.

My advice is to make every effort to turn in your very best work each and every time. You will certainly get a much better return on your educational investment and the grade will take care of itself.

*ASSIGNMENTS/FINAL PROJECT, TEAMWORK AND PEER EVALUATION REPORTS:

Teamwork is an integral part of the course. Teams of 4-5 individuals will be formed no later than the second week of the semester. I will strive to assist such that each team reflects diversity in terms of individual characteristics and professional backgrounds. Once teams are established, they will remain intact at the discretion of the instructor. A majority of the members of a team may request to dismiss a team member, but no one can resign from the team. A student who is dismissed from a team will be responsible for the rest of the assignments as an individual, and will lose 25% of his/her scores that were earned while working as part of the team.

Each team member will evaluate his/her teammates at the midpoint of the semester and again at end of the semester via an online evaluation. These peer evaluations are very important and remain confidential. Further, each evaluator will be graded in terms of the completeness and thoroughness of the peer evaluations he/she submitted as well as the evaluations of their work provided by other team members.

Appropriate accommodations will be provided to students with disabilities who present a memo from Student Disability Services (SDS).
To maximize learning, several Guidelines for Professional Conduct apply in this class. In particular, cheating, plagiarism, and collusion will not be tolerated. (Refer to the University of Memphis Student Handbook for more information). Academic misconduct and classroom misconduct can result in serious penalties, including receipt of a failing grade in the class, suspension, and expulsion from the University.