

MKT 422 Marketing Management Syllabus

INSTRUCTOR INFORMATION

Name: Professor Trish Steelman

Office Location: I do not have an office on campus. We can meet by zoom or set a time when I am on campus to meet

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Welcome to Marketing Management!

Marketing is a continually evolving discipline, and there has never been a more exciting time to learn about marketing. From strategy to creative and everything in between, marketing has something for everyone. This course will teach you new concepts, help you think critically, and allow you to apply knowledge through a number of valuable assignments and projects.

COURSEWARE AND SIMULATION

This course uses the digital “Marketing Management Today” courseware, which includes a textbook and its accompanying resources. The courseware can be accessed at <http://home.stukent.com>. The course will also use an online simulation called “Mimic Marketing Management,” which can be accessed from the same website.

Make sure you buy the bundle because it is less expensive and you have to have it. That means you buy the Marketing Management Book and Mimic Marketing Management simulation at the same time. You may purchase through Stukent using the link below. You must buy both. You may also purchase through the bookstore. Make sure they give you the correct code for Access to book and Mimic Marketing Management

“This syllabus and its’ contents are subject to change at any time throughout the semester. “

Updates to the syllabus will be either posted under the Announcements section on Blackboard or by Email. You should check both regularly for important information.

Important Information to Purchase Book and Simulation

Marketing Management Today Textbook/Mimic Marketing Management

ISBN: 978-1-7360179-8-2

9781736017982

Publisher: Stukent

Price USD\$: 119.99

****Link to access and purchase the Marketing Management Book and Simulation****

<https://home.stukent.com/join/7C7-EAA>

Here is our Virtual TA's contact information if you need any assistance including technical issues including Mimic Marketing Management too!

Stukent Virtual TA

1 (855) 788-5368 virtualta@stukent.com

Stukent Information:

- It is important that you are able to activate your Stukent account, in the first week of class. Do not get behind.
- If you have any technology questions or any trouble with the ebook or the simulation, they have technicians to assist you.

LEARNING OUTCOMES: Here are just some of the topics you will learn in this course:

Dual Perspectives

Practice thinking from both the perspective of a customer and of a company.

Brand

Understand how branding is internally driven, why brands resonate with customers, and how brands create value for companies.

Customers

Distinguish customer types; think like a customer as well as a marketer; and apply concepts such as Customer Lifetime Value (CLV) and Customer Acquisition Cost (CAC), among others.

Products

Learn why some products succeed while most fail, how product development and product marketing are different, and the symbiotic relationship between customers and products.

Communications

Recognize differences among the myriad communications tools available to marketers and how they are affected by different customer types.

Technology

Identify the intersection between marketing and technology — with a focus on data-driven businesses and the marketing function.

Contact Information:

Office and Office Hours: I do not have an office on main campus. If you should need to meet with me, you should email me and we can set up a meeting time by Zoom. I will provide a zoom link in Blackboard for the meeting if you would like to meet virtually. I am also happy to arrange a time to meet you in person on campus if you prefer that.

Probably the one thing I am the most “picky” about is the format you use to email me.

With three large classes, and (I also do workforce training for Western when I am not teaching class,) It helps me to identify you quicker to answer your questions.

It is very important that you read this. Please follow the following format:

- Your Name, class name.
- Please fill in the subject line with a word or few words that tells me your question or concern

An example of a good subject line would be the following:

- Submitted wrong assignment.
- Problem with Blackboard.
- Need help on assignment 22

Good opening line for email:

Professor Steelman,

I am John Smith from your Marketing Management Marketing 422 class.....

Method of Instruction:

This is an online course. No zoom will be used unless you want to set up a meeting with me. I also can meet with you on campus if you prefer at a time that works for both of us.

How the course works:

I will introduce the material each week. Each week there will be a labeled folder on Blackboard with a combination of assignments or projects, additional readings, quizzes and videos, PowerPoints and the simulation assignment. (Don't worry it won't be all of those each week). I will choose certain ones depending on the Chapter topic. Please use Microsoft Word or Word (office) 365 for assignments. My laptop will not read pages or other formats. You will do the assignments and submit to Blackboard. The majority of assignments will be from stukent, so you will also see them when you go to the course content of your Marketing Management book. Each assignment will have at least two submissions in case you make a mistake or upload the wrong one. If you do make a mistake or want to redo something and resubmit, please remember that before you email me.

All assignments are due by Sunday at 11:59 of the week they are assigned, unless changed by the instructor or discussed with me if there is an issue. Make up work must be done within two weeks of the assignment, **not at the end of the semester. There will be a deduction of points.**

GRADING POLICY: Although I have been at WKU for a very long time, this is the first time teaching this particular course, using this book, new simulation AND teaching it online!!!! Everything is subject to change including the following grading policy.

The assessment and grading system is intended to reflect student learning and performance. The following point assigned to each category is also subject to change.

Approximate values

Assignments	150
Video Quizzes	100
Chapter Quizzes	110
Mimic Simulation	80
Projects	200 (4 projects 50 points each)
Midterm Exam	100
Final Exam	100
Total Potential Points	850

Quizzes

Every reading assignment from the textbook has an accompanying quiz. The quiz must be completed by Sunday night at 11:59 of the Week it is assigned

Expert Session Lectures

Each of the textbook's chapters includes an embedded Expert Session video you are to watch. These will be highlighted by the instructor and are an integral part of your assigned reading. It is essential that you have access to the Stukent courseware to complete your work in this course.

Assignments and Projects

Four projects will be completed through the semester, along with chapter-based assignments. The four projects you will complete include:

Quibi Case Study

Get a closer look at why this "revolutionary" short-form mobile video platform closed its doors six months after launching in April 2020.

Positioning Agreement

Learn how to create a powerful and succinct brand positioning statement.

Dollar Shave Club Case Study

Analyze one of the most successful and disruptive start-ups in recent memory.

ThronePhones

For the final project, you and your classmates will develop a pitch to management to greenlight funding for an exciting new headphone launch.

Exams

There will be two possibly or three exams if the amount of material covered warrants three exams. Exams will cover material from the textbook, Powerpoints, additional material added and material from Expert Sessions. Exams consist of short-answer, multiple choice and True False questions.

ADA Accommodations

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) and Discrimination and Harassment Policy (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

WKU Counseling and Testing Center

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's Counseling and Testing Center at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-843-4357.

Covid and Sick Policy (although it may not apply as much because it is an online class)

Better safe than sorry this semester. We all have responsibilities to each other. If you are sick and have been tested please let me know. If you are unable to complete the weekly assignments by Sunday. Also, please get a doctor's note, make a copy and attach it to an email or take a good readable Picture with your phone.