

Sul Ross State University
Department of Business Administration

Marketing Strategy

MKT 4379 – **F69930**
Spring 2015
Section 1: MW 2:00 - 3:15PM
Room BAB 318
wgreen@sulross.edu

Professor: Dr. William C. Green
Office: BAB 316
Office Phone: 837-8066; 8067 (D)
Office Hours: By appointment and;
M 1:00 - 2:00; 3:15 - 4:15PM
T 8:30 - 9:30; 5:00 - 6:00PM
W 1:00 - 2:00; 3:15 - 4:15PM
Th. 8:30 - 9:30

Course Description:

Application of Strategy & Business tools and techniques to respond to industry & marketplace needs.
Recognition of both internal and external variables in formulating business strategies.
Emphasis is on computerized business simulations, strategy development and analysis.

Prerequisite: Senior standing and completion of junior level course requirements

Course Material(s):

2015 - Online Business Strategy Simulation (registration to be handled online). capsim.com

Program Learning Objectives:

- PLO 1 Analyze and solve business problems across major business functions, using fundamental business principles and strategies
- PLO 2 Communicate business information through written, oral and other delivery processes
- PLO 3 Identify and discuss the impact of ethical and social responsibility issues in business
- PLO 4 Identify and describe the major components of the external business environment

Course Objectives:

An enhanced understanding of pertinent areas of business strategy, its function, objective, and dynamic characteristic

Ability to apply this understanding during class activities and to simulated business environments

An appreciation of the complex and dynamic nature of the business environment

Enhanced ability to function successfully in group decision making under uncertainty

Successful Development, Completion and Presentation of a Business Plan

Appreciation of the interdependence among business functions

Enhanced ability to argue logically and in a professional manner (orally and written) based on experience and analytical skills

Ability to discriminate between true strategic opportunities and temporary market dynamics

In sum, a fundamental and practical working knowledge of business strategies to aid in further study and career pursuits

Course Grades:

Grades in this course will be determined on a percentage/points basis. Percentages and (points) for course requirements follow:

Class Participation		20%	(200)
Industry Simulation:		40%	(400)
Performance	10%		(100)
Activities	15%		(150)
Peer & Plan	15%		(150)
Assignment(s)		20%	(200)
Final Exam		<u>20%</u>	<u>(200)</u>
TOTAL		100%	(1,000)

Grades in the course will be assigned as follows:

A = 90 - 100%	D = 60 - 69%
B = 80 - 89%	F = Below 60
C = 70 - 79%	

Class Participation:

It should be pointed out that this class is conducted on a "mixed" method format. Reading of text and simulation materials and preliminary preparation of decision analyses are necessary to meet the objectives of the course. Therefore, active participation is mandatory. Deviations from this can only reflect negatively on your class performance and not enable you to achieve the course objectives.

In addition, you will be expected to participate during and/or after formal group presentations. If you are not prepared, admit it and be ready the next time. One or two instances of non-preparation will be overlooked but repeated instances of this will not enable you to meet the course objectives. You are urged to participate at your own initiative and determination of participation grades will be based upon both quantity and quality of comments. Thus, your attendance is at a premium and repeated absences from class can only hurt your class standing not enabling you to fully satisfy the course requirements. If you must miss class, please let me know before class begins.

Also, note that the reading assignments can be significant when combined with the requirements of the simulation. It is critical that you stay up with the reading during the first few weeks of the course. This will be monitored and may impact your participation grade. I will overlook one or two instances of non-preparation but repeated abuse can only diminish the experience for us all. In other words, be prepared for class on a consistent basis.

Finally, if you are having difficulty with any aspect of the course, please let me know as early as possible. I will work with you on fixing whatever may be broken but I have no way of knowing this unless you tell me. ***Remember that 15% is a substantial portion of your grade. And it is a part of your grade in which you may exercise considerable control. So please be in class and come to class ready to go!***

Industry Simulation:

You will be required to register for an online "***Business Strategy Simulation***," and then participate as part of a group in running a company in a competitive industry over several decision periods. This simulation is the leader in the industry and is a "Business Strategy" simulation rather than a simulation devoted exclusively to Marketing or a single functional area. This is an extremely practical vehicle for tying things together and providing you the opportunity to integrate and link many of the things you have learned over your business course work. We will spend some time in class going over the broad parameters of the simulation and subsequent to group assignments and individual registration, we will "play" a few practice rounds before the simulation is reset and Company Groups "go live."

The purpose of the simulation is not to make quick and hasty decisions but rather to make decisions in keeping with what you have determined (as a group) you want your short and long term direction to be based on your success measures and in response to market dynamics and competitive postures. This will require considerable effort and thought. And, you will be happy to note that the simulation provides extensive help on many areas which you may need work. Included under the major heading of Industry Simulation (on page two of this document) are several subcategories making up the components of your grade (performance, activities, peer reviews). These will be discussed in much more detail in class and a written document will be handed out after the practice rounds have been completed and we all know more about the mechanics of the simulation and I know more about how much effort group members are devoting to the simulation. In this regard, group participation and cohesiveness are very critical success requirements for the simulation. One or two persons cannot "do it all." **All group members must contribute.** ***My belief is that the simulation can easily be among your most rewarding experiences in college if approached positively. We will try to make that happen!!***

Simulation Elements:

There are multiple elements which will be evaluated to determine your grade on the simulation. These include relative performance; various assignments associated with the simulation; peer reviews and a team de-brief and business plan presentation. Specifically, with respect to the presentation, note that a primary objective of this course is to enhance your ability to develop an appreciation for a complete business framework. A business plan relative to your company's position will help achieve this objective. More detailed and specific discussion of this component will be considered in class.

And, please note that part of your grade will be awarded during a group presentation of your business plan and will be a function of the comprehensiveness and depth of analysis exhibited in your plan. Also, *as a class participant*, the insight you exhibit as a member of the audience in terms of questions and/or comments you may have of the project being presented will add or subtract from your overall participation grade. Thus, it is important that you consider these roles and take this project as seriously as possible. Professionalism of both presentation and audience participation is vitally important to the objectives of this requirement. Please exhibit this skill (professionalism) in both situations (presenter and audience).

The other elements of the simulation will be considered in greater detail once class begins.

Assignments

The assignments from various sources will ensure that you are keeping up with the reading and that a solid foundation in strategy is being developed. These assignments may include but certainly not be limited to strategy questions; reading synopses; online assignments and so forth. We will consider more specifics on this component after the course gets under way.

Exam

To insure that you have learned adequately from this experience, you will be tested either in class. The exam will cover the entire course so any topic will be fair-game on the exam. But, primarily the exam will assess general constructs of business strategy that have been covered in the course and especially in the e-book. And, of course, topics discussed in class may constitute some of the exam content. The format will be objective type questions.

PLEASE READ THE FOLLOWING STATEMENTS CAREFULLY:

This syllabus represents the plan of action for the course. It is, in many ways, a contract between us. Should you lose this document, not understand it, or even not agree with some component contained in it, please let me know. Make sure to modify the tentative schedule as necessary.

Students with Disabilities - Qualified students with disabilities needing academic or other accommodations to ensure full participation in the programs, services and activities at Sul Ross State University should contact the Office of Student Support Services, Ferguson Hall Room 112, Box C-117, Alpine, Texas 79832 (915) 837-8203.

Tentative Course Outline

<u>Week</u>	<u>Topic</u>	<u>Assignment *</u>
Jan. 19	Introduction & Overview - Registration <i>Holiday Monday</i>	TBA
26	Tutorial – Assignment – Group Selection	TBA
Feb. 02	Tutorial - Practice round #1	TBA
09	Tutorial - Practice rounds #2 - Final team Strategy Selection - Performance measures due	TBA
16	<i>"We Go Live"</i> - Decision #1 -	TBA
23	Decision #2 - Assignment - EA	TBA
Mar. 02	Competitive Analysis - Decision #3	TBA
09	Tutorial – Decision #4 -	TBA
16	<i>Spring Break</i>	
23	Financial Analysis - Decision #5 - EA	
30	Decision #6	TBA
Apr. 06*	Other Topics Decision #7	TBA
13	Decision #8 - EA	
20	Slack	TBA
27	Professional Presentations	
May 04	Exam - <i>Wednesday May 06 @ 12:30PM</i>	

* April 10th - Last day to drop with "W"