

## MKTG 3250-Marketing Strategy Consultancy Spring 2019

Section 001-TR 1:00-2:15pm, Rm. 155  
Section 002-TR 2:30-3:45pm, Rm. 155  
Section 003-TR 4:00-5:15pm, Rm. 141

**Instructor:** Ms. Cindy Fox                      **Email:** ctf@uncc.edu  
**Classroom:** See Above                      **Phone:** (704) 687-7676  
**Office:** Friday Room 246  
**Office Hours:** TR 11:00-12:00pm, or email me, am in my office most days

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**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
- To understand that to be a successful marketer is to become a life long learner

**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 – 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 or the team presents. 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; using proper grammar, spelling, and punctuation; and including no plagiarized material. If your name is on it, you are responsible for it. Students will present various aspects of the plan to the instructor, part of the marketing 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 be 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 Executive Summary will begin later in the process.
- 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 power point 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.

**Video:** Your team will submit a video based on one of your strategies. Area 49 has some excellent video capabilities. Visuals are increasingly important to successful marketing.

**Final Exam:** Will cover information given in class and explanations of parts 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, 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. I strongly encourage an editor for each team.

**Being a Life Long Learner:** You will not be successful as a marketing professional unless you are able to adjust to the changing environment that is marketing today. As such, part of the goal of this class is to start you on this journey. You are required to attend a presentation (choices will be listed or contact me with others) and then submit an analysis of what you heard. You will also read an article about the changing nature of marketing and analyze that. These must be submitted by the due date on Canvas.

**Grading:** Possible Points and Topics

1. \_\_\_\_ 100 Situational Analysis – External Environment
  2. \_\_\_\_ 100 Situational Analysis – Competitive and SWOT
  3. \_\_\_\_ 100 Target Market, Goals/Objectives
  4. \_\_\_\_ 100 Marketing Strategy-Tactics
  5. \_\_\_\_ 100 Marketing Tactics-Promotion/ Timeline
  6. \_\_\_\_ 100 Budget and Controls
  7. \_\_\_\_ 100 Marketing Plan Presentation (final version presented)
  8. \_\_\_\_ 500 Marketing Plan (final; adjusted by peer evaluation)
  
  9. \_\_\_\_ 75 Class Participation, Attendance
  10. \_\_\_\_ 500 Final Exam
  11. \_\_\_\_ 100 Video
  12. \_\_\_\_ 25 Writing Assignment
  13. \_\_\_\_ 50 Analysis of Article
  13. \_\_\_\_ 50 Analysis of Event
- 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. Lack of timely submission, excessive absences, poor performance evaluation by the team for group work.

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.

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.

**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. If you have a preferred gender pronoun or wish to be called by a different name, please let me know.

**Disability Statement:** UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

**Being a Professional:** You are in our capstone Marketing course. The next step is to represent the major, the College of Business and UNC Charlotte to the world. As such, you will need to start thinking and acting more like a Professional. This includes email communication, interacting with our client, communicating with other professionals in the college and your classmates, focusing on the information given in class and continuing to take advantage of your Canvas resources. Most of your instruction in a professional work situation will be orally. All instructions DO NOT need to be written and communicated in Canvas. You must focus while in the classroom. All presentations to the client will be in professional business attire, not casual.

**Weather:** There may be weather conditions that cancel class, but if there is a written assignment due that week, you must submit it online. We must stay on schedule!

**Being Successful After Graduation:** My goal for this course is to help prepare you to be successful in the Marketing field, not only in your first job, but for years after that. I am on the Board of the Charlotte Chapter of the American Marketing Association and regularly connect with other marketing professionals. I will be sharing what I have learned from others in the classroom, but also reach out if you have specific

questions or goals you are trying to achieve, will see how I can help. I want to Celebrate when we hear good news about a future job also, please let me know!

### TENTATIVE Course Outline for all sections

Day	Topic
1/10	Introduction to Class
1/15	Presentation Skills/Environmental Scanning
1/17	Writing for Success-Heather Bastian from Communication Across the Curriculum
1/22	Library Resources-Laura McShane
1/24	Ally Financial-Introduction-Beth Woodruff
1/29	Presentations on External Analysis, Written due by Thursday for all sections
1/31	Day as assigned
2/5	Competitive Analysis and SWOT
2/7	
2/12	<i>Feedback, Executive Summary-Meet as a class on Tuesday</i>
2/14	
2/19	Target Market, Goals and Objectives
2/21	
2/26	Marketing Strategy/Tactics
2/28	
<i>Spring Break</i>	
3/12	Check-In with Mentor, Speaker on Videos
3/14	
3/19	Marketing Strategy/Promotion and Timeline
3/21	
3/26	Budget/Controls
3/28	
4/2	Final Plan Presentations-25 minutes each team
4/4	
4/9	Final Plan Presentations-25 minutes each team
4/11	

4/16 Present to Faculty on day assigned  
4/18

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4/23 Final Four Present to Client Team  
4/25 Check-In on Marketing Plan

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4/30 Wrap-Up, Plans due

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Final Exam- 1:00pm, Thursday, May 9, 11:00-1:30pm  
2:30pm, Tuesday, May 7, 2:00-4:30pm  
4:00pm, Thursday, May 9, 2:00-4:30pm