

MKTG 4980 Syllabus Fall 2014

Dr. Dan Padgett
250 Lowder Business Bldg.
Phone: (334) 844-2462
e-mail: padgedt@auburn.edu

Office Hours:
T&TH: 9:30-10:30am
& 2:00-3:00 & APPT.
Web: www.business.auburn.edu/~padgedt

Class: T&TH 8:00-9:15am (010 Lowder)

Recommended Text: *Kerin and Peterson: Strategic Marketing Problems (any edition)*

Course Objective: The basic objective of this capstone course is to integrate the knowledge you have acquired through your prior coursework in marketing and related subjects to provide a foundation for making complex marketing decisions. It is assumed that you have sufficient background to deal with a variety of marketing problems to make competent decisions. In the event that a particular assignment deals with an area with which you are unfamiliar, it is your responsibility to become sufficiently familiar with the material to complete the assignment.

General Policies: See the *Tiger Cub* for additional details regarding class policies.

1. **Instructor Availability:** It is my policy to have an open door for students--- provided you are doing your part in preparing for class, etc. If you are having difficulty, I am willing to help you, but only if you have put in the work beforehand. You can see me during office hours or by appointment.
2. **Assignments/Cases:** Every student will be responsible for **thoroughly** preparing each assignment before coming to class. Failure to be fully prepared (or to be present at all) will decrease your participation score. Assume this is a meeting for work, and you will be required by your boss to present the assigned material.
3. **Exams:** The exam dates including the final exam are listed on the schedule. The format will include problems, short answer, and essay questions. Unexcused absences for exams (see Tiger Cub) will result in a zero, and I check excuses.
4. **Disabilities:** All disability issues will be handled in accordance with university policy per federal regulation. Students desiring additional information should contact the Program for Students with Disabilities Office, 1244 Haley Center, (334) 844-2096. **IT IS THE STUDENT'S RESPONSIBILITY TO INITIATE THIS PROCESS WITH THE STUDENTS WITH DISABILITES OFFICE and ME WITHIN THE FIRST WEEK OF CLASS.**
5. Pre-requisites are strictly enforced. Students failing to meet any of the pre-requisites will be dropped from the class whenever the lack of qualification is discovered regardless of how far along the term or any grades that may have been

earned. The cumulative GPA requirement applies to all business courses at the 3000 or higher level. This rule applies to both business and non-business students.

6. Grading: Your grade in this course will include the following components:

a. Exam 1 (Marketing Math and Decision Making):	300 points
b. Exam 2 (Cases—Applied Marketing Decisions):	300 points
c. Final Exam (Case Exam)	250 points
d. Participation:	<u>150 points</u>
TOTAL:	1000 points

A = 895-1000, B = 795-894, C = 695-794, D = 595-694, F = Below 595

7. Participation: Participation is a critical element of this course and must be earned. Do not assume you will receive full credit without really contributing. There are two components of participation—attendance and contribution.

a. Attendance (75 points): I will take attendance each class, generally at the very beginning of class, though not always. If you are not present when I take roll, you will be marked absent—NO EXCEPTIONS. Interviews, weddings, formals, visits to grandma’s house, etc. are not excused absences, and should be scheduled around class. Attendance scoring:

1. 0-1 absence = 75 points
2. 2 absences = 63 points
3. 3 absences = 51 points
4. 4 absences = 27 points
5. 5 absences or more = 0 points

b. Contribution (75 points): Each class I will randomly call on members of the class to answer material questions, offer analysis, solve problems, etc. Each time I call on someone, I will assign one of three outcomes:

- i. + = student exhibited preparation and contributed to the discussion
- ii. 0 = student was present, but exhibited limited preparation
- iii. - = student was absent, or had not prepared the assignment well

Opportunities are limited so make the most of them by being in class and well-prepared. **** Note that absences have the potential to penalize both the attendance and contribution components of your participation grade.**

8. Schedule: I reserve the right to make modifications in material covered should the need arise. Changes will be announced in class and via email.

Date	Topic	Assignment
August 19 August 21	Introduction to Marketing Strategy Principles Review	Review Quiz
August 26 August 28	Principles Review	
September 2 September 4	Marketing Financials	Problem Set
September 9 September 11	Marketing Financials	
September 16 <u>September 18</u>	<u>Exam 1: Marketing Financials</u>	
September 23 September 25	Review Marketing Financials	
September 30 October 2	Understanding Customer Needs Products & Markets	Case 1: Bremen Electric
October 7 October 9	Providing Convenience	Case 2: BP Fujian
October 14 October 16	Distribution and Sales Fall Break	
October 21 October 23	Customer Cost and Pricing	Case 3: Shanghai Jahwa
October 28 October 30	Pricing Strategy and Calculations	
November 4 November 6	Integrating Pricing with other decisions	Case 4: Blockbuster Video
November 11 November 13	Communication Strategy	
<u>November 18</u> <u>November 20</u>	<u>Exam 2: Part 1 (Cases 1 & 2)</u> <u>Exam 2: Part 2 (Cases 3 & 4)</u>	
November 25 November 27	Thanksgiving Holiday	
December 2 December 4	Review for Final	
<u>Wednesday DEC. 10th</u>	<u>8:00-10:30am</u>	<u>FINAL EXAM</u>

In the interest of being prepared, the Provost's office has directed all course instructors to notify you in writing that if normal class activities are disrupted due to a high number of students (or the instructor) experiencing illness or an emergency or crisis situation (such as a widespread H1N1 flu outbreak), the syllabus and other course plans and assignments may be modified to allow completion of the course. If this occurs, an addendum to your syllabus and/or course assignments will replace the original materials. You will be notified of any changes via email and blackboard per class policy.