INSTRUCTOR: Dr. Amyx  
OFFICE: COB 345  
TELEPHONE: 257-3580  
E-mail: damyx@latech.edu  

OFFICE HOURS:  
M by appointment  
T 10-11; 1-2; 4-5  
W 10-11; 1-4  
R 10-11; 1-2; 4-5  
F by appointment  


COURSE DESCRIPTION:  
This course introduces the student to the role of the marketing manager in the development and implementation of strategies in the areas of products, pricing, channels, and promotion.  

OBJECTIVES: Upon completion of this course, you should be able to:  
2. Understand and be able to implement strategic planning and the Marketing Management process.  
3. Express your ideas and opinions in an orderly and logical manner, both verbally and in writing.  

COURSE FORMAT: This class is an integrative, comprehensive overview of the major marketing concepts. Classes will be conducted utilizing several means of instruction and learning including: (1) lecture, (2) in-class case analysis, (3) article discussion, (4) student presentations, and (5) exams. In order for the classroom experience to be both meaningful and interesting, it is critical that students come to the class meetings prepared and contribute to their own learning experiences, particularly during in-class case analysis/discussions.  

POINT DISTRIBUTION FOR COURSE:  
(1) Mid-term Exam 100 points  
(2) Final Exam 100 points  
(3) Participation 60 points  
(4) Written Article Summary 20 points  
TOTAL 280 points  

1. EXAMS: There will be two exams: a mid-term exam and a final exam. Both exams are equally weighted (100 points each). Each exam will test you over material from the text book, article readings, student presentations, and lecture material. However, you will not be tested over material explicit to the cases. Exams must be taken on the day
they are scheduled (see course schedule). If an exam is missed, the second exam counts double with a 10% point deduction for each exam. So if a student missed the midterm and made a 90 on the final, s/he would receive an 81 on the midterm and an 81 on the final (90 x 0.1=9; 90-9=81). If a student misses both midterm and final, s/he receives a 0 for both exams. The first exam is 44 multiple choice questions from chapters: 1, 2, 3, 5, 6, and 7 of the text book. There will be four or five short answer essay questions related to the assigned articles. Short answer essay questions will be similar to the questions found on Moodle related to the articles. The second (final) exam is NOT comprehensive, but includes 40 questions from chapters: 8, 10, 11, and 12 of the text book. There will be 10 questions selected from the student-submitted questions on the online Moodle forums.

A NOTE ON TEST TAKING: By taking the tests for an online course, you must have a proctor who supervises each exam. The proctor will receive the test electronically by email and administer the exam to you. The proctor will pick up the exam when completed by you and send it back, preferably as an electronic attachment by email. Once the exam has been received by the university, the proctor is to shred the exam.

2. PARTICIPATION: Online students may receive up to 60 participation points for the course. Participation points are awarded as follows:

A). Assigned Articles: Articles have been assigned for this course. The articles may be found on Moodle in pdf files. You will also find pdf files with questions that correspond to each assigned article. Answer the questions related to the articles in a MS Word file and email your answers to the instructor at damyx@latech.edu. Your answers are due 1 week from the date that they are assigned in the syllabus (questions are due before midnight one week after the date of the assignment in the syllabus).

B). Cases: Cases are assigned in the syllabus. Cases may be found in the text book and are also found on Moodle. Answer the case questions which are located at the end of the assigned cases and email your typed answers to the instructor at damyx@latech.edu. If there are no questions at the end of the case (such as for Southwest Airlines), then use the format to evaluate the case on pages 218-230. Type the analysis in a MS Word file and email your file to the instructor. Your answers are due 1 week from the date that they are assigned in the syllabus (questions are due before midnight one week after the date of the assignment in the syllabus).

So if a case or article is assigned on 3/19, then your typed answers must be emailed to the instructor before midnight on 3/26 (which is one week later from the date of the assignment in the syllabus). If you email your answers to an article or case late (i.e., more than one week after the assignment was made in the syllabus), a 10% penalty will be assessed for each day or partial day that the assignment is late. If there are extenuating circumstances, let the instructor know before-hand rather than after the fact if possible.

3. POST ONLINE ONE WRITTEN ARTICLE SUMMARY (20 points): Online students will select an article related to one of the chapter topics covered in the text book. Topics that are suitable can be found on your Moodle website. You will post your 1 page article summary to one of the six (6) forum topics on Moodle: Consumer Behavior, Market Segmentation, Integrated Marketing Communications, Distribution Strategy, Pricing Strategy, and Services Marketing. Please post your online article summary by the
**Deadline of May 1, 2015.** Online students need to post on Moodle a 1 page (no more than 1 page or 2 point deduction for going over 1 page) typed (double spaced-12point font) summary of an article that s/he selects. This article cannot be one of the assigned articles in the schedule. This summary will be graded based on grammar and content. This exercise is designed to improve students’ writing skills and hone the ability to write concisely and clearly. In the paper, you may offer your opinion about why this paper is important, how it relates to marketing management, or whether you agree or disagree with any points made by the author. You can select from academic journals such as the Journal of Marketing, Journal of Advertising, Journal of Business Research, and so forth. You may also select a practitioner article from such publications as Business Week, Forbes, Wall Street Journal, Marketing News, Advertising Age, and so forth. If you have a question if the article is suitable, please contact me and send me either a copy of the article or a link to the article.

Along with the written summary, online students must post 2 questions that relate to the article summary. The 2 questions may be true or false (with answers indicated) or in a multiple choice format with at least 4 choices (A, B, C, D) to select from, and must contain the answers indicated. **Please note, 10 of the student questions will be selected as part of the second (final) exam.**

**A LETTER FROM YOUR DISTANCE LEARNING REPRESENTATIVE:**
The Distance Learning Representative for the College of Business will be working with you and your professor this quarter. It is the representative’s job to help coordinate the testing schedule for your exams. The representative needs to make sure that each of you has a Louisiana Tech University email address because this is how s/he will be contacting each you.

You should have received a packet in the mail from the Registrar’s Office with your logins and passwords for Moodle and your Tech webmail. You must make sure you have your University Moodle account set up. As soon as possible please send the representative the following information: name, phone number, LA Tech email, alternate email address, proctor name, location and relationship.

If you do not have a Moodle account and a Louisiana Tech webmail account please contact the Computing Center at 257-2893 or helpdesk@latech.edu to set these accounts up before you go any further in this process. The reason these two accounts are so important is that they are the main, and sometimes the only, way to stay in contact with Louisiana Tech professors and myself.

Moodle is a software application through which the student receives exam grades, syllabi, test dates and professor’s contact information. Webmail is the official email system of Louisiana Tech. This email account will be vital, due to the fact this is the only email address your professors will use to communicate and send class information. This is also the email address that the representative will be using to contact you and correspond with you about tests and any questions/concerns you may have. It is by far the quickest way to stay in contact with the representative and the University. This is extremely important that you have both of these tools readily available at all times. You will be viewing your lectures via your professor’s website located on the College of Business personnel directory on the Louisiana Tech University website. If you have trouble viewing the lectures, contact your professor at damyx@latech.edu.

**TESTING—**We prefer that you take the exams with the regular face to face class that
meets on campus. If that is not possible, then you will need to contact the representative so that other arrangements can be made.

Second, if you cannot take exams on campus, then you must use a proctor. You must provide information regarding your proctor for course exams. A proctor is someone who supervises the testing procedures and ensures the integrity of the process. Here are some examples of possible proctors: public library employees, pastors, and business supervisors “other than your department”. The representative will have more details later on the specifics; but for now, s/he needs each of you to find an appropriate proctor and ascertain if they will be willing to proctor your tests this quarter. Once you have found a proctor please fill out the attached “Proctor Info Form” and send it back to the Distance Learning Representative.

If you have any questions, please feel free to contact the Distance Learning Representative. You can reach the Distance Learning Representative at: dlbusn@latech.edu.

I hope that you have a successful quarter.

Your Distance Learning Representative

ONLINE LECTURES: Online videos of the lectures are available on your Moodle account. Click on “Online Video Lectures.” Find the video file that corresponds with the appropriate chapter. If you have problems watching the video, please let me know. There are minimum computer and system requirements for you to watch the videos. Videos were recorded from the Winter 2015 quarter in a live class. Unfortunately, there were some technical errors with recording some of the lectures and we had a “snow day” that prevented the recording of the last chapter (services marketing chapter 12) so some of the lectures are not available. If you have questions about any of the material, please let me know.

POLICIES AND PROCEDURES:

1. Policies: All applicable laws, regulations, policies, and procedures of the Department of Marketing & Analysis, COBB, University, and U.S. will be followed. Refer to: http://www.latech.edu/administration/policies-and-procedures/2205.php

2. Academic Integrity: All Louisiana Tech students are responsible for observing the highest standards of academic and personal integrity as detailed in the Honor Code available at (http://www.latech.edu/documents/honor-code.pdf). In accordance with the Academic Honor Code, students pledge the following: Being a student of higher standards, I pledge to embody the principles of academic integrity. The Louisiana Tech Honor Code will be enforced. All alleged violations of the Honor Code will be referred to Dr. Linda Griffin, Dean of Student Development. Cheating on exams, plagiarism, stealing an exam, or falsification of documentation related to an absence will result in a grade of “F” in the course and possible dismissal from the university.

3. Student Accommodations: Any student requiring special accommodations or expects excused absences must meet with the Instructor immediately. If you have special needs due to a physical, emotional, sensory, learning, or other disability, please contact me immediately. I will accommodate students’ special needs to the best of my abilities, but please notify me in advance. Students needing testing or classroom
accommodations based on a disability are encouraged to discuss those needs with me as soon as possible. If you do not have an accommodations memo from the Office of Disability Services, please go to that office or to www.latech.edu/ods or Wyly Tower 318 for assistance. Louisiana Tech University adheres to the equal opportunity provisions of federal and civil rights laws, and does not discriminate on the basis of race, color, national origin, religion, age, sex, sexual orientation, marital status or disability. The Title IX Coordinator is Carrie Flournoy, President's Office, P. O. Box 3168; phone: (318) 257-3785; E-mail: flournoy@latech.edu The Section 504 Coordinator is Linda Griffin, 305 Keeney Hall; phone: (318) 257-2445; E-mail: lgriffin@latech.edu

4. Cell Phones & Other Electronic Devices Policy: All cell phones, calculators, laptops, tablets, or any other electronic device may NOT be used in class. Cell phones and any other communications or electronic devices must NOT be active during class. If you look at, text, type, or use your cell phone or electronic device any time during class, 10 points will be deducted from your grade for the first instance. On the second violation, 20 points will be deducted. On the third instance, 30 points will be deducted, and so forth. A cell phone disruption will cost the offending student 10 points.

5. Preparation: Students are expected to be prepared for and participate in class. You are expected to buy any required text for the course and read the assigned materials. The rule of thumb is that each week you should prepare a minimum of 2-3 hours outside of class for each hour that the class meets. You should read each text chapter at least 2 times and study the key vocabulary terms.

6. Attendance: Regular attendance is expected. Instructor will take attendance each class as required by the university. For each unexcused absence, 5 points will be deducted from grade. Arriving late, which is defined as arriving after attendance has been taken by the instructor, is counted as an absence. Leaving class early is also considered an absence. Excused absences will not be penalized but the student MUST have accompanying documentation for the absence to be excused. Excused absences include: 1. Personal illness, 2. Personal emergency, 3. Family emergency, or 4. Official university sanctioned activity. An absence for any other reason is unexcused.

7. Studying: Students are encouraged to study with others; however, each must do his/her own work.

8. Listening: Each student is expected to listen carefully to the instructor and to other students participating in class discussions or asking questions.

9. Rudeness: Rude, disrespectful, or otherwise offensive behavior will not be tolerated.

10. Late Work: Late work will be penalized 10% per day (24 hours) or portion of a day late and the instructor reserves the right to refuse from accepting late work. If you miss your scheduled presentation date, you will be penalized at least a minimum of 10% and may not be allowed to present at all depending on the schedule.

11. Moodle: The syllabus, assignment sheet and other class information will be available on Moodle.

12. Course Communication: It is important that you check your e-mail frequently for class information. Students are responsible for information sent to them via e-mail. If
you do not regularly check your university email address, change your Moodle e-mail address to the one you check.

13. Exam Possession: **Under no circumstances should you take an exam out of the classroom.** All exams are to be returned to the professor after the exam is taken and after the exam has been temporarily returned for review. Possession of an exam given in this course outside the classroom will be considered an academic honor violation.

14. Tobacco Products: Tobacco products of any kind may not be used during class.

15. **Rounding-up Final Grades:** A final grade of 89.4 will result in a final letter grade of “B,” a 79.4…a “C”…and so on. “Rounding-up” between 89.5-89.9 (and so on) is optional, is at the sole discretion of the instructor, and depends on such factors as class attendance (i.e., typically no more than 2 or 3 classes missed), level of student participation, and student attitude/professionalism (e.g., class conduct) over the course of the term.

16. **Extra Credit:** Periodically, extra credit may be offered. If so, everyone will have the opportunity to receive the extra credit. However, I do not give any extra credit on an individual basis to anyone at any time. If you are on the border of a higher grade at the end of the course, please do not ask the instructor for additional extra credit as none will be given. It would be an ethics violation for the instructor to give extra credit to an individual student and not offer the same extra credit to the rest of the class. I will not arbitrarily raise a student’s grade at the end of the course. If a student is on the border of a higher grade at the end of the course, please refer to the item on “Rounding-up Final Grades.” DO NOT ask for individual extra credit that is not offered to everyone else.

17. **Class Continuance During Emergency Closure of the University:** In the unlikely occurrence of a major natural disaster, catastrophic event, or extended university closure, we will continue to conduct class via Moodle. You will need to find a location where you have computer access, and we will continue with our class though this media. You may need to go directly to Moodle’s off campus website (URL is http://moodle.latech.edu) should TECH’s system become inoperative. Moodle has considerable redundancy and should maintain its functionality. The exam schedule will remain the same.

18. **Emergency Notification System (ENS):** All Louisiana Tech students are strongly encouraged to enroll and update their contact information in the Emergency Notification System. It takes just a few seconds to ensure you’re able to receive important text and voice alerts in the event of a campus emergency. For more information on the Emergency Notification System, please visit http://ert.latech.edu
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic Covered</th>
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<tbody>
<tr>
<td>3/12</td>
<td>Introduction to course and <strong>Chapter 1</strong>, Strategic Planning &amp; the Marketing Management Process (watch introduction video of lecture online labeled Intro – 1 hour, 17 minutes, 40 seconds, read syllabus &amp; read chapter 1)</td>
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| 3/17  | Appendix: Portfolio Models  
**Chapter 2**: Marketing Research: Process & Systems for Decision Making  
(watch video online: 12-8-14 1 hour 16 minutes 9 seconds in length, read appendix on portfolio models and read chapter 2) |
(No video today, read assigned articles, & answer article questions found on Moodle, and email your typed answers to professor Amyx before midnight, 1 week from this date) |
Overview of how to approach case analysis p.218  
(No video today, read assigned articles, answer article questions, email your typed answers to professor Amyx before midnight, 1 week from this date). |
| 3/26  | **Chapter 3**: Consumer Behavior  
(video of chapter 3 is missing sound due to technical problems. Read chapter 3) |
(No video today, read articles, answer article questions, email your answers within 1 week –before midnight- of this date). |
| 4/2   | **Case**: McDonald’s Corporation p. 244  
(No video today, read case, answer questions, email your answers to questions within 1 week –before midnight- of this date). |
| 4/7   | **Chapter 5**: Market Segmentation  
(Watch video of lecture online: labeled “Untitled” 30 minutes 15 seconds, and read chapter 5). |
4/9 **Case**: Southwest Airlines 2011 p. 251
(No video today. Read case and do a brief 1 page write up of case based on case framework from page 218-228. Simply provide an overview of 1. Current situation, 2. Problem and core elements, 3. Discuss pros and cons of alternative courses of action, and 4. Select best alternative and explain why with implementation details).

4/14 **Chapter 6**: Product Strategy and Brand Strategy  
**Chapter 7**: New Product Planning and Development
(Watch video of lecture online labeled “Chapters 6 and 7” however Chapter 6 was not captured/recorded due to technical error. Read chapters 6 & 7)

4/16 **Midterm Exam** You should have selected a proctor for your exams early in the quarter and provided the distance learning director with the name and contact information of your proctor. The proctor cannot be a friend/family member but a boss, librarian, teacher, minister, etc. someone who can be trusted and has access to email to receive the exam. You will receive the exam from your proctor who will administer the exam and send an email attachment of a pdf file containing your answers. You must take the exam on this day!

4/21 **Case**: Starbucks p. 316
(No video today. Read case and answer case questions. Email your typed answers to Professor Amyx before 1 week from this date before midnight).

4/23 **Chapter 8**: Integrated Marketing Communications
(Watch video of lecture online labeled “Chapter 8 IMC.” Read chapter 8).

4/28 **Chapter 10**: Distribution Strategy
(Video of lecture not recorded properly. Read chapter 10).

4/30 **Case**: IKEA’s Global Strategy: Furnishing the World p. 410
(No video today. Read case, answer questions, email your typed answers to Professor Amyx before 1 week from this date before midnight).

5/1 **Deadline to turn in your 1 page summary** of an article that you choose (including two multiple choice or True/False questions that have the answers marked). You must upload your MS Word file on the most appropriate topic forum located in Moodle.

5/5 **Chapter 11**: Pricing Strategy
(Watch video of lecture online labeled “Pricing Strategy.” Read chapter 11).

5/7 **Chapter 12**: The Marketing of Services
(No video lecture available due to “Snow Day” from Winter. Read chapter 12).

5/12 **Non-Comprehensive Final Exam** (Chapters 8, 10, 11, & 12 & student-originated questions submitted online)