

**Strategic Marketing
MKTG 4900
Spring 2008
Course Outline**

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Office: Brooks 121

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Office Hours: Tuesday/Thursday –9:00 –9:30, 15:00-15:30 p.m. or by appointment

The purpose of this course is to provide you with a sound understanding of the fundamental tools and concepts of marketing strategy. The pedagogical approach consists of exposing you to basic marketing strategy concepts, elaborate on their definitions and meanings, and provide appropriate discussions to permit you to apply and further develop these concepts. As such, the course will cover the concepts as presented in the book, and will be complemented with class discussions on that material and a research project.

The grade will be determined as follows:

Exam1	Chapters 1-4	25%
Exam2	Chapters 5-8	25%
Exam3	Chapters 9-12	25%
Class Participation		15%
Project		<u>15%</u>
Total		105%

Please note that the additional 5 % is there to make up for any unintended subjective bias in my grading of your class participation, as well as a tool for you to make up points you may have missed in the exams. The final grade of A's through D's will be determined in a 90%, 80%, 70%, 60% of a base of 100 %, not 105%.

I do NOT "curve" exam scores or final grades. You should thus always strive toward maximizing your performance along all the established criteria. Exams consist of multiple choice questions. I can assure you that if in preparing for them you try to memorize and not fully understand concepts, your performance will be, at most, poor. There are no makeup exams. If you miss one exam, your score will be an adjusted score determined by your other exam grades, plus the average grade of the class for the exam that you missed. You will not benefit from missing or skipping an exam. If you miss 2 exams you WILL fail the course.

You are expected to read the lead stories (main stories dealing with marketing strategy) out of Business Week at busineweek.com. Those of you with Macs can get the Business Week widget. The point is to be able to discuss in class, all the relevant aspects of the most interesting stories during most class sessions. Some days, we might do this for only 5 minutes; some others we might have a half hour discussion. So, stay on top of the stories!

You are expected to be prepared for class at all times. That means: having read the corresponding chapter in the textbook, having reviewed the preceding material and all new assigned material, and having prepared the assigned readings and be ready to discuss them. You should feel free to ask at the beginning of every session any questions about the material that you may have.

I will provide you with information on the **project** further on. But, as the project needs to be done as a team, I am NOT interested in reports of uncooperative team members, or too many missed team meetings due to (among others): sickness, being in love, dandruff attacks, elephants eating and/or trampling over your homework, computer or human viruses, bad star alignments, training to appear in the Survivor # 314, your dog having a sleepover party, etc. etc. etc. YOU WORK IT ALL OUT!!! If someone does not carry his/her load on the project team, solve it, OR, you kick them off the team, do their share of work yourselves, and let them AND me know with plenty of time -- in writing, and signed by the entire rest of the team. I strongly suggest you do NOT wait till last moment to work on your research project.

NOTE: Your class participation grade is NOT based on a 90%, 80%, 70%, 60% criteria (i.e., A, B, C, D, F). It is a totally subjective score along the entire corresponding points, so, if you have absences and/or little or no participation you can indeed get 0 points out of the total points available. If for any particular reason you are unable to prepare the work for any given class session, I want you to let me know so before class starts. That way I won't "get on your case" in front of everyone else.

There are several issues you should note:

- 1) Your textbook is extremely clear, consequently I will usually not lecture from the material in the book. It is your responsibility to be COMPLETELY familiar with that material. At the same time, you are strongly encouraged to ask questions about it at the beginning of each class session.
- 2) Your participation in class discussions will be measured in terms of insight, interest, and consistency throughout the term. Therefore, indiscriminately "shooting-off at the mouth" is of absolutely no value whatsoever.
- 3) From the above points, you should already realize your attendance to all class sessions is highly recommended. In addition, if you were to have four or more absences (with or without justification), I reserve the right to reduce your final overall grade by one full letter grade. If you

arrive late to class, it is your responsibility to let me know that you are there, right after the class session. **With more than 5 absences I reserve the right to administratively withdraw you from class with a failing grade.**

- 4) My teaching style is relaxed and fairly easygoing, though demanding and professional. Do not mistake a relaxed class atmosphere with this being a "pud" course. You should though, feel free to question your peers' opinions and points of view, as well as mine, with and within the same professional manner with which you will be treated. **Disruptive and/or inappropriate class behavior will not be tolerated, and dealt with according to UGA policies.**

NOTE: I reserve the right to change the grading scheme and/or specific grading requirements with appropriate notice. I will discuss any changes during class time.

Should you have any questions about your performance, please feel free to come to my office and discuss with me your grades. This is NOT to be interpreted as a negotiating session, but as a feedback session. Be bright enough not to wait until the last week of classes to do so. By then it is too late.