

MKTG 4980-01
Strategic Marketing
Spring 2014

2:00 – 2:50 p.m. MWF
Room 10

Dr. Brian L. Bourdeau
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Office Hours: 4:00 – 5:00 p.m. MW, and by appointment. Generally, I will also be available after class. In addition, I strongly encourage the use of “*virtual office hours.*” Access by email is possible 24 hours a day at the address provided above. Questions posed in this manner will be responded to ASAP (normally the same day), as long as you identified yourself in the email. In addition, I will reserve time at the beginning and/or end of class to respond to general email inquiries that require additional elaboration.

Required Text:

Strategic Marketing Problems, 11th Edition, Kerin and Peterson. Prentice-Hall.

Description/Objectives:

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 case or 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/case 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.

3. Exams: The exam dates including the final exam are listed on the schedule. Exams 1 and 2 will take two days, and 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: It is the policy of Auburn University to provide accessibility to its programs and activities and reasonable accommodation for persons defined as having disabilities under the Americans with Disabilities Act of 1990. 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 NOTIFY ME DURING THE FIRST WEEK OF CLASSES.**

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 (Chapters / Cases 1-4):	240 points
b. Exam 2 (Chapters / Cases 5-8):	240 points
c. Final Exam (Chapters / Cases 9-10)	320 points
d. Participation:	<u>200 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 (100 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 = 100 points
 2. 2 absences = 88 points
 3. 3 absences = 82 points
 4. 4 absences = 69 points
 5. 5 absences = 49 points
 6. 6 absences = 35 points
 7. 7 absences or more = 0 points for attendance

- b. Contribution (100 points): I will randomly call on several members of the class each day to answer case 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

I will assign up to 100 points based on relative contribution. 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.**