**MKT 4450: Advanced Marketing Management**

*MKT4450 is a required course in COB. Students must earn a grade of C or better in required courses in order to graduate. Students with a C- or lower will need to re-take this class and earn at least a C.*

Spring 2018

**Professor**: Elizabeth Minton, Ph.D.

**Email**: eminton@uwyo.edu *(preferred over phone)*

**Office:** BU 345

**Office Hours:** Tuesday & Thursday 12:20-1:50pm

**Phone**: 307-766-3616

**Class Meetings**: Tuesday & Thursday 11:00am-12:15pm; BU 10

**Course Description:**

This course provides an analysis of policy-making and operating decisions of the marketing manager and the tools available to aid in solving marketing problems.

**Prerequisites:** MKT 4240, MKT 4520

**Learning Objectives (LO):**

LO1. Apply your knowledge of basic marketing concepts from your introductory marketing course to marketing strategy problems.

LO2. Develop analytical, decision making, and problem solving skills.

LO3. Effectively communicate your ideas and opinions to others.

LO4. Develop and present interesting and effective presentations.

**Text and Other Requirements:**

* Any basic marketing text (e.g., your introduction to marketing textbook)
* Any basic market research text (my favorite: Discovering Statistics Using SPSS by Andy Field)

**Helpful Links:**

1. WyoWeb course site: https://wyoweb.uwyo.edu *(NOTE:* ***Check ASAP*** *as this is where all class material is located)*

**Course Format:**

This class will be a mixture of case analyses, interactive lectures, class discussions, videos, and individual and group exercises/presentations. You are responsible for reading the required material *before* class in order to contribute to the class discussion. You will work in groups to apply course concepts to a real world project.

**ETS Exam**: Material covered in this class will also be on the ETS exam; see end of syllabus for more details

**Grade Scale:**

A 94% and above B 83% to 86% C 73% to 76%

A – 90% to 93% B – 80% to 82% C- 70% to 72%

B + 87% to 89% C+ 77% to 79% D 69% and below

B 83% to 86% C - 70% to 72% F Below 60%

**Grade Breakdown:**

Individual Case Study 15% Participation 15%

Marketing Reflection Paper 10% Case Reviews 5%

Market Research Tasks 10% Consulting Project 45%

*Total: 100%*

**Assignment Descriptions**

*Note: For all assignments, see the “Home” page on WyoCourses for more details.*

**Individual Case Study** *(individual)***:**

You will complete a marketing analysis of a case study and provide recommendations for improvement. (LO1, 2, 3)

**Marketing Reflection Paper** *(individual)***:**

Nearing the end of your degree, you will reflect on what you have learned, what you will uniquely contribute to the field of marketing, and how you will respond to key issues in the field. (LO1, 2, 3)

**Market Research Tasks** *(individual)***:**

To ensure adequate skills for the consulting project, you will each create a survey, collect data, write up the results in proper statistical format, and complete a short market research assessment. (LO1, 2, 3)

**Participation** *(individual)***:**

You are expected to come to class prepared. This is NOT a lecture class. Participation also includes in-class exercises and occasional out of class follow up activities. (LO1)

**Case Reviews** *(individual)*:

These reviews assess understanding of case material in one of two ways: (1) recommendations for a "live case" company or (2) a standard review consisting of a SWOT analysis, key people, and key dates. (LO2)

**Consulting Project** *(group)***:**

You will work in groups of your choice, to develop solutions to a marketing problem identified by a local business. Your final project will include a professional written report and idea pitch to both me (first) and the business (second). (LO1, 2, 3, 4)

**Late Assignment & Missed Classes Policy:**

You are allowed to miss two (2) classes for any reason (e.g., sports, medical, excused absences, just do not want to come to class), which will not affect your participation points. Given the highly participatory nature of the class, after two missed classes, your participation grade will be reduced by 9 points per day missed (there are roughly 165 total participation points in the course). Additionally, assignments must still be turned in on time (e.g., electronically). Late work will receive the following deductions:

* -15% if turned in by the end of class
* -25% if turned in by midnight the same day
* -50% if turned in by midnight the next day
* -75% if turned in by midnight two days after assignment is due, 0% credit thereafter

**Course Schedule** (subject to change): *Note: WC = WyoCourses*

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| **Week** | **Date** |  | **Topic** | **Activity (ies)** | **Readings For Class** | **Assignments Due by Class Time** |
| 1 | Tuesday | 23-Jan | Intro | Course overview, live commercials |  |  |
| Thursday | 25-Jan | Intro | Review marketing mix (7 P's) |  |  |
| 2 | Tuesday | 30-Jan | Strategy | Case discussion | Case: Online Dating (WC) | (1) Case review |
| Thursday | 1-Feb | Strategy | Case discussion | Case: Live Case (Landscaping Services)  Reading: Live Case Handout (WC) | (1) Mini pitch due by Friday @ 11am |
| 3 | Tuesday | 6-Feb | Strategy | Case discussion | Case: Live Case (Piri Tech)  Reading: Live Case Handout (WC) | (1) Mini pitch due by Wednesday @ 11am |
| Thursday | 8-Feb | Consulting Project | Explain consulting project, Select groups, Group marketing competition | Reading: Consulting Project Description (WC) | (1) Personal branding presentation due |
| 4 | Tuesday | 13-Feb | Consulting Project | Client visits class:  **Westgate Sports & Trading Post** |  | (1) Consultancy branding, (2) Sign-up for study time |
| Thursday | 15-Feb | Consulting Project | Client visits class:  **Black Market Farm** |  |  |
| 5 | Tuesday | 20-Feb | Market Research | Research review | Review market research techniques you learned in your prior market research course | (1) Individual case study |
| Thursday | 22-Feb | Market Research | Qualtrics lesson |  | (1) Create Qualtrics survey, (2) Initial consulting idea list |
| 6 | Tuesday | 27-Feb | Market Research | SPSS lesson |  | (1) Collect survey responses |
| Thursday | 1-Mar | Consulting Project | In-class work day | Prepare for market research assessment | (1) Market research write-up |
| 7 | Tuesday | 6-Mar | Consulting Project | Group meetings & work time - no formal class |  | (1) Career development activities, (2) Consulting update #1 due by group meeting time |
| Thursday | 8-Mar | Consulting Project | Group meetings & work time - no formal class |  | (1) Consulting survey approval |
| 8 | Tuesday | 13-Mar | Spring Break | No class |  |  |
| Thursday | 15-Mar | Spring Break | No class |  |  |

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| 9 | Tuesday | 20-Mar | Strategy | Case discussion | Case: Chobani (WC) | (1) Case review |
| Thursday | 22-Mar | Consulting Project | In-class work day |  |  |
| 10 | Tuesday | 27-Mar | Strategy | Case discussion | Case: Kmart (WC) Reading: Failure & Comeback Examples (WC) | (1) Consulting update #2 due, (2) Case review |
| Thursday | 29-Mar | Summary | Case discussion | Case: Under Armour (WC) | (1) Case review, (2) Bring piece of athletic apparel |
| 11 | Tuesday | 3-Apr | Consulting Project | Group meetings & work time - no formal class |  | (1) Marketing reflection paper |
| Thursday | 5-Apr | Consulting Project | Group meetings & work time - no formal class |  |  |
| 12 | Tuesday | 10-Apr | Strategy | Case discussion | Case: Chipotle (WC) | (1) Case review |
| Thursday | 12-Apr | Strategy | Case discussion & potluck | Video shown in class – no readings | (1) Potluck food, (2) Final consulting report |
| 13 | Tuesday | 17-Apr | Strategy | Case summary activity | Review prior cases & takeaways |  |
| Thursday | 19-Apr | Consulting Project | In-class work day |  |  |
| 14 | Tuesday | 24-Apr | Consulting Project | Present final consulting project to me - no formal class |  | (1) Prepare finalized consulting pitch |
| Thursday | 26-Apr | Consulting Project | Present final consulting project to me - no formal class |  |  |
| 15 | Tuesday | 1-May | Consulting Project | Present final consulting project to client: **Westgate Sports & Trading Post** | NOTE: Class will last from 11-1. Only groups working with this client need to show up this day. Accommodations will be made, as necessary. | (1) Bring final report for client and me! |
| Thursday | 3-May | Consulting Project | Present final consulting project to client: **Black Market Farm** | NOTE: Class will last from 11-1. Only groups working with this client need to show up this day. Accommodations will be made, as necessary. | (1) Bring final report for client and me! |
| 16 | Tuesday | 8-May |  | FINALS WEEK - no class | . | (1) Peer evals and takeaways due on WyoCourses by Tuesday @ 3pm. |
| Thursday | 10-May |  |  | Feel free to contact me after the end of the term with marketing-related thoughts or questions you have |  |

NOTE: Assignments are DUE at the beginning of class on the day they appear on the schedule, unless otherwise noted. Additional readings may be assigned and posted on WyoCourses. **I reserve the right to change anything in this syllabus when deemed necessary**. When changes are made, you will be notified in class or through email.

WC *= WyoCourses*

**Accommodations and Policies:**

*Disability Support Services*

If you need accommodations because of special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, or if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please inform me immediately. Please send me an email or see me privately during my office hours. To request academic accommodations (for example, a note-taker), students must also register with Disability Services. It is the campus office’s responsibility to review documentation provided by students requesting academic accommodations, and for accommodation planning in cooperation with students and instructors, as needed and consistent with course requirements.

*Academic Integrity*

(Adapted from University Regulation 802 – Revision 2) An act is academically dishonest when it is an act attempted or performed which misrepresents one's involvement in an academic task in any way, or permits another student to misrepresent the latter's involvement in an academic task by assisting in the misrepresentation. Some examples of academic dishonesty include, but are not limited to, such acts as:

* 1. Representing as one's own work material copied or borrowed from any source, written or otherwise, public or private, without proper citation of the source.
  2. Using a ghostwriter, commercial or otherwise, for any type of assignment.
  3. Submitting substantially the same work for more than one class without the explicit permission of all concerned instructors.
  4. Doing an assignment for someone else or allowing someone to copy one's assignment.
  5. Using notes or prepared information in an exam unless authorized by the instructor.
  6. Taking an exam for someone else or allowing someone to take an exam for oneself.
  7. Copying from, or assisting, another student during an exam.
  8. Stealing, or otherwise improperly obtaining, copies of an exam.
  9. Submitting substantially the same work as someone else.

Any incident of academic dishonesty will be reported to the Department Chairperson and the Dean of the College of Business. In accordance with university regulations, students accused of academic dishonesty will be notified in writing. Any student found to have committed academic dishonesty of any kind will receive a failing grade for the course.

**ETS Exam:**

Material presented in MKT 4450 will be covered on the ETS exam administered in MGT 4520. College of Business students are required to complete a comprehensive assessment during their senior capstone course, MGT 4520. This test, known as the Major Field Test in Business is developed by the Educational Testing Service, is given locally in a computer-based format. The Major Field test covers basic business knowledge and skills in eight areas: accounting, economics, finance, international issues, legal and social environment, management, marketing, and quantitative business analysis (decision science). The purpose of this test is to assess the student’s mastery and retention of basic business concepts. A minimum score is required as a condition for passing MGT 4520. Failure to obtain this minimum score will require remedial work on your part. Therefore, you are strongly encouraged to keep your materials from these courses to help you prepare for this examination.