

Fall 2015

## **MKT 4590**

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**MKT 4590-01**  
**Course Syllabus**  
**Fall, 2015, Tu-Th 3:30-4:45 PM, KH 207**  
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**Textbook:** Deigan, M.; James, S.; and Kinnear, T. **Student Manual to accompany PharmaSim**; Interpretive Simulations, Charlottesville, VA, 2014.

**Online Course Sites:**

**1) Simulation.** PharmaSim: The Marketing Management Simulation by James, Kinnear & Deighan. Interpretive Simulations: Charlottesville, VA, 2014. Each of you must have Simulation access. The code is available online at <http://Interpretive.com/> You can either purchase this directly from Interpretive for \$39.95, or order through the UNO Bookstore (at a higher price). Your Manual and all materials are online and are included with simulation access. You will begin with individual assignments relating to PharmaSim. After the first few weeks of class, you will form brand management teams and “run” your company for 10 year-long periods. In addition to a variety of individual assignments, each student will be graded on team decisions, and on how well your brand(s) perform under your management. At the Interpretive website, our **Course ID for the semester is UNO19392**. You will be able to register as soon as our class roll is finalized and I submit it to Interpretive. Once registered in our class, you will receive an email from the PharmaSim staff containing login information and a temporary password allowing you access to our class site. You can not log in to our site without that email.

**2) Moodle.** I will post Course announcements, additional Course Documents and Grades at our course on UNO’s Moodle site. I will also use the Moodle email function to send messages to you at your UNO email address. CHECK YOUR UNO EMAIL REGULARLY. I expect you to check our course Moodle site weekly for important announcements and information.

**Course Prerequisites:** MKT 4580. This course is specifically designed to serve as the Capstone marketing strategy course for Marketing Majors.

**Course Goal:** To provide students with an understanding of the relationship between a brand’s Positioning strategy, the company’s Marketing Plan, and your Marketing Plan Implementation and Control. MP-based analyses are used to direct marketing decision-making and operations in a highly competitive environment. You should finish the course with a clear understanding of the ways in which effectively and efficiently managed marketing activities are used win and hold market share, and are used to generate revenue and profit for a business.

**Course Objectives for Students:**

- To become familiar with the range of decisions involved in strategic marketing management and planning.

- To develop skill in using a variety of analytical frameworks for making such decisions.
- To develop an understanding of the difference between markets, market segments, and target markets, and how a firm's market share and competitive advantages (or disadvantages) are impacted by target market selection and positioning.
- To develop an understanding of the roles, importance and costs of channel partners.
- To develop skill in implementing a marketing mix, developed to serve a particular group of target customers that is internally consistent, effective (it works—gets you to your goal) and efficient (doesn't cost more than it's worth), within the context of a firm's marketing plan.

### **Questions Addressed:**

Building on the background and skill sets developed in earlier marketing courses. PharmaSim's interactive competitive decision-making environment provides student teams (all competing against the same 4 competitors) develop student skills in determining

- What does our company know how to do?
- What are our strengths and weaknesses relative to competition? Are these the same for all target markets?
- How can we use our strengths and avoid our weaknesses to reach our objectives?
- What marketing opportunities and threats do we face from outside?
- What is our sustainable competitive advantage, if any?
- What market segments are available and which segment(s) should we target (given what we are good at and what we are able to do)?
- What are our strategic marketing alternatives (what position can we attain and profitably hold)?
- How can our marketing resources be best allocated to move us toward our goal(s) (Cost v. benefit)?
- How do we evaluate decision outcomes, and adjust to improve performance?
- What changes in our Marketing Plan are called for over time?

### **Course Format:**

The first section of the course will focus on your Student Manual to acquaint you with the facts of the Case, a review of Marketing Management concepts, and the Operation of the simulation. The next section will allow you to become familiar with the various types of information available to you about your company, its performance, and its competition. This can be accessed through the various simulation menus. Marketing Research Reports and other updated information is available to you at no charge, and will be updated each decision period. Early on, "free practice rounds" in PharmaSim will allow you to become familiar with the company you will run, the decisions that you will be called upon to make (and what happens when you make them).

Then teams are formed and the actual competition begins. The remainder of the course will focus on decision formulation and outcome evaluation as you learn to manage your firm's marketing activities, improving your ability to compete successfully in a dynamic marketplace. You are **invited and encouraged** to prepare questions to ask in person in class, by email, or during office hours. I will be happy to prepare "special in-class presentations" on any aspect of the material that you find confusing.

**Composition of the Final Course Grade:** Both Individual performance (on exams and homework assignments), and Group performance (ie. the implementation of your Marketing Plan in PharmaSim decisions) will determine your course grade. **Any exam that you miss, or any assignment that you do not submit on time, will be result in a grade of 0 on that piece of work.**

All members of each team will receive the same “simulation performance score”, **EXCEPT THAT** the instructor (me) reserves the right to adjust any team member’s score based on evidence of the member’s lack of participation and/or lack of quality in participation as well as the Peer Performance Rating performed at the end of the simulation, anonymously, by all members of the team.

**Attendance:**

In a course of this sort and at this level, regular attendance is expected. For each class missed beyond 6 (a total of 3 class weeks), 50 points will be deducted from the student’s total course grade. **If you have not signed the class roll sheet, you were not there.**

**Marketing Plan and Team Decisions in the Simulation:**

In PharmaSim as in the “real business world” your Marketing Plan serves as your Road Map. You prepare it **FIRST**, so that you have a guide for making decisions about spending priorities and objectives as you try to move your brand competitively. Any Marketing Plan can only be as good as the Situation Analysis that you perform first to understand your environment, your capabilities and the capabilities of competitors. Clearly your Plan will need to be adjusted over time as you learn more about your markets, and as the competitive environments change.

Decisions should **NEVER** be made randomly! Marketing management can be creative, but it is also a logical process. Decisions must be logically consistent, both with your chosen strategy, and with one another. For example, if you say that you plan to position your brand as an “inexpensive option” valued by a certain group of customers. You must price it accordingly, and plan to sell a lot—which you must also be able to produce inexpensively and distribute widely with good shelf position in retail outlets so that target customers have easy access.

On exams you may be asked to provide written justifications of how your decisions conform to your Plan, as well as how various decisions complement one another. It really does make a difference if you know why you are doing something. Did you get the intended result? Why or why not?

The **MARKET SHARE** earned by your decisions shows how well your targeted customers value your company’s offerings relative to the competitive options available to them. Your Net Income (Profit) shows how well the money you have spent has worked to get and keep customers. Changes in your firm’s revenues and profits show how well your company is performing as a result of your decisions.

**ALL SCHEDULED TEAM DECISIONS MUST BE ENTERED BEFORE 11 PM CST ON THE SPECIFIED DEADLINE DATE FOR THAT DECISION. NO ASSIGNED DECISIONS WILL BE ACCEPTED IF SUBMITTED, AT OUR CLASS PHARMASIM SITE, AFTER 11 PM CST).** You should save copies of any assignments submitted by you (or by your group) for your records. Assignments due on a class date **ARE DUE AT THE BEGINNING OF THAT CLASS (3:30 PM—not when you show up for class).** **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

**Simulation Performance will be graded twice during the semester (once at the end of Period 5, and again at the end of Period 10) as follows:**

Build Share and Profits	Excellent (A)
Build Share and Maintain Profits or maintain share and build profits	Good (B)
Maintain Share and Maintain Profits	Fair (C)
Maintain Share and Lose Profits or lose share and maintain profits	Poor (D)
Lose Share and Lose Profits	Failure (F)

### **Grading Scale for the Course:**

Mid Term and Final (150 points each)	300 points
Marketing Plan	100 points
Quizzes, Homework & other Assignments	200 points
Simulation performance scores 1 & 2	<u>400 points</u>
Total Course Points: _____	<u>1000 points</u>

### **Course grade:**

- A = 900 or more points
- B = 800-899 points
- C = 700-799 points
- D = 600-699 points
- F = Less than 600 points

### ***Classroom Conduct, Academic Integrity and Accommodation:***

#### **Classroom Conduct**

- Be in class on time. Distracting interruptions are inconsiderate, disrespectful, and time wasting. There is no excuse for repeatedly arriving late.
- Cell phones should be turned off before class begins, and are NOT PERMITTED in class during tests. Any cell phones that are visible during any graded exercise will be collected by the professor, and can be picked up in the Dean's Office.
- Students are expected to treat faculty and fellow students with respect. Any actions that purposefully and maliciously distract the class from the work at hand will not be allowed.

#### **Academic Integrity**

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>

#### **Disability Services**

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>

