MKTG 3250-Marketing Strategy Consultancy

Fall 2017

Section 001  MW  9:30-10:45am
Section 002  MW  11:00-12:15pm

Instructor: Ms. Cindy Fox  Email: ctfox@uncc.edu
Classroom: Friday 107  Phone: (704) 687-7676
Office: Friday Room 246
Office Hours: MW 2:00-3:00pm, or email me, am in my office most days

Course Description: MKTG 3250. Marketing Strategy Consultancy (3). Integration of all marketing elements in a strategic planning framework. Emphasis on areas of strategic importance, especially those which have significant implications and relevance for marketing policy decisions in competitive situations. Students will be involved in addressing marketing strategy issues with an actual client.

PREREQUISITES: ALL of the following must be met:
• Marketing 3110 (Marketing Concepts) with a grade of “C” or better
• Completion of three marketing elective courses (MKTG 32XX courses) with “C” or better
• Senior standing

Marketing major Course Objectives:
As the capstone course for Marketing majors, the primary goals of this course are:
• To prepare you to think strategically as a marketing professional
  • To be able to communicate with business professionals
• To be able to write and present an effective marketing plan
  • To explore innovative solutions to common marketing problems

Course Methodology: (1) Class discussion of topics, questions, and strategic issues; (2) Oral presentations; and (3) Development of a Marketing Plan for the client; (4) Information from a variety of Marketing topics

As the capstone course, Marketing Strategy Consultancy has been developed to present a “signature experience” for our majors. A real-world issue faced by a local business provides the opportunity for students to demonstrate their marketing capabilities and potential as marketing professionals. Working
as a team – independently of, and in competition with other teams – a group of students will be responsible for developing and presenting an actual marketing plan for a real client with a real issue.

Attendance: Regular attendance is necessary for doing well in this class. Attendance will be taken each time the class meets. You are responsible for any material covered, announcements made, assignments passed out, and any other type of work you may miss during any absence from class. Tardiness or early departure is disruptive and is, of course, strongly discouraged. However, realistically, there may be an occasion when you are unable to attend class. If you are responsible for presenting information that day, other arrangements can be made if proper advance notice is given to the instructor and to your team. Class participation will be used in determining grades.

Assignments: Assignments include submission of different parts of a marketing plan for the semester project. Each student is responsible for the team’s submission being professional in appearance; proper grammar, spelling, and punctuation; and no plagiarism. If your name is on it, you are responsible for it. Students will present various aspects of the plan to the instructor, a group of faculty, and representatives of the client in a competition that represents the marketing environment. No late work is acceptable at any stage of the process. There will also be a test on basic marketing strategy and an exam summarizing the course work.

Written Assignments: All written assignments are due on the date assigned and should be typed, double spaced and professional in appearance. Use the APA format for citations/references.

- Identify all assignments with a cover page that contains the team identification, the team members’ names in alphabetic order, and an executive summary for the part being presented (should fit on the one title page/cover page).
- The final copy for the client should be submitted with the most professional appearance your team can create.
- The instructor will keep all work, so if you desire a copy, duplicate the paper before submitting it.
- Papers with multiple typos or grammatical errors will be returned ungraded, except for the final paper (a penalty of 5 points per error will be assessed).
- As a team effort, one complete copy of the plan and one copy of the Powerpoint presentation are to be submitted to the instructor.
- All of the written plans will be given to the client, provided they are of sufficient quality. Please provide an electronic copy of your final plan.

Oral Assignments: Students will orally present the results of their findings from the various assignments for their marketing plan almost every week. Each team member is required to present. The first slide should contain team number and members’ names, in alphabetical order. Maximum time limits will be provided and must be adhered to (as is common in marketing presentations). By the presentation to the faculty, no note cards will be permitted.

Exam: Will cover information given in class and explanations of each part of the marketing plan.

Peer Evaluations: All team work will involve peer – as well as self – evaluation of each student’s contribution to the team’s work. Team work is an important part of the learning experience as well as being an important part of working as a marketing professional. Each student is expected to report fairly on the work of the members of the team. Calculations of the entire teams’ scores are related just to that team and will be used in computing each student’s final project grade; thus, not all team members will
receive the same number of points for the project’s final 600 points. Seriously deficient team members will not receive bonus points. Each group should keep “notes” of its meetings that include: day, date, and time of the agreed on meeting, who attended, what was covered, and next assignments. A team may fire a member with documentation of “just cause.” The fired individual will have to find his/her own credible marketing consulting project and prepare a complete marketing plan on his/her own. Just cause includes: missing team meetings without prior notification, missing group meetings for trivial reasons, failure to deliver work in a timely manner, passively accepting the group’s ideas with little or no input that moves the group toward accomplishing its goals, submitting work that is of poor quality requiring others to re-do the work, and not following team rules. The instructor may ask to see your “team notes” periodically.

Class Behavior: Inappropriate behavior in class distracts from the ability of others to profit from their in-class experience. Such inappropriate behavior includes arriving late, leaving early, talking, surfing the net during the class, and so on. Rude and inappropriate behavior will not be tolerated along with behavior that detracts from the ability of the other students in the class to be successful. This type of behavior will result in points subtracted from your grade.

Quality of Work: The expectation is for professional quality work both in terms of content and presentation.

- Spelling, grammar, punctuation, clarity of expression, presentation and appropriate documentation (use APA style) will count in every piece of work you do for this course. If you have trouble with spelling, grammar or punctuation, have someone proofread your submission. Use the Writing Center – it’s free and helpful!
- Good ideas sloppily expressed will receive mediocre grades, as will flashy presentations that lack content.
- Students whose native language is not English must meet the same quality requirements as others. All work submitted for evaluation (including team and individual work) must be neat and clearly marked indicating the assignment topic, team letter/number and team members’ names in alphabetical order. No work may be submitted electronically without prior permission to do so (or requested by the instructor). Any electronic file must include Topic and Team letter/number so that the instructor can easily understand what the file represents. Whether individual work or group work, thoroughly review what has been written before submission.

Team Work: Each team is responsible for organizing itself, dividing up the work, and deciding how relative contributions should be measured. It is the responsibility of the team to ensure that all team members understand all concepts related to the completed paper and presentations. The instructor may ask questions about any completed part of the project to any team member and any incomplete or unsatisfactory answers will affect the team grade. The instructor will use peer evaluations to obtain feedback on group member contributions and institute appropriate grade penalty for lack of participation. This grade penalty will be limited to the marketing plan paper (600 points) that is team-based.

Grading: 1. Situational Analysis – Internal Environment – External Environment 100 ______
2. Situational Analysis – Competitive and SWOT 100 ______
3. Target Market, Goals and Objectives 100 ______
4. Marketing Strategy/Tactics 150 ______
5. Marketing Tactics/Promotion/ Timeline 150 ______
6. Budget and Controls 100 _____
7. Marketing Plan Presentation (final version presented) 100 _____
8. Marketing Plan (final; adjusted by peer evaluation) 600 _____
9. Class Participation, Attendance 100______
Final Exam 500 _____
Total Points 2000 ______
Bonus points _______ TOTAL _______

A = Superior Performance: 1800-2000 points, Total understanding of all material, superior ability to apply knowledge.
B = Good Performance: 1600-1799 points, Excellent understanding and good ability to apply material.
C = Average Performance: 1400-1599 points, Surface understanding of most material and some ability to apply material.
D = Passing Performance: 1200-1399 points, Incomplete understanding of material with some ability to apply material; lack of team participation.
F = Failure to Perform: Below 1200, Lack of understanding of material and little ability to apply material.

Final Grades: This grading scale is based on total points earned. Grades are given by points only, not by percentage. Every point earned counts toward your final grade. Requests for students on the bubble to be awarded an extra point will not be granted. Keep accurate records of your grades to ensure that one point will not make a difference at the end of the term.

UNIVERSITY POLICIES AND PROCEDURES ACADEMIC INTEGRITY The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy: Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student’s work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor. NOTE: 1. This class operates as a team project for the entire semester. Teams are in competition with each other, and this competition extends across all sections of the course.

These factors mean that students may not communicate about this project to anyone outside their own team members, the course instructor, and the company representatives (when they are on campus). Attempting to contact company representatives following the in-class presentation is not permitted. Teams may request that the professor contact the company for the answer to a specific question; such a request may not be granted as the organization is participating because they know that they have a specific time commitment. Client and team confidentiality is required; sharing information with anyone outside of your team and your professor for the strategy class is an academic integrity violation. No
sharing of information is allowed; no requests for assistance from other professors is allowed unless they have signed the confidentiality agreement.

Plagiarism is a violation of academic integrity. All ideas, statements, quotes, etc should be properly attributed to the source. Follow the APA style. Our UNC Charlotte librarians are knowledgeable about appropriate referencing/documentation of others work or ideas.

Your peer evaluation must be a fair representation of each member’s contribution. It is a violation of academic integrity to decide among the group, or members of the group, as to point allocations. Base your individual evaluation on the contribution of each group member, including yourself, as fairly as possible. ACCOMMODATIONS for DISABILITIES In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to “reasonable accommodations.” Please notify the instructor during the first week of class of any accommodations needed for the course.

UNIVERSITY POLICY on WITHDRAWALS Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities to withdraw from courses. It is important for you to understand the financial and academic consequences that may result from course withdrawal.

STATEMENT of INCLUSION The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

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<th>Day</th>
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<td>8/21</td>
<td>No Class-Convocation</td>
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<td>8/23</td>
<td>Introduction to Class</td>
<td>Information Sheet</td>
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<td>8/28</td>
<td>Library Resources</td>
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<td>8/30</td>
<td>Strategy Information, Teams picked</td>
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<td>9/4</td>
<td>No Class-Labor Day</td>
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<td>Writing for Success</td>
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<td>9/18</td>
<td>First Presentations-Internal and External Information (Flipped)</td>
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<td>9/20</td>
<td>Innovation Lab (Flipped)</td>
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<td>Competition Analysis and SWOT (Flipped)</td>
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10/2       Target Market, Goals and Objectives (Flipped)
10/4

10/9       Fall Recess
10/11      Check-In

10/16      Marketing Strategy/Tactics (Flipped)
10/18

10/23      Client Check-In
10/25      Faculty Check-In

10/30      Marketing Strategy/Promotion and Timeline (Flipped)
11/1

11/6       Budget/Controls (Flipped)
11/8

11/13      Final Plan Presentation
11/15

11/20      Present to Faculty
11/22      Thanksgiving Recess
11/27

11/29      Final Class Meeting, Review of Plans

12/4       Final Two Teams present
12/6

12/11      Final Exam for the 11am class at 11am
12/13      Final Exam for the 9:30am class at 8:00am