

Course Syllabus

Course Information

Capstone Course in Marketing
MKT 4380.001
Spring 2020
JSOM 2.103 C
Tu/Th 11:30-12:45

Professor Contact Information

Sonja C. Corbin
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Office hours: Tu/Th 1:15-2:15
Email is the best way to reach me and I do my best to return communication within 24 hours.

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-area organization. The objective of the course is to help you apply your current knowledge 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 available online at Harvard Business Publishing – a link will be emailed to you at the start of the semester.
- [The Marketing Plan Handbook](#), Pearson, 5th edition (paperback), Marian Burk Wood

Suggested Course Materials

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

Course Methodology

Case Analysis Method (first month of semester)

We will utilize HBP cases as the basis for much of your learning through mid-February. For the case analysis method to be effective, much depends upon you, the student, and your active, effective participation. Successful students commit 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 7.*

Creation of Group Marketing Plans (rest of semester)

In October, students will begin researching and preparing an individual, comprehensive marketing plan for a local organization, 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. The plan will incorporate all aspects of a business marketing plan, including a budget. Project milestones will be due along the way; more to come on that aspect of the project. *Please see page 6 for more information on this assignment.*

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

Information and/or ideas come up during class discussion of cases and the project that necessitate a deeper dive, perhaps because of their importance, interest or difficulty. In those instances, the following techniques may be utilized: “mini-lectures,” small group discussions, and group exercises. These types of activities reinforce learning and break up our time in the classroom.

Grading and Assignments

<u>Assignment</u>	<u>Points</u>
<input type="checkbox"/> Case Analysis	
1. Written Report	150
2. Presentation	100
3. Peer Evaluation	<u>50</u>
	300 (30%)
<input type="checkbox"/> Marketing Plan	
1. Milestones	50
2. Final Written Report	150
3. Presentation	100
4. Peer Evaluation	<u>100</u>
	400 (40%)

☐ Quizzes (best three of four)	150 (15%)
☐ <u>Class Attendance and Participation</u>	<u>150 (15%)</u>
Total	1000 (100%)

Scale

960 - 1,000 points	A+
920 - 959 points	A
900 - 919 points	A-
860 - 899 points	B+
820 - 859 points	B
800 - 819 points	B-
760 - 799 points	C+
720 - 759 points	C
700 - 719 points	C-
660 - 699 points	D+
620 - 659 points	D
560* - 619 points	D-

**Below 560 is failing*

Case Analysis Assignment (30 percent total, including peer evaluation)

Approximately six 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. *ALL students are required to be prepared to discuss and make recommendations re: the day's scheduled case, regardless of if their group is scheduled to present.*

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 the five pages for analysis only.
 - Title page (case name, group number, group members, submission date)
 - Executive summary (In **no more than one page**, succinctly summarizes your **entire case analysis** without repeating case information/history we all already know. Some students find it best to write this last.)
 - 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: **Groups must be ready to present at the beginning of class.*** Should last about 15 minutes. Your group may utilize any visual aid or program (PPT, Prezi) you feel will best keep the class engaged and assist in making your key points.
3. *Peer Evaluation:* At the conclusion of the case analysis portion of the course, peer evaluation forms will be distributed to students during class. Each student should evaluate each group member (as objectively as possible) on his/her contribution to the group case analysis. The instructor reserves the right to question, correct, or discard evaluations if they appear to be questionable or biased.

Marketing Plan Assignment (40 percent total, including peer evaluations)

As described under “Methodology,” student groups (no more than **six students** to a group) will create a comprehensive marketing plan for a local organization, starting the second week of February. More information will come during class. *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 aware that many of you are working full or part time and have extremely busy schedules. 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 (please see *The Marketing Plan Handbook* -- p. 7 -- for the detail required in each section):

- | | |
|---|---------------------------------------|
| 1. Executive Summary | 5. Marketing Strategy |
| 2. Current Marketing Situation | 6. Marketing Programs |
| 3. Target Market, Customer Analysis and Positioning | 7. Financial and Operational Plans |
| 4. Objectives and Issues | 8. Metrics and Implementation Control |

Your presentation should NOT simply be the written plan in slide format. There is too much information to keep your audience’s attention. **Assume your audience to be your client and his/her 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. **Time limit: 15 minutes with Q&A.** Please see *Course Schedule* for due dates.

Peer Evaluation: At the conclusion of the course, peer evaluation forms will be distributed to students during class. Each student should evaluate each group member (in as an objective a manner as possible) on his/her contribution to the marketing plan project. The instructor reserves the right to question, correct, or discard evaluations if they appear to be questionable or biased.

Quizzes (15 percent – best three of four counted)

Four multiple-choice, **unannounced** 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 10 questions, and designed to reward those who are preparing properly for class. **If you miss a quiz FOR ANY REASON, that quiz will count as your dropped quiz grade.**

Class Attendance and Participation (15 percent)

I. Class Attendance:

A **sign-in sheet** will be passed each class. It is the student’s responsibility to find and sign it each class. Signing a name other than your own is considered a violation of the student honor code and will be treated as

such. Because late arrivals are a disruption for everyone, after the first 10 minutes of class the sheet will be pulled, and no more sign-ins allowed.

Each student is awarded **two free absences** before points are subtracted. After that, *students will lose 10 points per unexcused absence*. If you believe your absence from our class is for a valid or unavoidable reason, simply email me with “MKTG 4380” in the subject line and explain your situation. However, please don't expect your personal travel plans to be a valid reason to miss our class.

If You Are Absent

- On a regular class day: please ask a trusted classmate what you missed (and get his or her class notes)
- 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 accident, 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. **You must notify BOTH your peers and the instructor should you unavoidably miss a group presentation.**

2. Class Participation:

As mentioned previously, class participation through use of the “4Ps of Case Participation” (see Course Methodology, Case Analysis, p. 3) 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 during the rest of the semester when student groups are working on marketing plans and/or we have mini-lecture, discussion, and group activities. That means you have: read the assigned portion of The Marketing Plan Handbook; are ready for your group meeting with me (if you have one scheduled) with all materials prepared; and have completed the part of your marketing plan that is due on the milestone checklist.

Lastly, in the interest of fairness, I keep a seating chart and have student photos, both of which I use to award participation points after each class.

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); not engage in side conversation; 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. 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.

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.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

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 material below can be found by following the link, but is so important that I am including it here as well. Please read carefully and ask any questions you have.

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 demonstrates a high standard of individual honor in his or her scholastic work.

Academic Dishonesty: Academic dishonesty can occur in relation to any type of work submitted for academic credit or as a requirement for a class. It can include individual work or a group project. Academic dishonesty includes plagiarism*, cheating, fabrication, and collaboration/collusion. In order to avoid academic dishonesty, it is important for students to fully understand the expectations of their professors. This is best accomplished through asking clarifying questions if an individual does not completely understand the requirements of an assignment.

**Failing to attribute language, a quote, an idea, etc. to its source is plagiarism. If in doubt, cite the source. Please see me with any questions. APA footnoting style is appropriate for both the case study and marketing plan.*

Penalty for Academic Dishonesty in this course: at minimum a score of zero on the assignment/exam in question.

Additional information related to academic dishonesty and tips on how to avoid dishonesty may be found here: <https://www.utdallas.edu/conduct/dishonesty/>.

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

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

<u>Date</u>	<u>Assignments, Activities, and Readings</u>
Tu 1/14	Course introduction, including explanation of how to prepare for next class
Th 1/16	Discuss how to analyze a case Utilize Case Analysis Coach (course pack) Student groups created for case analyses
Tu 1/21	Finalize student groups Begin analysis of practice case Singapore's 'Crazy Rich Asians' Experience of City Branding <u>Topics:</u> branding, marketing campaigns, communication, global branding, international marketing, culture
Th 1/23	Finish analysis of practice case Singapore's 'Crazy Rich Asians' Experience of City Branding <u>Topics:</u> branding, marketing campaigns, communication, global branding, international marketing, culture
Tu 1/28	Preview and discussion of topics related to 66Agency case <u>Topics:</u> social media, digital agency, marketing influencers
Th 1/30	Analyze case: 66Agency <u>Topics:</u> social media, digital agency, marketing influencers Groups 1 and 5 analyze, turn in reports, and present

- Tu 2/4 Preview and discussion of topics related to **Lululemon** case
Topics: *ethics, public relations, supply chain, stakeholder analysis*
- Th 2/6** **Analyze case: Lululemon**
Topics: *ethics, public relations, supply chain, stakeholder analysis*
Groups 2 and 4 analyze, turn in reports, and present
- Tu 2/11 Preview and discussion of topics re: **Sell Direct to Consumer or Through Amazon?**
Topics: *risk, marketing channels, brand management, sales strategy*
- Th 2/13** **Analyze case: Sell Direct to Consumer or Through Amazon?**
Topics: *risk, marketing channels, brand management, sales strategy*
Groups 3 and 6 analyze, turn in report, and present
- Tu 2/18** *Introduction to project (marketing plan) portion of course*
Reading due: MPH Chapters 1-3
Case analysis peer evaluations in class
- Th 2/20 Mini-lecture, group activities and/or discussion
- Tu 2/25** Mini-lecture, group activities and/or discussion
Individual meetings and updates from groups
Reading due: MPH Chapters 4-6
- Th 2/27 Mini-lecture, group activities and/or discussion
Individual meetings and updates from groups
- Tu 3/3** Mini-lecture, group activities and/or discussion
Reading due: MPH Chapters 7-appendix
- Th 3/5 Mini-lecture, group activities and/or discussion
Project work
- Tu 3/10** **Project Milestone 1 due: draft marketing plan sections 2-4** (syllabus p. 4) at the **beginning of class BOTH uploaded to eLearning and submitted in hard copy**
- Th 3/12 Group and instructor meetings
- Tu/Th 3/17, 19 **SPRING BREAK UNIVERSITY CLOSED**
- Tu 3/24 Mini-lecture, group activities and/or discussion

	Project work
Th 3/26	Mini-lecture, group activities and/or discussion Project work
Tu 3/31	Mini-lecture, group activities and/or discussion Project work
Th 4/2	Mini-lecture, group activities and/or discussion Project work
Tu 4/7	Mini-lecture, group activities and/or discussion Project work
Th 4/9	Mini-lecture, group activities and/or discussion Project work
Tu 4/14	Mini-lecture, group activities and/or discussion Project work
Th 4/16	Mini-lecture, group activities and/or discussion Project work Project Milestone 1 due: draft marketing plan sections 5-8 (syllabus p. 4) at the beginning of class BOTH uploaded to eLearning and submitted in hard copy
Tu 4/21	Group and instructor meetings <i>** Students: <u>It is especially important to attend this class to go over your group's milestone before submitting final plan.</u>**</i>
Th 4/23	TBA
Tu 4/28	Final written marketing project plans due at the beginning of class BOTH uploaded to eLearning and submitted in hard copy Marketing plan student presentations
Th 4/30	Last day of class Marketing plan student presentations Peer evaluations in class