

MKT 4380.001: Capstone Course in Marketing

Fall 2016

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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 in solving real-world marketing problems.
- To make comprehensive marketing and business decisions utilizing both quantitative and qualitative analysis.
- To prepare a comprehensive written report and to enhance your oral presentation skills.

Course Materials

1. **Required Text:** **Selected Cases from *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, 2014, 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 different 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%
Total		100%

Case Analysis Assignment

One of the primary vehicles for achieving the course objectives will be case analysis. The class will be divided into 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. All students are required to prepare for the case, discuss it and make recommendations regarding the case in class.

1. **Case written report:** Due at the beginning of class BOTH uploaded to eLearning AND submitted in hard copy. It should not exceed five double-spaced typed pages excluding exhibits. Appendices may be attached as necessary. Please follow the *Case Written Report Guidelines* for the format of this report.
 - Title page including case name, group number, group members, and submission date
 - Executive Summary—briefly summarizes the 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
2. **Presentation:** *Group must be ready to present at the beginning of class.* The presentation should last no more than 30 minutes. You may utilize any visual aid or program (such as PPT, Prezi) to keep the class engaged and assist in making your key points.
3. **Formal critique:** Each critique should last about 10 minutes. The goal of the critique is to reinforce sound ideas, identify potential problems areas, provide different recommendations and rationales if applicable, and offer additional insights to the presentation. Students not assigned the case should also be ready to do the critique, and discuss it and contribute to class discussion. *The formal critique grade is reflected in students' class participation grade.*

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 5pm CST on the due date or else you are out of luck. The results will be posted shortly after 5pm on that day.

Decisions	Due Date
Online Quiz for NS due 09/15 by Midnight	
Practice Run 1	Due 09/22, 5pm
Practice Run 2	Due 09/29, 5pm
Restart for Live Play from 8am, 10/04	
Decision 1	Due 10/11, 5pm
Decision 2	Due 10/18, 5pm
Decision 3	Due 10/20, 5pm
Decision 4	Due 10/25, 5pm
Decision 5	Due 11/01, 5pm
Decision 6	Due 11/03, 5pm
Decision 7	Due 11/08, 5pm
Decision 8	Due 11/10, 5pm

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. Each group member is 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.

Course and Instructor Policies (Please read carefully)

Policy on Late Work: All deadlines are strictly followed throughout the semester. Late homework will NOT be accepted.

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. *Written medical proofs are required in order to be excused from the class.*

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, etc.). Documentations are required to validate the emergency. This policy is to reinforce the importance of dependability when presenting to clients in business.

Professionalism: Students are expected to conduct themselves in class as they would do in a business meeting. They are expected to:

1. arrive on time and stay until the end of class (unless for occasional unavoidable exception);
2. making an active, serious, and positive contribution to the team assignments;
3. maintaining a positive attitude and proper in-class conduct;

Cellphone and laptops: In-class electronic devices *must be limited to class-related tasks*, i.e. note taking or research. Students who violate this policy may receive a warning and/or lose class participation points for the day. Repeated violations may mean the student is asked to leave and forfeit class attendance points.

Re-Grading Policy: If you have any grade disputes and would like to have it re-graded, you must submit a written request **within one week** after receiving the grade. Late submissions will not be accepted.

Academic Integrity and Other Policies common across UT Dallas courses:

Please see <http://coursebook.utdallas.edu/syllabus-policies/>.


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	08/23	<ul style="list-style-type: none"> Course Introduction 	<ul style="list-style-type: none"> Fill out name card
	08/25	<ul style="list-style-type: none"> Guide to Case Analysis 	<ul style="list-style-type: none"> Class handout Sample case analysis in class
2	08/30	<ul style="list-style-type: none"> Financial Analysis 	<ul style="list-style-type: none"> Group Formation Financial analysis handout
	09/01	<ul style="list-style-type: none"> Overview of Marketing 	<ul style="list-style-type: none"> Finalize Groups
3	09/06	<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
	09/08	<ul style="list-style-type: none"> NewShoes (NS) Simulation Introduction 	<ul style="list-style-type: none"> NS Student Manual
4	09/13	<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>
	09/15	<ul style="list-style-type: none"> Marketing Segmentation and Targeting 	<ul style="list-style-type: none"> Online quiz for NS Due by Midnight.
5	09/20	<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>
	09/22	<ul style="list-style-type: none"> Growth Strategies 	<ul style="list-style-type: none"> NS Practice Run 1 Due
6	09/27	<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>

	09/29	<ul style="list-style-type: none"> • <u>Nike Inc.</u> http://www.nike.com 	<ul style="list-style-type: none"> • Prepare case 4-2. • Case discussion in class • NS Practice Run 2 Due
7	10/04	<ul style="list-style-type: none"> • Innovation and Strategic Brand Management <p style="text-align: center;">**NS Restart for Live Play from 8am**</p>	<ul style="list-style-type: none"> • NS Initial Marketing Plan Due in class
	10/06	<ul style="list-style-type: none"> • <u>Ikea</u> http://www.ikea.com/ 	<ul style="list-style-type: none"> • Prepare case 2-2. <p>G2: Written report, Oral Presentation G1: Critique</p>
8	10/11	<ul style="list-style-type: none"> • <u>Murphy Brewery Ireland, Ltd.</u> 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
	10/13	<ul style="list-style-type: none"> • Strategic Channel Relationships 	<ul style="list-style-type: none"> • Case discussion in class
9	10/18	<ul style="list-style-type: none"> • Distribution in Entertainment Industry • <u>Pixar vs. Dreamworks</u> http://www.pixar.com/ http://www.dreamworksanimation.com/ 	<ul style="list-style-type: none"> • Case link will be provided. • Case discussion in class • NS Decision 2 Due
	10/20	<ul style="list-style-type: none"> • Advertising and Promotions 	<ul style="list-style-type: none"> • NS Decision 3 Due
10	10/25	<ul style="list-style-type: none"> • NewShoes Workshop 	<ul style="list-style-type: none"> • NS Decision 4 Due
	10/27	<ul style="list-style-type: none"> • <u>Slendertone</u> http://www.slendertoneusa.com 	<ul style="list-style-type: none"> • Prepare case 6-4. <p>G6: Written report, Oral Presentation G5: Critique</p>

11	11/01	<ul style="list-style-type: none"> Implementing Marketing Plans 	<ul style="list-style-type: none"> NS Decision 5 Due
	11/03	<ul style="list-style-type: none"> Cowgirl Chocolates http://www.cowgirlchocolates.com 	<ul style="list-style-type: none"> Prepare case 6-16. Case Discussion in class NS Decision 6 Due
12	11/08	<ul style="list-style-type: none"> NewShoes Workshop 	<ul style="list-style-type: none"> NS Decision 7 Due
	11/10	<ul style="list-style-type: none"> NewShoes Workshop 	<ul style="list-style-type: none"> NS Decision 8 Due
13	11/15	<ul style="list-style-type: none"> Work on NS Final Reports 	
	11/17	<ul style="list-style-type: none"> Work on NS Final Reports 	
14	11/21-11/26	Fall Break. Happy Thanksgiving!	
15	11/29	<ul style="list-style-type: none"> Final Group Presentation Group 1, 2 and 3 	
	12/01	<ul style="list-style-type: none"> Final Group Presentation Group 4, 5 and 6 	
16	12/06	 Final Written Reports Due 12/06 at 5pm at My office JSOM 13.312.	

* 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.