

Course Materials

Required: "Market-Based Management: Strategies for Growing Customer Value and Profitability, 5th Edition" by Roger Best, Prentice-Hall, 2009, ISBN:9780132336536.

The professor reserves the right to add other materials may be added to the required readings if further course enrichment is needed. Such materials will be chosen from the UNLV Libraries online journals.

Course Description and Learning Objectives

This course is designed to build and reinforce skills needed to develop a marketing plan for a product or service. Throughout the course, strong emphasis will be placed on tools, metrics, and methods for applying advanced marketing concepts when building a strategic and tactical marketing plan. Successful completion of this course will enable you to:

- Understand the mechanics and metrics of profitable marketing strategies.
- Conduct market, customer, competitor, and SWOT analyses as part of a comprehensive situation analysis.
- Form strategic marketing plans (target market, positioning, performance objectives) and corresponding marketing tactics (4 Ps – price, product, place, and promotion).
- Develop action plans for implementing a marketing strategy.

Course Delivery (Means of reaching course objectives)

Class Discussions

In-depth class discussion of textbook concepts and techniques will be a major learning activity designed to deepen your understanding and application of advanced marketing concepts. As often as possible, the instructor will put responsibility on the class for keeping discussion alive and meaningful.

The instructor is not merely an observer in the course. He is there to introduce and guide discussion of topics, challenge arguments, provoke debate, provide learning exercises, summarize key points raised, and more. However, students must accept ownership of the discussions; otherwise, they avoid responsibility for the quality of discussion and learning.

You can best demonstrate ownership of discussion by preparing for and participating in class discussions. Prior to each class, you are expected to

- Review the discussion questions for the chapter posted on WebCampus.
- Read and reflect or think about the assigned chapters.
- While reflecting, develop a list of questions about the material that you actually struggle to answer and that you think would deepen your understanding of the chapter materials.

Evaluation of Participation

The instructor will track participation performance by keeping attendance and use the following rubric to note the quality of your contributions to discussions. Point you earn for participation will be weighted by 20% when determining total points for the course.

3 plus marks (+++): Contributions mirror an outstanding level of preparation. Mastery of chapter material is obvious. Comments are directed to the class, include highly relevant ideas synthesized from the readings information, offer new ground upon which others may build prolific class discussion, and are persuasively communicated. [Consistent pattern of 3 pluses = 90 or more points.]

2 plus marks (++) : Contributions mirror a thorough level of preparation. Strong familiarity with chapter material is obvious. Comments are mostly directed to the class, include relevant ideas synthesized from the readings, and offer familiar ground upon which others may and do build class discussion, and for the most part are persuasively communicated. [Consistent pattern of 2 pluses = 80-89 points.]

1 plus mark (+): Contributions mirror a satisfactory level of preparation. Some familiarity with chapter material is obvious. Some comments are directed to the class, include obvious ideas easily synthesized from the readings, offer little ground upon which others may build class discussion, and are somewhat persuasively communicated to the class. [Consistent pattern of 1 plus = 70-79 points.]

No plus mark (indicated by X): Contributions mirror an inadequate level of preparation. Familiarity with chapter material is lacking. Comments are directed to professor only and not to the class, include mainly restatement of the readings, and offer no ground upon which others may build class discussion, and are poorly communicated to the class. [Consistent pattern of X marks = 1-69 points (e.g., attend half the classes and say nothing, you may receive only 20 points).]

No mark: Student did not attend class or attended but did not contribute to the discussion. [Consistent pattern of no marks = 0 points.]

Obviously in a large class such as ours it may not be possible for everyone to have a say in every class discussion, thus patterns of plus marks earned throughout the semester will be the basis for assigning a point score for course participation.

In short, insights that come to you in class and how effectively you share them are what will matter most. While the best way to prepare for discussion is to read and think about chapter concepts, those activities will be secondary to what you think, say, and learn during class.

Individual Marketing Plan

In the The Nicomachean Ethics, Aristotle wrote

“For the things we have to learn before we can do them, we learn by doing them.”

Applying Aristotle’s words, this course require you to build and write a marketing plan that comprises a comprehensive situation analysis, a marketing strategy, and a performance plan for implementing your strategy. To make this a pragmatic endeavor, arrangements have been made with a local business to serve as the subject of your marketing plan. In the same fashion that an existing business would request a marketing agency (e.g., full advertising firm, marketing consultant) to evaluate its commercial prospects and develop a marketing plan aimed at achieving desired goals and objectives, you will play the role of a marketing agency called on to perform a situation analysis and develop a marketing plan for this business.

Tentatively, on September 13, 2016, the manager of the local business will speak to our class and provide background information about the business' situation and its desired goals or objectives. Prior to the manager's visit, you will be assigned to a team of four students that will be responsible for producing a marketing plan for the local business that will optimize the chances of its commercial success. The process of building this marketing plan will be broken into stages defined by deadlines for submissions of initial drafts of specific parts of your plan. The process also features feedback from the course instructor about each stage’s draft **with the expectation that you will improve that section before including it in the final draft of the entire marketing plan**. A tentative schedule of deadlines and grade weights for each draft appears below. Note that the cumulative performance on the marketing plan amounts to 40% of the course grade.

Marketing Plan Component	Draft Due . .	Grade Weight
Situation Analysis		
Market Analysis	October 25 th	5%
Customer Analysis	October 25 th	5%
Competitor & SWOT Analysis	October 25 th	5%
Marketing Strategy		
Strategic Objectives & Tactics (4Ps)	November 22 nd	5%
Performance Plan	November 22 nd	5%
Revised Complete Plan	December 8 th	15%

Exams

Two exams will serve as instruments for assessing your progress towards mastering the concepts and techniques presented in the textbook and in classes. Exams will consist of short essay and problem-type questions about topics referred to in discussion questions formally presented during class. The tentative list of discussion questions for the course can be found on the WebCampus site for this course.

Exams will offer you the option to write and answer a “reduced-credit” substitute question about a topic of your choosing that is covered during the course if you do not know or unsure of the answer to the course instructor’s question that appears on the exam. For example, if an answer to the course instructor’s question is worth up to 14 points, the answer to reduced- credit substitute question written by you would be worth 10 points.

Exams will be non-cumulative. The first exam, scheduled for October 4, 2016, will cover materials from Chapters 1-5. The second exam, scheduled for December 15, 2016, will cover Chapters 6-13. Points earned on each exam will be weighted by 20% when determining your total points for the course.

Makeup or early exams will not be granted unless you provide documentation from an appropriate authority stating why you will be unable to sit for the exam on the scheduled dates and the instructor accepts the reason and evidence you present.

The professor has the right to assign your seating and verify your identity before, during, or after an exam. The wearing of hats, use of electronic devices, or any methods devices the professor feels might be used to achieve academic dishonesty during exams is prohibited. Cell phones must be turned off during exams.

COURSE & ACADEMIC POLICIES

Responsibility for Learning

The instructor is responsible for facilitating learning and, when necessary, clarifying difficult to understand areas. However, the responsibility for learning falls on you. At times the course may become difficult for you; it is your responsibility to tell the instructor when it does so that help may be given. But, you should also know that aid is more apt to be in the form of direction rather than the providing of solutions.

Assessment & Grading

Course Performance Area	Weight (%)	Final Points-Letter Grade Scale	
Participation	20%	93 and higher	A
Exam #1	20%	90 to less than 93	A-
Exam #2	20%	87 to less than 90	B+
Marketing Plan	<u>40%</u>	83 to less than 87	B
Total	100%	80 to less than 83	B-
		77 to less than 80	C+
		73 to less than 77	C
		70 to less than 73	C-

All performances in the course will be on a scored on a scale of 0-100 points. Letter grades will only be assigned for the final course grade. The following example illustrates this.

Course Performance Area	Score	Weight (%)	Course Points Earned
Participation	85	20%	17.00
Exam #1	95	20%	19.00
Exam #2	90	20%	18.00
Marketing Plan	89	<u>40%</u>	<u>35.60</u>
Total		100%	89.60
Letter Grade for Course			B+

Class Protocol

In order to sustain a focused and high-quality learning atmosphere during class.

- Cell phones must be turned off or silenced unless the professor asks for their usage.
- Photography and videography are prohibited.
- Computers may be used for note taking and referring to prepared class materials.
- Using the Internet is strictly prohibited unless the instructor calls for its use.

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- When someone is speaking, it is discourteous to the class and the speaker if others are engaged in impertinent activity (e.g. chatting, texting, reading email). When someone has the floor, you should actively listen to what they have to say and avoid speaking with classmates and other distracting activities.

If you violate this protocol, you will be given no mark for class participation on that day.

Class Schedule		
Date	Topic	Reading Assignment
August 30	Course Overview, Marketing Plans	Chapter 14
September 1	Customer Satisfaction, Retention, & Loyalty	Chapter 1
September 6	Marketing Metrics & Profitability	Chapter 2
September 8	Marketing Metrics & Profitability	Chapter 2
September 13	Guest Speaker Market Potential, Demand, & Share	Chapter 3
September 15	Market Potential, Demand, & Share	Chapter 3
September 20	Customer Value Analysis	Chapter 4
September 22	Customer Value Analysis	Chapter 4
September 27	Segmenting & Targeting	Chapter 5
September 29	Segmenting & Targeting	Chapter 5
October 4	EXAM #1	Chapters 1-5
October 6	Competitor Analysis	Chapter 6
October 11	Competitor Analysis	Chapter 6
October 13	Product Positioning	Chapter 7
October 18	<i>Out-of-Class: Work on Marketing Plan</i>	

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October 20	Branding & Product Lines	Chapter 7
October 25	Pricing Submit Draft of Market, Customer, Competitor & SWOT Analysis	Chapter 8

Class Schedule		
Date	Topic	Reading Assignment
October 27	Pricing	Chapter 8
November 1	Marketing Channel Decisions	Chapter 9
November 3	Marketing Channel Decisions	Chapter 9
November 8	Marketing Communications	Chapter 10
November 10	Marketing Communications	Chapter 10
November 15	Marketing Strategy & Portfolio Analysis	Chapter 11
November 17	Offensive Marketing Strategies	Chapter 12
November 22	Submit Draft of Marketing Strategy & Performance Plan	
November 24	THANKSGIVING RECESS	
November 29	Defensive Marketing Strategies	Chapter 13
December 1	Work on Final Draft of Marketing Plan	
December 6	Work on Final Draft of Marketing Plan	
December 8	Course Review Submit Final Marketing Plan	
December 15	EXAM #2 (3:10 - 5:10 p.m.)	Chapters 6-13

UNLV Policies

Academic Misconduct—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV’s function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

Copyright—The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)—The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor **within** the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or **within** the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

Incomplete Grades—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Library—Students may consult with a librarian on research needs. For this class, the subject librarian is https://www.library.unlv.edu/contact/librarians_by_subject. UNLV Libraries provides resources to support students’ access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of the SSC (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TEB second floor.

UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.

Rebelmail—By policy, faculty and staff should e-mail students’ Rebelmail accounts only. Rebelmail is UNLV’s official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students’ e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. **Emailing within WebCampus is acceptable.**

Final Examinations—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.