

MKT 495 - Marketing Policies

Materials: Kerin & Peterson, Strategic Marketing Problems (older edition) Readings and abstracts on Facebook page

Learning Objectives:

1. Develop analytical and decision making skills to be applied to marketing decisions
2. Develop oral and written communication skills
3. Formulate and evaluate marketing strategies
4. Understand and appreciate marketing's impact on society
5. Foster marketing acumen and professionalism

Course Format

MKT495 will provide a variety of class activities and learning experiences. The most frequent activity will be "Discussion" cases, where the class will discuss a case, but no written work is handed in. Preparation before class will be required, and class participation is a significant part of the grading process.

"Group Discussion" cases (only 2 of these) will feature a group format, the same group that you will be part of for the semester. This is just a way to get to know the other group members and get practice at working together.

"Written" cases are exactly the same, except students will turn in a paper version of their solution to the case problem. Complete rules for this process will be provided. The cases themselves will be assigned in class two weeks prior to the due date. With this amount of lead time, there is no excuse for missing the deadline. During the two week period, class activities will mostly shift to lectures and readings, so you won't have to work on multiple cases simultaneously.

"Group Presentation" cases will be presented orally to the class. Two groups will present each case, so a contrast between the groups will be possible. The other students will also critique the groups. Everyone in the class will have access to these cases (they will be from the text), so it will be possible to assess how well the other students have presented the information. The purpose of this assignment is to get more practice in organizing and presenting information orally, as opposed to written work. No written work is part of this assignment.

There will also be a Final Exam during Finals Week. It will be entirely essay, so an exam book is required. This will be a sixty minute exam with a bit of time pressure. One of the questions may be a "take home." The specific questions will come from the course lectures and readings, not the cases.

Course Philosophy

Students may view MKT495 as one more (maybe the last) class to be checked off a list in order to graduate. A better way to view it is either as a bridge from undergraduate studies to a professional career or to graduate or law school. Virtually all graduate or law school classes are organized around cases, group work, and communications assignments. Most professional careers are heavily skewed towards the use of "teams" (i.e. groups). A bad group can have more serious consequences in the business world; here, it just leads to an unpleasant semester and maybe a bad grade.

With all this in mind, there are several good analogies between this class and the business world.

1. Business Meetings = Discussion Cases. Just like in a meeting, in a class discussion session various ideas are presented. Issues are debated and problems are resolved. A view not expressed can't be considered, so silence is deadly. This process should also teach people to be sensitive to the views of others.

In a meeting, people may be initially called on to present an idea, but after that the format is interactive. That's exactly what will occur during the discussion cases. The role of the instructor is to get the process started and keep it on track, while summarizing information on the board. The role is more a facilitator and commentator. No exact answers will be provided.

Note that 20 percent of the class grade will be determined by classroom participation or contribution. To facilitate grading, a seating chart will be used. Name cards will be required, mainly so other students can identify you. Most of the interaction will be with other students, not the instructor. You can learn from the other students who may see issues differently than you do. A guaranteed way to get a low participation score (and likely a low class grade) is to be "unknown."

2. Executive Presentations = Group Case Presentations. The task here is to orally present information succinctly, clearly, persuasively, and professionally. Another important skill to be practiced is answering questions or "thinking on your feet" under pressure.

3. Written Reports = Written Cases. The report should effectively communicate analysis, not facts which are given. The final paper should be persuasive and professional. It should also be economical and clear with appropriate numerical support. Writing style will form a significant portion of the evaluation. This means the ability to write at a college level. The UNLV Writing Center is a good resource for students whose writing is not up to that standard.

In this class, there will also be a final essay exam which will test concepts that all graduates of a marketing program should understand. There is also a writing/communications component to the test. There will be some time pressure on this exam, so it is important to be able to answer the questions efficiently. Many UNLV students are naive about how to write essay exams. The UNLV Writing Center offers several seminars on how to effectively write them.

Class Professionalism.....Read This !!!

Since this is the last class of your undergraduate marketing career (or essentially the first in a graduate career), more professionalism is expected than in your previous marketing courses. Class will start on time and end on time (or before). Therefore, just like in a job, you are expected to be here on time and be prepared to work in some fashion. As in meetings, silence your phone. There is really no reason to use electronic devices during class. About all the technology that is required is a sharp pencil and a piece of paper.

There is no need to take notes in this class. In fact, there are no "notes." Once a case is completed, it is gone forever. Then it's time to move on to the next assignment. The cases do build on each other a bit and are ordered from easy to harder. For the Final Exam, all you will have to study is the assigned articles/abstracts and any brief notes on the lectures, which are basically a review of concepts you should have been exposed to in earlier classes. Sample exams will give you an idea of the difficulty of the actual exam, since they contain previous exam questions.

Attendance is voluntary, but students who miss class don't do well. That's logical, since all the assignments revolve around class activities. If you are not here, you can't participate and you won't know what's going on. You can't get credit for class participation if you are not here. Some level of time management is required in professional careers and this will be good practice. Attendance will be taken at random.

Attendance will be required on the days of the group presentations. It is very rude to have someone listen to your presentation, then be absent for theirs. Also, attendance is absolutely required on Professionalism Day, as is professional dress and punctuality. A good way to alienate other professors is to abuse Professionalism Day. It is being held for your benefit. The basic premise is that you aspire to a professional career. There will also be an "MIB Quiz" on November 5. Extra credit (5 points) will be granted for attending. This is an opportunity to network with other students, professors, and members of the MIB Advisory Board. Seniors will be recognized for their accomplishments.

Grading

Most of the assignments are very subjective. That's the reason for all the rules: to try to level the playing field for everyone. All the rules for written cases and oral presentations will be included in separate handouts. Basically, there are five major assignments worth 100 points each for a total of 500 points. Final grades will be determined via a curve which is appropriate given the subjectivity of the assignments and grading process.

Written Cases (2)	200 points
Group Oral Presentation	100 points
Final Essay Exam	100 points
In-class Contribution	100 points

Note that there will be some sort of "trade off" between the assignments. For instance, you could do very well on everything but the Final Exam and still fall below other students on the curve. Students who get good class grades generally do fairly well on all the assignments and certainly don't do poorly on anything. So, if you are planning to concede the In-class Contribution (i.e. participation), forget it.

You can't afford to give up that many points. Also note that you can earn participation points most every class period; on the other assignments, you can garner those points only once, so it is too risky to not do well on participation. Good participation activity includes quality comments and at least some quantity of comments. Feedback on participation will be provided at mid-semester.

Historically, the grade distribution in this class has been: 25% A's, 50% B's, 25% C's. However, some students have managed to get lower grades, usually by abusing the group process. Generally, "+/-" grading will not be used.

We will follow the attached course activities schedule. As you can see, there are quite a variety of activities and hopefully they will break the monotony of continuous case discussions. You should read the assigned articles before class and be prepared to discuss them. This is another way to garner participation points.

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>.

