

MKTG 3250-Marketing Strategy Consultancy Fall 2023

Tuesdays and Thursdays 1:00-2:15pm RM 130, 2:30-3:45pm RM 132

Instructor: Ms. Cindy Fox, Senior Lecturer **Email:** ctfox@uncc.edu

Office: Friday 246 **Classroom:** Friday

Office Hours: T/R 12:00-12:45pm or by appointment. My preferred contact is by email; I will answer your weekday email within 24 hours. I usually check my email over weekends but will not promise a weekend return.

As a Capstone course for all Marketing majors, this course is more about application than learning new material, you are applying the material you have learned through your journey through the Belk College. As such, the class meeting times include time for collaboration, problem solving, and presentations. Outside of class, you are charged with working on the marketing plan or the simulation with the other members of your team in whatever format your team decides.

Course Description: MKTG 3250. Marketing Strategy Consultancy (3). Integration of all marketing elements in a strategic planning framework. Emphasis on areas of strategic importance, especially those which have significant implications and relevance for marketing policy decisions in competitive situations. Students will be involved in addressing marketing strategy issues with an actual client.

PREREQUISITES: ALL the following must be met:

- Marketing 3110 (Marketing Concepts) with a grade of "C" or better
- Completion of three marketing elective courses (MKTG 32XX courses) with "C" or better
- Senior standing

Required: Simulation Connection, there is information on Canvas under the Simulation Module heading for access. There is no textbook for this course, but there is a cost for the Simulation.

Marketing Major Course Objectives:

As the capstone course for Marketing majors, the primary goals of this course are for you to:

- **Practice** the strategic thinking necessary for marketing professionals
- **Work** in a team and as an individual
- **Synthesize** knowledge learned from courses, experiences, and colleagues
- **Write** and present an effective marketing plan
- **Express** innovative solutions to common marketing problems
- **Understand** that to be a successful marketer is to become a life-long learner

*Synthesize-Integrate from multiple sources to form a new, more complex product

Course Methodology: (1) Case Study Presentations; (2) Oral presentations; and (3) Development of a Marketing Plan; (4) Class discussion, guest speakers, readings; (5) a Simulation

As the capstone course, Marketing Strategy Consultancy has been developed to present a “signature experience” for our majors. The class provides the opportunity for students to demonstrate their marketing capabilities and potential as marketing professionals. Each aspect of the course is directed at accomplishing that purpose, so students should apply themselves in every assignment.

Attendance: Regular attendance is necessary for doing well in this class. Attendance is a combination of being in class and Participation. To score above a 91, you need to do both.

You are responsible for any material covered, announcements communicated, assignments, and any other type of work you may miss during any absence from class. If you develop covid, please inform me asap.

If any part of the class becomes Online-Online Behavior: Inappropriate behavior in class distracts from the ability of others to profit from their class experience. Rude and inappropriate behavior including discriminatory comments will not be tolerated along with behavior that detracts from the ability of the other students in the class to be successful. When you are in the Zoom online, you will be totally focused. Any other type of behavior will result in points subtracted from your grade.

Teamwork: Each team is responsible for organizing itself, dividing up the work, and deciding how relative contributions should be measured. It is the responsibility of the team to ensure that all team members understand all concepts related to the simulation, completed paper and presentations. You can pick your own team.

FROM TWO WEEKS PRIOR TO A TEAM DUE DATE, NAMES OF TEAM MEMBERS CANNOT BE REMOVED FROM YOUR WORK DUE TO NON-PARTICIPATION. ADDRESS THESE ISSUES PRIOR TO THE END OF THE SEMESTER.

Team Assignments: Each student is responsible for the team’s submission being professional in appearance; using proper grammar, spelling, and punctuation; and including no plagiarized material. If your name is on it, you are responsible for it and the team grade will apply to you.

Written Assignments: All written assignments are due on the date assigned and should be typed, double spaced and professional in appearance. Default is always 12 font New Times Roman. Use the APA format for citations/references.

Case Study Presentations: Each student will be responsible for the presentation of a case study to the rest of the class. The student will lead the discussion afterward and address questions.

Mid Term Test: It will cover material up to that date except for the Case Studies.

Final Test: It will cover the material after the Mid Term plus the Case Studies and some general Marketing information.

Peer Evaluations: All teamwork will involve peer as well as self-evaluation of each student’s contribution to the team’s work. Teamwork is an important part of learning experience as well as being an important part of working as a marketing professional. Each student is expected to report fairly on the work of the members of the team. Calculations of the entire teams’ scores are related just to that team and will be used in computing each student’s grades; thus, *not all team members will necessarily receive the same number of points on team assignments. There is a section on the Peer Evaluation to score yourself, if you*

do not score yourself, you will receive a 0 for your score. There is a mid-term peer evaluation to help you understand where you are with your teammates. Anyone receiving a total score of lower than 90% MUST meet with me and have a plan to improve their peer evaluation score.

Quality of Work: The expectation is for professional quality work both in terms of content and presentation.

- Spelling, grammar, punctuation, clarity of expression, presentation, and appropriate documentation (use APA style) will count in every piece of work you do for this course. If you have trouble with spelling, grammar, or punctuation, have someone proofread your submission. Use the Writing Center – it is free and helpful! Citations are extremely important in our data driven world, any numbers or general statements of a situation need to be cited. *No citations will result in a 0 on the submission.* Our Library sessions will give plenty of information about correct citations.
- Good ideas sloppily expressed will receive mediocre grades, as will flashy presentations that lack content. Creativity is an important part of Marketing, but not being able to justify your creative ideas will not make you successful in your career or in this class.
- All work submitted for evaluation (including team and individual work) must be neat and clearly marked indicating the assignment topic, team letter/number and team members' names in alphabetical order. Whether individual work or group work, thoroughly review what has been written before submission.

Being a Lifelong Learner: You will not be successful as a marketing professional unless you are able to adjust to the changing environment that is marketing today. As such, part of the goal of this class is to start you on this journey. You are required to attend (or watch if necessary) a presentation (some choices are on Canvas and watch for further choices communicated) and then submit an analysis of what you heard. You will also analyze an article about the changing nature of marketing. There is additional information on Canvas for these assignments. These must be submitted by the due date on Canvas.

Grading: Possible Points and Topics

1. Points-25 for Writing Assignment
2. 150 Your Presentation and Lead for Class Discussion
3. 100 Midterm Test
4. 25 Lifelong Learning Article Analysis
5. 25 Lifelong Learning Presentation Analysis
6. 90 Marketing Plan Presentation
7. 40 Data Visualization
8. 50 Class Attendance
9. 150 Marketing Plan-Written Plan
10. 225 Simulation-75 Midterm paper, 100 game score, 50 Reflection paper
11. 120 Final Exam

Total Points 1000 _____

A = Superior Performance: 900-1000 points, Total understanding of all material, superior ability to apply knowledge.

B = Good Performance: 800-899 points, Excellent understanding and good ability to apply material.

C = Average Performance: 700-799 points, Surface understanding of most material and some ability to apply material.

D = Passing Performance: 600-699 points, Incomplete understanding of material with some ability to apply material; lack of team participation.

F = Failure to Perform: Below 600, Lack of understanding of material and little ability to apply material. Lack of timely submission, excessive absences, poor performance evaluation by the team for group work.

Final Grades: This grading scale is based on total points earned. Grades are given by points only, not by percentage. Every point earned counts toward your final grades.

Late assignments will be permitted with points lost for every day it is late. No late work will be accepted past two weeks from the due date. All tests need to be made up within a week, and that is only if prior notice is given that the test will be missed.

UNIVERSITY POLICIES AND PROCEDURES ACADEMIC INTEGRITY: The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy: Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any specific requirements or permission regarding academic integrity in this course will be stated by the instructor and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced on this course. Students are expected to report cases of academic dishonesty to the course instructor.

Plagiarism is a violation of academic integrity. All ideas, statements, quotes, etc. should be properly attributed to the source. Follow the APA style. Our UNC Charlotte librarians are knowledgeable about [appropriate referencing/documentation](#) of others' work or ideas.

Your peer evaluation must be a fair representation of each member's contribution. It is a violation of academic integrity to decide among the group, or some members of the group, as to how to allocate the points. Base your individual evaluation on the contribution of each group member, including yourself, in a fair manner. You are assessing their contribution, not whether you like them or not.

UNIVERSITY POLICY on WITHDRAWALS: Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities to withdraw from courses. It is important for you to understand the financial and academic consequences that may result from course withdrawal.

STATEMENT of INCLUSION: The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status. This course affirms people of all gender expressions and gender identities. If you prefer to be called a different name than what is indicated on the class roster,

please let me know. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

DISABILITY STATEMENT: UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please submit your paperwork to Disability Services early in the semester. For more information on accommodations, contact the [Office of Disability Services](#) at 704-687-0040.

BEING A PROFESSIONAL: You are on our capstone Marketing course. The next step is to represent the major, the College of Business and UNC Charlotte to the world. As such, you will need to start thinking and acting more like a Professional. This includes email communication, interacting with our client, communicating with other professionals in the college and your classmates, focusing on the information given in class and continuing to take advantage of your Canvas resources. Most of your instruction in a professional work situation will not be in writing. All instructions DO NOT need to be written and communicated in Canvas. You must focus while in any format.

BEING SUCCESSFUL AFTER GRADUATION: My goal for this course is to help prepare you to be successful in the Marketing field, not only in your first job, but for years after that. I am on the Board of the Charlotte Chapter of the American Marketing Association and regularly connect with other marketing professionals. I will be sharing what I have learned from others in the classroom, but also reach out if you have specific questions or goals you are trying to achieve, will see how I can help. I want to Celebrate when we hear good news about a future job also, so please let me know!

TENTATIVE Course Outline for Fall 2023

Day	Topic
8/22-24 Week 1	Week 1 Topic -Introduction to Class, Writing Skills, and each other. Explain Focus of the course/Class Exercises to form teams Week 1 Resources -Course Syllabus-first module in Canvas, Writing Skills -see Module in Canvas Case Study options under Case Study Module Week 1 Assignments -Begin thinking of your team, Sign up for Case Study. Work on Writing Assignment- <i>400 Characters</i> , due next Saturday.
8/29-31 Week 2	Topic -Intro to the Simulation/Marketing Plan, Partner presents on Tuesday Week 2 Resources -Under the Marketing Plan Module and Simulation Module Week 2 Assignment -Teams Form-Meet, Quarter 1 Simulation due Sunday. You cannot sign up for the Simulation until teams are formed and numbered.
9/5-7 Week 3	Topic -Introduction to Marketing Plan Internal and External Analysis, Build SWOT; Presentation Skills Week 3 Resources -Marketing Plan Module Week 3 Assignment -Teams work to build SWOT: Quarter 2 of the Simulation due Sunday.

9/12-14 ZOOM Week 4	Topics -Tuesday-Team Meetings, Thursday on Zoom-Ethics Case Week 4 Resources -Resources on Canvas, Presentation Skills on Canvas Week 4 Assignment -Keep up with ongoing work
9/19-21 Week 5	Topic -Case Study Presentations-Part 1 Week 5 Resources -Canvas Case Study Section Week 5 Assignment -take notes on cases -these will be on the test! Simulation work, Teams working on each section, Quarter 3 Simulation due Sunday.
9/26-28 Week 6	Topics -Marketing Plan SMART Goals; Design Thinking; Library Resources Part 1 Week 6 Resources -Info on Canvas Week 6 Assignment -Ongoing on Simulation, Plan
10/3-5 Week 7	Topics - Target Market/Buyer Personae; Library Resources Part 2 Week 7 Resources -Marketing Plan Resources Week 7 Assignment -Simulation Quarter 4 due Sunday *C-Suite Speaker that morning at 11:30am, Complete your Presentation Analysis!
10/10-12 Week 8	Topics -Library Resources Part 3 on Tuesday; Midterm on Thursday Week 9 Resources -Study Material Week 9 Assignment -Study for test, work on Simulation and Plan. Reflect-Mid Term Peer Eval. Work on Midterm Simulation Paper.
10/17-19 Week 9	Topic -Case Studies Part 2 Week 11 Resources -Multiple Resources on Canvas Week 11 Assignment -Work with Team on Data Visualization Article Analysis along with Quarter 5 of the Simulation.
10/26 Week 10	Topic -Fall Break on Tuesday, Creativity Exercise Thursday Week 10 Resources -Case Study Module Week 10 Assignment -Take Notes on Cases, Work on Solutions/Simulation Deadline for Mid Term Peer Evaluations is this week.
10/31, 11/2 Week 11	Topics -Marketing Plan Wrap-Up and Review, Simulation Check-In-Drafts due Sunday Week 11 Assignment -Working on Plan and Simulation. Simulation Quarter 6 is due Sunday.
11/7-9 Week 12	Topics -Case Studies Part 3 Week 12 Resources -Canvas Week 12 Assignment -Draft back over weekend

11/14-16 **Topic**-Team Time on Tuesday to go over Drafts and Presentation; Guest Speakers Thursday
Week 13 Resources-Canvas
Week 13 **Week 13**-Simulation Quarter 7 due Sunday

11/21 **Topic**-Team Time Tuesday, Thursday is Thanksgiving
Week 14 **Week 14 Resources**-Canvas Materials
Presentation Analysis due.

11/28-30 **Topic**--Present Marketing Plan on assigned day, Class and Client give Feedback.
Week 15 **Week 15 Assignment**-Simulation Quarter 8 due Sunday, Quarter 9 is just your results.

12/5 **Topic**-Final Test
Week 16 **Assignment**-Submit Final Plan and Data Visualization, Simulation
Reflection Paper by due date, Final Peer Evaluation due

Exam Week-Meet with Faculty about Project