

Capstone Course in Marketing – MKT 4380.501

Fall 2015

Course Information

Capstone Course in Marketing
MKT 4380.501
JSOM 2.103
Wed 7:00-9:45 p.m.

Professor Contact Information

Sonja C. Corbin
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Email is the best way to reach me and I do my best to return communication within 24 hours.
Please type “MKT 4380” in the subject line.

Course Prerequisites, Corequisites, and/or Other Restrictions

Prerequisites: MKT 3320 and MKT 3330 and MKT 3340 and ITSS 3300 and FIN 3320.

Course Description

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 real-world business situations. Students will learn how to make marketing decisions through case analysis and creation of a marketing plan for a DFW business. The overall objective of the course is to help you apply your current knowledge (gleaned from previous JSOM courses) when developing, analyzing, and communicating marketing strategies. When you finish this course, you are expected to improve on the five items below.

Student Learning Objectives/Outcomes

1. To think logically, creatively and comprehensively about business and marketing problems.
 2. To apply relevant marketing concepts, knowledge, and principles in solving real-world marketing problems.
 3. To make comprehensive marketing and business decisions utilizing both quantitative and qualitative analysis.
 4. To prepare a comprehensive written report and enhance your oral presentation skills.
 5. To grow in your understanding and application of marketing ethics.
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Required Materials

- Course pack with cases is available online at Harvard Business Publishing – a link will be emailed to you at the start of the semester.
 - *The Marketing Plan Handbook* (5th edition) by Marian Burk Wood, Pearson, 2013
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Suggested Course Materials

Business publications like the *Wall Street Journal*, *Forbes*, *Business Week* and *Fast Company*
Marketing websites like www.marketingpower.com and www.interbrand.com

Course Methodology

Case Analysis Method (first half of semester)

We will utilize HBS cases as the basis for much your learning through mid-October. For the case analysis method to be effective, much depends upon you, the student, and your active, effective participation. Students must commit (in writing) to the “4 Ps” of student involvement in case discussions. They are **P**reparation, **P**resence, **P**romptness, and **P**articipation. (More to be discussed later.) Your participation grade will be part of your final grade. *Please see more about class participation on page 4.*

Creation of Individual Marketing Plans (second half of semester)

In October, students will begin researching and preparing an individual, comprehensive marketing plan for a local business, due at the end of the semester. The client will visit the class, if possible, and illuminate the management team’s opportunity and/or problem. On the second-to-last day of class, the written reports are due and all students will give their presentations. On the last day of class, the client will return to class to view the Top 10 presentations. Students will utilize The Marketing Plan Handbook to guide their crafting of the program. The plan will incorporate all aspects of a business marketing plan, including budget.

Use of Short Lectures, Class Discussions, Group Exercises (entire semester)

Sometimes information and/or ideas come up during class discussion that necessitate more time, perhaps because of their importance, interest or difficulty. In those cases, the following techniques may be utilized: “mini-lectures,” small group discussions, and group exercises including role play. These types of group activities serve to reinforce learning and to break up our relatively long evening in the classroom.

****For class preparation guidelines, please see “Class Participation and Peer Evaluation” next page.****

Grading

<u>Assignment</u>	<u>Percentage</u>
• Group Case Analysis	
1. Written Report	20
2. Presentation	10
• Individual Marketing Plan	
1. Milestones	10
2. Final Written Report	15
3. Presentation	10
• Quizzes (best three of four)	15
• <u>Class Participation and Peer Evaluation</u>	<u>20</u>
Total	100%

Case Analysis Assignment (30 percent total)

Approximately five groups will be formed (randomly, by me) from our class this semester. Each group will create a written case analysis AND give an oral presentation on a case. (See course schedule for dates.) Another group will be assigned to formally critique the presentation. *All students are required to prepare for the case, discuss the case, and make recommendations re: the case.*

1. **Written Report: *Due at the beginning of class BOTH uploaded to eLearning AND***

submitted in hard copy. No more than five double-spaced pages. (Utilize an appendix for SWOT chart, other charts, graphs, etc. Use five pages for analysis only.)

- Title page (case name, group number, group members, submission date)
- Executive summary (succinctly summarizes your entire case analysis)
- Problem/decision statement (statement of the underlying problem or decision to be made)
- Situation analysis (SWOT)
- Identification of alternatives
- Criteria used for analysis
- Analysis/evaluation of each alternative
 - Discuss pros and cons of each thoroughly
 - Include both quant and qual analysis to support arguments
- Recommendation
 - Selection of an alternative
 - Justification/rationale for the chosen alternative
 - Detailed implementation plan

2. **Presentation: *Group must be ready to present at the beginning of class.*** Should last about 30 minutes. Your group may utilize use any visual aid or program (PPT, Prezi) you feel will best keep the class engaged and assist in making your key points.

3. **Formal critique:** Should last about 10 minutes and: reinforce sound ideas, identify potential problem areas (and different recommendations and rationale, if applicable), and offer additional insights to the case. Again, although one group is assigned to formally critique the case analysis, students not assigned the case must also do this and be ready to discuss. *The formal critique grade is reflected in students' class participation grade.*

Individual Marketing Plan Assignment (35 percent total)

As described under "Methodology," students will individually create a comprehensive marketing plan for a local business, starting the second week of October. *The Marketing Plan Handbook* will serve as your guide to this assignment and readings from it will be assigned. And, as we are working for a real client, it is critical students not leave this project until the last minute. But I am cognizant of the fact that many of you are working full or part time and have extremely busy schedules. So, you will be given class time to work on your plan and to meet with me formally, checking off project milestones (part of your grade) along the way.

Your *written Marketing Plan* should have the following sections (p. 7, *The Marketing Plan Handbook* – please see for the detail required in each section):

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|--|---------------------------------------|
| 1. Executive summary | 4. Objectives and issues |
| 2. Current marketing situation | 5. Marketing strategy |
| 3. Target market, customer analysis, and positioning | 6. Marketing programs |
| | 7. Financial and operational plans |
| | 8. Metrics and implementation control |

Your presentation should NOT simply be the written plan in slide format. There is simply too much information to keep your audience's attention. **(Assume your audience to be your client and his management team, and please make a copy of both your written plan and any slides for your client.)** Create PPTs or a Prezi that bring(s) your plan to life and really "sell" it to those who make the decision of whether or not to fund it. Of course, you must show somewhere in your presentation how your plan will pay for itself, i.e. add to the bottom line.

Quizzes (15 percent – best three of four counted)

Four multiple-choice quizzes will be given during class over the assigned cases, readings in *The Marketing Plan Handbook*, and all class discussions. *Only your three best quiz grades will be counted toward your final grade.* Quizzes will be short, usually between 10-20 questions, and designed to reward those who are preparing properly for class.

Class Participation and Peer Evaluation (20 percent)

As mentioned previously, class participation through use of the "4Ps of case participation" (see Course Methodology, Case Analysis, p. 2) is expected and rewarded. The only way to earn *full* participation points is to regularly offer insightful comments during case analyses and group exercises and discussions. However, students should not feel that they must speak constantly or attempt to answer every question; rather, they should add *quality* observations as an attempt to benefit the overall discussion. Students who make regular, valuable contributions to class sessions will be awarded full points at the end of the semester. *However, if a student has not made a comment by the third class session, he/she will be subject to a "cold call," which is being asked a question or called on for insights without warning.*

Preparation is also expected on those days when students are working individually on their marketing plans. That means you have: read the assigned portion of *The Marketing Plan Handbook*; are ready for your meeting with me (if you have one scheduled) with all materials prepared; and have completed the part of the plan that is due on the milestone checklist.

Peer Evaluation: At the conclusion of the case analysis portion of the course, peer evaluation forms will be given to each group member during class. Each member should be evaluated on his/her contribution to the group case analysis in as an objective a manner as possible. The instructor reserves the right to question, correct, or discard evaluations if they appear to be questionable.

Course and Instructor Policies (Please read carefully)

Policy on Late Work

Accepted up until 24 hours after due date and time with 50 percent penalty. After 24 hours, not accepted.

Policy on Professionalism and In-Class Electronics

General professionalism: Students are expected to conduct themselves in class as they would in a business meeting, and I extend students the same professional courtesy. So, students must: arrive on time and stay until the end of class (I understand the occasional unavoidable exception); get coffee, etc. before and after class (not during); and manage their time effectively, as in the business world (e.g. meet deadlines consistently).

Cell phones and laptops: As noted above, please conduct yourself in this class the way you would in a business meeting. That means that in-class use of electronic devices *must be limited to class-related*

tasks, i.e. note taking or research. This is simply good manners (both in the workplace and in class) because of the distraction not doing so poses for your colleagues, classmates, and professor. Students who violate either policy may receive a warning and/or lose course participation points for the day. Repeated violations may mean the student is asked to leave and forfeit attendance points.

If You Are Absent

- On a regular class day: Please ask a classmate what you missed (and get notes, if you choose).
- On a quiz day: That will be your dropped quiz grade.
- On a day you were scheduled to present a case: *You will lose your presentation points unless you have had a true emergency (very sick with doctor's note, hospitalization, car wreck, death in family, etc.).* This policy is in place to reinforce the criticality of dependability when presenting to clients in marketing. Your peers absolutely depend on you and so will your coworkers.

Sign-In Sheets

An attendance sheet will be passed each class. Attendance will not count *per se* toward your final grade; the records are kept so I may see which students are coming to class regularly. It also helps me assign class participation points, as I do so immediately after class.

Policy on Email Use for Class Communication

eLearning announcements and UTD email will be our exclusive method of communication in this course. Therefore, *students MUST have a working UTD email account for the semester.* If you experience any problems with your UTD account, you may send an email to: assist@utdallas.edu or call the UTD Computer Helpdesk at 972-883-2911.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus: <http://go.utdallas.edu/syllabus-policies>

The descriptions and course schedule contained in this syllabus are subject to change at the discretion of the professor. It is also the student's responsibility to be aware of any announced changes to the syllabus and/or course schedule.

Course Schedule with Due Dates

Note: All cases can be found in course pack at Harvard Business Publishing. A link will be emailed to you at the start of the semester.

<i>Date</i>	<i>Readings, Assignments, Activities</i>
W 8/26	Course introduction
W 9/2	-- Guide to case analysis -- Prepare practice multimedia case: <i>Marquee: Reinventing the Business of Nightlife</i> -- Utilize <i>Case Analysis Coach</i> (course pack) -- Student groups created
W 9/9	-- Prepare case: <i>Bluefin</i> -- Group 1 analyzes, turns in written report, and presents -- Group 5 formally critiques
W 9/16	-- Prepare case: <i>Crescent Pure</i> -- Group 2 analyzes, turns in written report, and presents -- Group 4 formally critiques
W 9/23	-- Prepare case: <i>Lululemon</i> -- Group 3 analyzes, turns in written report, and presents -- Group 1 formally critiques
W 9/30	-- Prepare case: <i>StepSmart Fitness</i> -- Group 4 analyzes, turns in written report, and presents -- Group 2 formally critiques
W 10/7	-- Visit from Greg Hammond, VP and General Manager, Baxter CleanCare Dallas (your client for individual marketing plan assignment); attendance mandatory -- Reading due: The Marketing Plan Handbook (MPH) Ch. 1
W 10/14	-- Prepare multimedia Case: <i>Eataly</i> -- Group 5 analyzes, turns in written report, and presents -- Group 3 formally critiques
W 10/21	-- Introduction to project (marketing plan) portion of course -- Reading due: MPH Chapters 2-6

W 10/28	<ul style="list-style-type: none"> -- Mini-lecture, group activities and/or discussion -- Individual meetings and updates from students -- Reading due: MPH Chapters 7-appendix -- Project milestone due: Sections 2-4 (Due at the beginning of class BOTH uploaded to eLearning and submitted in hard copy.)
W 11/4	<ul style="list-style-type: none"> -- Mini-lecture, group activities and/or discussion -- Individual meetings and updates from students -- Project milestone due: Sections 5 and 6, including top three branding ideas (Due at the beginning of class BOTH uploaded to eLearning and submitted in hard copy.)
W 11/11	<ul style="list-style-type: none"> -- Mini-lecture, group activities and/or discussion -- Individual meetings and updates from students -- Project milestone due: Sections 7 and 8
W 11/18	<ul style="list-style-type: none"> -- Mini-lecture, group activities and/or discussion -- Individual meetings and updates from students -- Project milestone due: Section 1
W 11/25	Fall Break
W 12/2	<ul style="list-style-type: none"> -- Written marketing plans due at the beginning of class BOTH uploaded to eLearning and submitted in hard copy -- Marketing plan student presentations
W 12/9	<ul style="list-style-type: none"> -- Top 10 plans presented to client -- Last day of classes

Note: Some material utilized with permission of Fang Wu, Ph.D.