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Office Hours: Tue and Thu, 2:30 – 3:20pm, and by email for an appointment

Required Course Materials

1. MKT 440 Lecture Notes at http://blackboard.usc.edu under COURSE DOCUMENTS

2. MKT 440 Course Reader

3. MARKSTRAT (see instructions on how to purchase Markstrat on the top of p.4 in this syllabus)

Optional Course Materials


Course Goals

This course is designed to help you grasp the fundamentals of marketing analysis and strategy, to facilitate your understanding of the connections between theory and practice, and to enhance your managerial and problem-solving skills with plenty of "hands-on" applications. The ultimate goal of this course is to prepare you for an entry-level marketing job as well as higher level jobs such as a marketing manager position or an entrepreneur.

Depending on your background, some parts of the course will teach you new tools in marketing and other parts of the course will deepen your understanding of your previous class material. In this capstone marketing class, you will learn how the various aspects of marketing knowledge are integrated together in business practices.
Learning Objectives

I have organized this course in the context of three learning themes to achieve these goals:

1. **Grasp the Discipline of Marketing Analysis and Strategy:**

   One important goal of this course is to help you establish a solid foundation in marketing analysis and strategy. Students will learn how to conduct external and internal analyses that support an integrated development of a marketing plan, and how to identify and address various strategic questions such as strategic options, branding, and growth.

2. **Develop Abilities to Conduct In-Depth Analyses of Real-World Situations:**

   Over the course of the semester, students will have plenty of opportunities to apply the knowledge they gain from this course to real-world business situations in a wide range of industries. Students will learn to carry out in-depth analyses of various marketing cases so that they can develop a set of analytical and qualitative tools to better understand the successes and mistakes of marketing practices.

3. **Sharpen Critical Thinking, Communication, and Managerial Skills:**

   A significant part of the course involves "Markstrat." Markstrat is a computer simulation game in which you and your fellow teammates will be the marketing managers of your own firm for the semester. Students can apply their knowledge of marketing management to make important decisions such as:
   - Select target segments
   - Product positioning
   - Price and cost dynamics
   - Market evolution and dynamics
   - Competitive analysis
   - Resource allocation

   In addition, students will learn to conduct primary and secondary marketing research in practical settings. Students are also required to participate in oral discussions, board meetings, and case presentations to improve their communication skills.

   **Have some fun!**

   I believe in the philosophy that enjoyable learning is the most effective way to learn. I will work to stimulate your interest and learning, but you are expected to display initiative and a program of self-study. In that sense, a complementary objective of this course is to provide you with an environment that will encourage and reward your own intellectual effort, while simultaneously maintaining rigorous standards that identify those who are motivated to pursue excellence in their own educational preparation for a successful career.
Preparing For Class

It is required that you read the assigned cases before each class and think about how to apply the materials for class discussion. These assigned readings will help you to reinforce the knowledge you have learned from the lectures and will enable you to participate in class discussions productively. It is also required that you read the assigned pages from the “Markstrat Participant Handbook” before class. Occasionally we will need to use calculator for some in-class exercises. You should bring a calculator to all classes. A calculator with basic functions will be sufficient.

Formal Course Assessment

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exam 1 (closed book)</td>
<td>25%</td>
</tr>
<tr>
<td>Exam 2 (not cumulative, closed book)</td>
<td>25%</td>
</tr>
<tr>
<td>Individual Case Write-Ups (5 required)</td>
<td>10%</td>
</tr>
<tr>
<td>Marketing Case Presentation (team)</td>
<td>10%</td>
</tr>
<tr>
<td>Markstrat (team)</td>
<td>20%</td>
</tr>
<tr>
<td>Written Report</td>
<td>5%</td>
</tr>
<tr>
<td>Oral Report</td>
<td>5%</td>
</tr>
<tr>
<td>Performance</td>
<td>10%</td>
</tr>
<tr>
<td>Class Participation and Attendance</td>
<td>10%</td>
</tr>
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</table>

Grading Policy

1. **Exam 1**: a closed book, closed notes exam consisting multiple choice questions, true/false question, and short-answer questions.

2. **Exam 2 (final)**: not cumulative, exam format similar to exam 1.

3. **Individual Case Write-Ups**: We will discuss 10 cases from the MKT 440 Course Reader. You are required to submit a brief write-up for 5 out of 10 cases. These write-ups will help you apply the materials learned from this class to real-world situations. The questions for each case will be provided by the instructor in advance. More details will be given in a separate handout.

   I will not accept late write-ups as you should answer the questions before we discuss the case in class. If you happen to miss a class, you will not be affected as you only need to provide write-ups for 5 out of 10 cases. I will return the case write-ups after I grade them. Unclaimed case write-ups will be disregarded after 2 weeks.

4. **Marketing Case Presentation (team)**: The purpose of this presentation is to provide each student group with an opportunity to conduct an in-depth analysis of a marketing case. Your group will conduct some primary and/or secondary research and make some strategic recommendations for the company in your case. More details will be given later.

5. **Markstrat (team)**: You are expected to actively participate in Markstrat. See Appendix A of this syllabus for more details. Below are the guidelines on how to purchase your Markstrat Participant Handbook and Participant Activation Key (PAK) to take part in the simulation game.
1) Please go to (TBD)
2) Please enter my Course ID (TBD).
3) You will be asked to register to complete your purchase.
4) Upon purchase, you will be automatically registered in my course.

Upon purchase, you will be able to login www.stratxsimulations.com to access Markstrat. The Markstrat Participant Handbook will be provided to you as soon as you access Markstrat. You need to register and purchase Markstrat to be able to participate in the simulation.

6. **Class Participation and Attendance:**
   This course is intended to be an active learning experience. Your learning is greatly enhanced by actively being a part of each lecture. The grading of class participation/attendance will be determined by the following components: 1) participation during each lecture; 2) class attendance; 3) homework assignments; 4) your individual performance in the board meetings; and 5) your student conduct in the classroom.

   I will take attendance at the beginning of every class. You will be marked as being late if you arrive after I take attendance. I will count three late records as one absence. I realize that occasionally it is not possible to attend class. It is your responsibility to get all the notes and handouts for the class you miss. You do not need to notify me if you cannot make it to class unless it’s a day of exam, presentation, or board meeting, or if you are not able to attend for an extended period of time. You can miss up to three class sessions without it affecting your grade. However, if you miss more than three sessions, it could have an impact on your class participation and attendance grade.

**Exam Policies**

The grades of Exam 1 will be posted on Blackboard. Any questions or appeals about the exam must be made in writing via e-mail within 7 days after the grade is posted. Make-up exams will only be permitted as required by University Policy. Therefore, you must have a University approved excuse (e.g., Doctor’s excuse or University sponsored event) and provide the instructor with the supporting document. You must notify me within 24 hours of the scheduled exam to explain why you missed or will miss the exam and to reschedule a make-up.

**Course Conduct**

There are certain rules that I hope will help all of us to have a good experience in the classroom.

- Don’t be late or leave early, otherwise we will all feel like we are at the airport – not a place conducive to learning.
- When you come to class, be prepared to participate actively. This is not the place to sleep, chat with your friends, read the newspaper, text messaging, etc. There are more comfortable places for those activities than this classroom.
- No laptop in classroom, unless special permission from the instructor.
- No cell phones, iPods, or other electronic devices in the classroom.

Violation of course conduct will considerably affect your class participation grade.
Team Assignments

You have several (TBD) team assignments in this class. You will work with the same team on each assignment. Students should form groups and have the names of the group members submitted to me by the end of the class on (TBD). Depending on the class size in your particular section, the instructor will provide more details on the number of students each group should comprise (most likely there will be 5 students in each group). Please note that Markstrat requires certain number f groups in each class. Depending on the class size, I may have to make minor adjustments in the group formation.

At some point in your career, you will be asked to evaluate the work of others. So as part of the team assignment experience, you will be required to submit a peer evaluation form (Appendix C of this syllabus) for your team assignments. Failure to make equitable contributions to group work will be penalized with lower individual grade.

Student Information Sheet

To facilitate my knowledge of each student so that I can accurately evaluate your class participation, I would like to obtain a student information sheet from you. This sheet will be distributed in class.

Feedback to the Instructor

At the Marshall School of Business, we are committed to continuous improvement in the quality of teaching and learning. Please feel free to speak to me at any time regarding any aspect of this course, including things that you think are going well, or things that need to be improved. During the semester, I will also give you several opportunities to submit written feedback to me anonymously. These will help me gauge how the course is progressing and make it a worthwhile experience for you.

Class Web Site:  http://blackboard.usc.edu

The Blackboard login uses your USC ID and password. The website will include the syllabus, lecture notes, group project information, grades, and announcements related to this class, etc. By default, email from the instructor will arrive at your USC email account. Students are required to maintain this e-mail address as Blackboard uses this address to send course related e-mail. Please make sure that you check this email account on a regular basis so that you will not miss the messages posted from the Blackboard course website.
**USC Marshall School of Business Learning Goals**

In this class, emphasis will be placed on the USC Marshall School of Business learning goals as follows:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Description</th>
<th>Course Emphasis</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Our graduates will understand types of markets and key business areas and their interaction to effectively manage different types of enterprises</td>
<td>High</td>
</tr>
<tr>
<td>2</td>
<td>Our graduates will develop a global business perspective. They will understand how local, regional, and international markets, and economic, social and cultural issues impact business decisions so as to anticipate new opportunities in any marketplace</td>
<td>Moderate</td>
</tr>
<tr>
<td>3</td>
<td>Our graduates will demonstrate critical thinking skills so as to become future-oriented decision makers, problem solvers and innovators</td>
<td>High</td>
</tr>
<tr>
<td>4</td>
<td>Our graduates will develop people and leadership skills to promote their effectiveness as business managers and leaders.</td>
<td>High</td>
</tr>
<tr>
<td>5</td>
<td>Our graduates will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society</td>
<td>Low</td>
</tr>
<tr>
<td>6</td>
<td>Our graduates will be effective communicators to facilitate information flow in organizational, social, and intercultural contexts.</td>
<td>High</td>
</tr>
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