

MKT 4380: Capstone Course in Marketing
Spring 2013

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Course Description and Student Learning Objectives

This is a capstone course, which presumes you have already gained an understanding of key marketing principles and tools. This course is designed to develop your ability to APPLY marketing skills to practical business situations. Students will learn how to make marketing decisions through case analysis and a unique market simulation game. The objective of this course is to teach you how to apply your current knowledge when developing, analyzing, and communicating marketing strategies. When you finish this course, you are expected to make improvement on the following abilities:

- To think logically, creatively and comprehensively toward business and marketing problems.
- To apply relevant marketing concepts, knowledge, and principles to solve real-world problems.
- To make decisions based on sound quantitative and qualitative analysis.
- To prepare a comprehensive written report and to enhance your oral presentation skills.

Course Materials

1. **Required Text:** *Strategic Marketing* (9th edition), by David W. Cravens and Nigel F. Piercy, McGraw-Hill/Irwin, 2009.
2. *NewShoes: Principles of Marketing Simulation*, by Terpening et al., Interpretive Simulations, 2012, available at <http://www.interpretive.com/rd5/index.php>.
License fee: \$29.95/person.

Other materials will be distributed in class.

Course Methodology

Case-Based Teaching: Case analyses will be the primary tool used to achieve the course objectives. Several cases will be discussed in class to reinforce key marketing concepts. You are expected to

read assigned materials before coming to class. Ability to discuss assigned cases will be an important factor in your class participation grades.

NewShoes Marketing Simulation Game: This marketing simulation game is your **Term Project** for the course. The class will be divided into eight or nine company teams (depending on class size), who will compete against each other in the NewShoes Marketing simulation game. Part of the grade for the simulation game will be determined by your team performance against other teams as determined by cumulative profit, cumulative return on sales and total market share and customer satisfaction. There are also several company reports/files that will contain (1) initial marketing plan, (2) final company report (3) NewShoes-related assignments. The content and organization of those files will determine your grade for the simulation game together with your team performance.

Lectures and Discussion: Short lectures and discussion of key marketing concepts and theories will be followed as specified in the class schedule. Articles and issues that are of current interests and relevance to topics being discussed will be brought to you occasionally in class to reinforce learning. Class time will be spent on topics that are especially important, interesting or difficult. Students are responsible for all of the information in the assigned materials whether it is explicitly covered in class or not.

Grading

Case Written Report	Group	15%
Presentation of assigned case	Group	5%
NewShoes Simulation Game		
--Online quiz	Individual	5%
--Initial Marketing Plan	Group	5%
--Final Report	Group	20%
--Presentation	Group	5%
--Team Performance	Group	5%
Group Event Show	Group	10%
Quizzes (3 out of 4)	Individual	20%
Class Participation and peer evaluation	Individual	10%
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Total		100%

Team Case Written Report

One of the primary vehicles for achieving the course objectives will be case analysis. The class will be divided into eight or nine groups (depending on class size). Each group will be responsible for *an oral presentation* of the case assigned for the class (see class schedule for details), and is required to *turn in a case written report at the beginning of the class*. Another group will be assigned to formally critique the presentation. *Everyone* is required to discuss it and make recommendations in class.

The *case written report* for each team should not exceed five double-spaced typed pages. Appendices may be attached as necessary. Please follow the “Team Case Written Report Guidelines” for the format of this report.

The presentation should last about 30 minutes. Each critique should last about 10 minutes. Everyone, as noted, should contribute to class discussion by reinforcing sound ideas, critiquing potential problems areas, and offering additional insights to the presentation. Late homework will NOT be accepted.

Team Case Written Report Guidelines

The **Team Case Written Report** should have the following format:

- A title page that contains case name, group number, group members, and submission date
- Executive Summary—that summarizes your entire analysis of the case report.
- Problem/Decision Statement.
 - a statement of the underlying problem or the decision to be made
- Situation analysis (SWOT)
- Identification of alternatives
- Criteria used for the analysis
- Analysis/evaluation of each alternative
 - discuss pros and cons for each alternative thoroughly
 - include both qualitative and quantitative analysis to support arguments
- Recommendation
 - selection of alternative
 - justification/rationale for the chosen alternative
 - detailed implementation plan.

NewShoes Simulation Company Reports and Decision Schedule

Initial Marketing Plan: Each team is required to turn in an initial marketing plan for the NewShoes simulation game. The initial plan should be no more than two double-spaced pages. The purpose of this plan to have the teams develop a strategic plan early on that clearly states the objectives and goals of your company and how you are planning to compete in the dynamic athletic shoes industry. For example, are you planning to be a performance player targeting the high-end customers or low-cost player targeting the price-sensitive customers? Are you planning to expand market-share initially or setting your eyes on profits from early on? Please also explain how you are planning to adjust your strategy based on the market performance for each period.

Final Report: The objective of this final report is to provide you an opportunity to summarize what you have learned through the NewShoes simulation game, analyze your marketing actions for each of the regions and develop a comprehensive future marketing plan for your company. Good information is what makes or breaks a marketing plan. Please utilize all the relevant information (including figures, graphs etc) you have gained from the simulation game and

provide sufficient details to address the issues that you have faced in your decision making and what you plan to do in the future if you continue to compete in that industry.

Each team will develop a thorough analysis and present it to the class on the assigned date. Each presentation should not exceed 20 minutes. The comprehensive write-up for the final report should not exceed ten double-spaced typed pages excluding exhibits. A detailed instruction for the **final report** will be given later in the semester.

NewShoes (NS) Simulation Decision Schedule: All decisions are due before 3pm CST on the due date or else you are out of luck. The results will be posted shortly after 3pm on that day.

Decisions	Due Date
Online Quiz for NS due 02/11 by Midnight	
Practice Run 1	Due Mon, 02/18, 3pm
Practice Run 2	Due Mon, 02/25, 3pm
Restart for Live Play from 8am, 02/27	
Decision 1	Due Wed, 03/06, 3pm
Decision 2	Due Wed, 03/20, 3pm
Decision 3	Due Mon, 03/25, 3pm
Decision 4	Due Wed, 03/27, 3pm
Decision 5	Due Wed, 04/03, 3pm
Decision 6	Due Mon, 04/08, 3pm
Decision 7	Due Wed, 04/10, 3pm
Decision 8	Due Mon, 04/15, 3pm

Group Event Show

Keep up with the current events and current development in the business field is crucial in the marketing decision making process. The group event show is designed to serve this purpose. Members of the group are required to conduct research on their own related to a chosen current event and make a 10-min oral presentation in class according to the assigned schedule. *Each group will submit the power-point slides as a group. Also, each member is required to turn in one-page summary of your own research.* Failure to turn in the summary or failure to show up for the group event show will result in a zero grade for that member. The group event show will be evaluated based on content and presentation communication skills. Be creative in your presentation! The schedule and suggested topics will be given to you later in class.

Quizzes

In order to ensure everyone is prepared for the case discussion, there will be quizzes given for the assigned cases and class materials. Quiz can be given at any point during a given class. Four of the quizzes will be collected and graded. To your benefit, only the **highest three scores** will be counted toward your final grading.

Class Participation

Attendance and active class participation are very important for your learning. Please note that class participation scores will be based upon the quality of each student's input in class. Disruptive behavior in class will affect your class participation grade. There will be small in-class assignments and exercises throughout the semester. These in-class exercises are to ensure class participation and promote interactive learning.

Peer Evaluation

To ensure each group member performs responsibly, a peer evaluation will be conducted at the end of the semester. You should be honest and impartial in your evaluations. The instructor reserves the right to correct and/or discard evaluations if they appear to be questionable. The peer evaluation form will be given to you in class. They should be filled out and returned to the instructor towards the end of the semester.

Class Attendance and Professionalism

Class attendance will be taken randomly throughout the semester so that those in attendance can be given credit for attending. After three recorded absences, your final grade may drop one point for each additional class you miss.

Professionalism means a number of things, such as:

1. making an active, serious, and positive contribution to the team assignments;
2. maintaining a positive attitude and proper in-class conduct;
3. being on time to class and turning in assignments on time;
4. advising the course instructor in advance by e-mail if you are unable to attend class. *Written medical proofs are required in order to be excused from the class.*

Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, *your instructor cannot drop or withdraw any student.* You must

do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grade Policy

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of **F**.

Disability Services

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:

The University of Texas at Dallas, SU 22

PO Box 830688

Richardson, Texas 75083-0688

(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

Off-Campus Instruction and Course Activities

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address given below. Additional information is available from the office of the school dean. (http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm)


These descriptions and timelines are subject to change at the discretion of the Professor.

In summary:

- ✓ *Each student will belong to a team.*
- ✓ *Each team will submit one case written report and also orally present the case.*
- ✓ *Each team will also formally critique the presentation of another team.*
- ✓ *Each student is required to pay the license fee of the NewShoes simulation before the team can participate in the game.*
- ✓ *Each team will compete against each other in the NewShoes simulation game for 2 practice runs and 8 live decision periods.*
- ✓ *Everyone is required to take the online NewShoes quiz before playing the game.*
- ✓ *Each team is required to submit one initial marketing plan and one final report related to the NewShoes simulation. Each team will also orally present the final report.*
- ✓ *Each team will orally present a short event show and submit the power point slides as a group; each member of the team will submit one-page summary of their own research related to the event show.*
- ✓ *Everyone is expected to be active participant and contributor in all discussions.*
- ✓ *Four quizzes will be given; three highest scores will count towards your final grading.*

Week	Date	Topics	Readings / Assignments/Activities
1	01/14	<ul style="list-style-type: none"> Course Introduction 	<ul style="list-style-type: none"> Fill out name card
	01/16	<ul style="list-style-type: none"> Guide to Case Analysis 	<ul style="list-style-type: none"> Class handout Sample case analysis in class
2	01/21	Martin Luther King Day. No Class	
	01/23	<ul style="list-style-type: none"> Financial Analysis 	<ul style="list-style-type: none"> Group Formation Financial analysis handout
3	01/28	<ul style="list-style-type: none"> Overview of Marketing 	<ul style="list-style-type: none"> Read Chapter 1 Finalize Groups
	01/30	<ul style="list-style-type: none"> Class Discussion Coca-Cola Co. (A) http://www.cocacola.com 	<ul style="list-style-type: none"> Prepare case 1-3. Case discussion in class
4	02/04	<ul style="list-style-type: none"> NewShoes (NS) Simulation Introduction 	<ul style="list-style-type: none"> NS Student Manual
	02/06	<ul style="list-style-type: none"> Audi http://www.audiusa.com 	<ul style="list-style-type: none"> Prepare case 1-1. <p>G1: Written report, Oral Presentation G2: Critique</p>
5	02/11	<ul style="list-style-type: none"> Marketing Segmentation and Targeting 	<ul style="list-style-type: none"> Read Chapter 3 Online quiz for NS Due 02/11 by Midnight.
	02/13	<ul style="list-style-type: none"> Intel Corp. http://www.intel.com <p>**NS Practice Run starts at 8am**</p>	<ul style="list-style-type: none"> Prepare case 3-2. <p>G3: Written report, Oral Presentation G4: Critique</p>
6	02/18	<ul style="list-style-type: none"> Growth Strategies 	<ul style="list-style-type: none"> Read Chapter 6

			<ul style="list-style-type: none"> • NS Practice Run 1 Due 3pm
	02/20	<ul style="list-style-type: none"> • McDonald's Corp. http://www.mcdonalds.com 	<ul style="list-style-type: none"> • Prepare case 3-3. <p>G5: Written report, Oral Presentation G6: Critique</p>
7	02/25	<ul style="list-style-type: none"> • Nike Inc. http://www.nike.com 	<ul style="list-style-type: none"> • Prepare case 4-2. <p>G7: Written report, Oral Presentation G8: Critique</p> <ul style="list-style-type: none"> • NS Practice Run 2 Due 3pm
	02/27	<ul style="list-style-type: none"> • Innovation and Strategic Brand Management <p>**NS Restart for Live Play from 8am**</p>	<ul style="list-style-type: none"> • Read Chapter 9 • NS Initial Marketing Plan Due in class
8	03/04	<ul style="list-style-type: none"> • Ikea http://www.ikea.com/ 	<ul style="list-style-type: none"> • Prepare case 2-2. <p>G2: Written report, Oral Presentation G1: Critique</p>
	03/06	<ul style="list-style-type: none"> • Murphy Brewery Ireland, Ltd. http://www.murphys.com/ 	<ul style="list-style-type: none"> • Prepare case 6-11. <p>G4: Written report, Oral Presentation G3: Critique</p> <ul style="list-style-type: none"> • NS Decision 1 Due 3pm
9	03/11-03/16	Spring Break—Have Fun!	
10	03/18	<ul style="list-style-type: none"> • Strategic Channel Relationships 	<ul style="list-style-type: none"> • Read Chapter 10
	03/20	<ul style="list-style-type: none"> • Distribution in Entertainment Industry • Walt Disney Co. http://www.disney.com 	<ul style="list-style-type: none"> • Prepare case 3-1. • Case discussion in class • NS Decision 2 Due 3pm
11	03/25	<ul style="list-style-type: none"> • Advertising and Promotions 	<ul style="list-style-type: none"> • Read Chapter 12

			<ul style="list-style-type: none"> • NS Decision 3 Due 3pm
	03/27	<ul style="list-style-type: none"> • NewShoes Workshop 	<ul style="list-style-type: none"> • NS Decision 4 Due 3pm
12	04/01	<ul style="list-style-type: none"> • Slendertone http://www.slendertoneusa.com 	<ul style="list-style-type: none"> • Prepare case 6-4. <p>G6: Written report, Oral Presentation G5: Critique</p>
	04/03	<ul style="list-style-type: none"> • Implementing Marketing Plans 	<ul style="list-style-type: none"> • Read Chapter 15 • NS Decision 5 Due 3pm
13	04/08	<ul style="list-style-type: none"> • Cowgirl Chocolates http://www.cowgirlchocolates.com 	<ul style="list-style-type: none"> • Prepare case 6-16. <p>G8: Written report, Oral Presentation G7: Critique</p> <ul style="list-style-type: none"> • NS Decision 6 Due 3pm
	04/10	<ul style="list-style-type: none"> • NewShoes Workshop 	<ul style="list-style-type: none"> • NS Decision 7 Due 3pm
14	04/15	<ul style="list-style-type: none"> • NewShoes Workshop 	<ul style="list-style-type: none"> • NS Decision 8 Due 3pm
	04/17	<ul style="list-style-type: none"> • Work on NS Final Reports 	
15	04/22	<ul style="list-style-type: none"> • Final Group Presentation Group 1, 2 and 3 	
	04/24	<ul style="list-style-type: none"> • Final Group Presentation Group 4, 5 and 6 	
16	04/29	<ul style="list-style-type: none"> • Final Group Presentation Group 7 and 8 	
	05/01	<p> Final Written Reports Due 05/01 at 5pm at My office SOM 3.616.</p>	

* The class schedule is tentative and may be adjusted to accommodate guest speakers and/or class discussion. Instructor reserves the right to make changes to the class schedule when needed. Changes will be posted online. Students are responsible to catch up with the changes.