

**Western Kentucky University
MKT 422 – Marketing Management – Fall 2025**

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Office Hours

Available by appointment

REQUIRED TEXTS:

Why We Buy: The Science of Shopping, Paco Underhill ISBN: 13: 9781416595243

The Marketing Plan Handbook, 5th Edition, Marian Burk Wood

It is required that each student also subscribe to the Wall Street Journal

Big Red Backpack

The Big Red Backpack program is the title of WKU's partnership with Barnes & Noble College for their First Day Complete initiative. Big Red Backpack is a course materials delivery program that ensures students have their required course materials on the first day of class and may reduce the costs of materials for many of their courses. Enrollment in the program occurs automatically when students register for classes. Students may opt out of the program each semester, as long as they choose to opt out for all of their classes.

Students **MUST** carefully and completely follow all instructions regarding the Big Red Backpack Program. Those instructions will be provided by:

1. An email to all Topper email addresses from the Big Red Backpack Program one month prior to the start of classes.
2. The Big Red Backpack Program site: <https://www.wku.edu/bigredbackpack/>.

Students should refer to the Big Red Backpack Program site referenced above for opt-out deadlines and any additional details.

Big Red Backpack DOES NOT include the Wall Street Journal subscription. WKU provides a free subscription to the Wall Street Journal through the library

COURSE DESCRIPTION:

Prerequisite: MKT 421 and graduating marketing major. An in-depth study of marketing activities from a managerial perspective. Areas of study include strategic planning; segmentation and target marketing; consumer behavior; market research and product, promotion, pricing, and distribution decisions; service marketing; and international marketing. **Marketing majors must receive a "C" or better in this course to graduate!**

COURSE OBJECTIVES:

Upon completion of this course the student will:

- Have a deep understanding of target customers.
- Be able to apply the marketing principles behind the four “P’s” of marketing in the development of a detailed marketing plan.
- Have learned how to work with others as part of a marketing team.
- Understand how marketing principles are applied in today’s business world.
- Have learned business skills and approaches for success in the business world.

GRADING:

Midterm		100
Final		100
Participation		100
Journal Submissions	4 @ 10 points each	40
Team Meeting Notes Submissions	4 @10 points each	40
Marketing Plan		100
Marketing Plan Presentation		50
Peer Review		50
Team “post mortem” project review		20
Total Points		600

Grading Scale		
Percent	Grade	Points
90-100	A	537 to 600
80-89	B	477 to 536
70-79	C	417 to 476
60-69	D	357 to 416
Below 60	F	0 to 356

COURSE STRUCTURE:

A variety of formats will be used, ranging from lectures to fully interactive discussions. **You are expected to come to class prepared to participate and reflect on the material.** The more comfortable you are with discussing the material, the better you will be on a job interview. The exams and discussions will be used to evaluate your knowledge of the course materials. The major project assignment will result in an assessment of your ability to work in a team

environment, manage time, presentation and writing skills. Taking a leadership position in the team and delivering an excellent project will result in something that can be used in your professional portfolio.

If you must miss class, it is your responsibility to contact a fellow student, not me, for notes or assignments. Do not ask me if you missed anything you should know. You must be present for the in-class activities to receive points. No exceptions.

Please arrive on time for class. Assignments include case discussion and the application of concepts discussed during the in-class activities. Details of assignments will be given in class as dictated by content and topic of study.

COURSE REQUIREMENTS:

There will be a mid-term and a final exam. You will be responsible for the content of all assigned chapters in both textbooks whether we cover it in class or not. In addition, any topics covered in class outside of the texts may also be on these exams. You will be responsible for a personal journal that will be handed in on a scheduled basis—we will cover the content you will be responsible for in the first day of class. The project will be the development of a marketing plan based on a target customer group of your team's choice. Your team will need to submit a copy of your team's meeting notes to me on a regular basis. After we finish discussing the text "Why We Buy", I will break the class into teams. The teams will pick, using their journals, a target customer group and will then develop a marketing plan covering the 4 "P's". I would recommend the team pick both a leader and a note taker. You should expect to meet as a team at least 2-3 times per week.

You are **expected to complete assigned readings before each class, to fully participate in class and class discussions by bringing in examples, raising & answering questions, and offering opinions.** Participation points will be based on class attendance, active (or inactive) discussion participation in class in class and presentation of current business events. I will be randomly calling on students at the beginning of each class. Each student will be expected to talk about an article concerning current business events that appeared recently in the Wall Street Journal (or another business publication). Since several students may be called upon it is recommended each student have more than article available to discuss. The student is expected to summarize the key points in the article (i.e. NOT READ THE ARTICLE TO THE CLASS) and talk about its impact. Other students are encouraged to contribute their perspective as well. **Show up to class on time! Once class begins, the door will be shut and you will not be allowed in!**

REVIEWING GRADES

All grades will be posted on Blackboard.

MAKE-UP TESTS:

Absences from a test will be excused only for the following reasons:

1. Participation in an authorized University Activity
2. Death or major illness in a student's immediate family

3. Illness of a dependent family member
4. Participation in legal proceedings that require your presence
5. Confinement because of illness
6. Required participation in military duties

Please have proof of reason for absence. I appreciate knowing that you will miss class but telling me does not make it excused. Attendance will be monitored. Signing in is your responsibility. Please do not tell me you forgot. The sign in sheet will be handed around at the start of class. If you are late, you do not sign in. If your name is not on the sign-in sheet, you are not in class. Please note that must have a valid university-excused reason for missing a test.

The project is to be typewritten and checked for grammatical and spelling errors. Any project containing these errors will receive lower grades. Student work may be checked using plagiarism detection software **Assignments must be turned in at the beginning of class on the date they are due. Late assignments will be docked points for every day they are late.**

All cell phones are to be turned off or placed on vibrate. Show up to class on time! Do not disrupt class. Respect yourself, classmates and professor. Do not talk to each other while I or any other student is participating in a class discussion. If you disrupt class, you will be asked to leave. **Do not ask for a higher grade (especially at the end of the semester).** Please do not text, tweet, update your facebook or read a newspaper or other books during class.

Finally, this class is a capstone class for graduating marketing majors, as such, the projects and readings will take time outside of the classroom and may require Internet access. Please plan accordingly.

ACADEMIC DISHONESTY WILL NOT BE TOLERATED!

Any type of cheating or academic dishonesty will be dealt with in accordance to the university guidelines. If I find evidence of cheating, including copying and pasting from Internet sources or other students, you, and whoever else is involved will not only receive a zero for the assignment but may also receive a failing grade for the course. There will be no exceptions.

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 [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.070) 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 Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867 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.

Pregnant and Parenting Students

Western Kentucky University does not discriminate against any student or exclude any student from its educational programs or activities, including classes or extracurricular activities, on the basis of pregnancy and/or pregnancy-related conditions such as, but not limited to, childbirth, false pregnancy, termination of pregnancy, or recovery therefrom. Students who seek pregnancy or pregnancy-related accommodations should make their requests as soon as possible via WKU's Title IX Website at www.wku.edu/titleix/ under the heading, "Pregnancy or Pregnancy-Related Conditions." Students can also contact the Title IX Coordinator, Ena Demir, via email at ena.demir@wku.edu or by phone at (270) 745-6867 to request accommodations or seek assistance. We encourage students and faculty to work together to establish a plan that allows the student to complete the class and coursework without jeopardizing academic integrity and course standards. The Title IX Coordinator can help facilitate conversations between students and faculty regarding appropriate and reasonable accommodations.

If you are a WKU student and believe that you have experienced an incident(s) of discrimination or harassment based on pregnancy (or pregnancy related conditions or issues), please report it to the Title IX Coordinator via email at ena.demir@wku.edu or by phone at (270) 745-6867.

Additional resources for pregnant and parenting students can be found on WKU's Title IX Website at www.wku.edu/titleix/.

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 270-745-2548.

ChatGPT & Generative AI

This class will adhere to the standards outlined by University Policy. Simply stated, any form of cheating is not tolerated and the student will receive an F for this course. AI is a great tool to help students learn material and I encourage all students to learn how to use these types of tools. However, simply cutting and pasting AI directly from a source without any modifications, input or thought on your part would be considered a form of plagiarism. If you use AI to help study, you MUST ensure that you are using your own thoughts and words. Do NOT cut and paste from AI programs or you will receive an F.