About the Instructor

Frank Q. Fu, PhD
Phone: 314-516-6424
Email: fuf@umsl.edu
Office: 220 Anheuser Busch Hall
Office Hours: 12:30-1:30pm Tuesday
Other Office Hours: by appointment

Days: Tuesday & Thursday
Class Time: 11:00am-12:15 pm
Classroom: 342 SSB

Course Description

This course is an intensive analysis of major marketing decisions facing the firm, such as level, mix, allocation, and strategy of marketing efforts. Specific decision areas investigated include market determination, pricing, physical distribution, product policy, promotion, channel management, and buyer behavior. Competitive, political, legal, and social factors that may affect such areas of decisions are discussed. Cases, models, and problems are used heavily.

Prerequisites

MATH 1105, MKTG 3700, three other marketing elective courses, senior standing, and a 2.0 campus GPA.

Textbook

Marketing Management, 3rd ed., Greg W. Marshall, and Mark W. Johnston, by McGraw-Hill: available as part of the Triton AutoAccess Program, which was developed as a partnership between the University and the publisher to lower the cost of course materials. This means that the book is automatically available digitally on the first day of class. The Triton Store will charge your student account during the official Add/Drop date two weeks into the semester. A loose-leaf edition of the textbook is also available at the bookstore.

What if you have to drop the course? As long as you drop the course before the end of the official Add/Drop date, you will not be charged for the cost of course materials. Contact the UMSL Triton Store for more information.
Assessment/Grading

Your final grade will be determined by:

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Exam (1)</td>
<td>15%</td>
<td>60</td>
</tr>
<tr>
<td>Midterm Exam (1)</td>
<td>15%</td>
<td>60</td>
</tr>
<tr>
<td>MH Connect Assignments (8)</td>
<td>20%</td>
<td>80</td>
</tr>
<tr>
<td>Case Discussions (2)</td>
<td>15%</td>
<td>60</td>
</tr>
<tr>
<td>Marketing Plan Project (1)</td>
<td>25%</td>
<td>100</td>
</tr>
<tr>
<td>Participation &amp; Professionalism</td>
<td>10%</td>
<td>40</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>

The final letter grades will be strictly based on the following scale.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>372 – 400</td>
</tr>
<tr>
<td>A-</td>
<td>360 – 371</td>
</tr>
<tr>
<td>B+</td>
<td>348 – 359</td>
</tr>
<tr>
<td>B</td>
<td>332 – 347</td>
</tr>
<tr>
<td>B-</td>
<td>320 – 331</td>
</tr>
<tr>
<td>C+</td>
<td>308 – 319</td>
</tr>
<tr>
<td>C</td>
<td>292 – 307</td>
</tr>
<tr>
<td>C-</td>
<td>280 – 291</td>
</tr>
<tr>
<td>D+</td>
<td>268 – 279</td>
</tr>
<tr>
<td>D</td>
<td>256 – 267</td>
</tr>
<tr>
<td>D-</td>
<td>240 – 255</td>
</tr>
<tr>
<td>F</td>
<td>239 &amp; Below</td>
</tr>
</tbody>
</table>

*The UMSL Grading System is using a four-point scale. The grade value for each letter grade: A = 4.0 A- = 3.7 B+ = 3.3 B = 3.0 B- = 2.7 C+ = 2.3 C = 2.0 C- = 1.7 D+ = 1.3 D = 1.0 D- = 0.7 F = 0
EX = Excused DL = Delayed FN = Failure/Non-participation

** With earned extra credit points (if any), a student may be able to accumulate more than 400 points. If so, the letter grade will still be an A.
Teaching Philosophy and Expectations

Tell me and I will forget. Show me and I may remember. Involve me and it’s mine forever.

- Ancient Chinese Proverb

I love teaching! My teaching philosophy derives from my own experience as a student, a manager, and a professor. In essence, I believe that the learning process is most effective when instructors (1) teach with passion, (2) create an enjoyable and safe environment, (3) involve students actively, and (4) maintain credibility. I believe that we college professors are facilitators in a life-changing process. With the business world becoming increasingly competitive, we impact our students’ lives by helping them acquire business acumen and embark on rewarding careers. I consider myself a bridge, a catalyst, and a disseminator in this process.

Meanwhile, I believe it is your responsibility to invest adequate time, energy, and effort into the learning process. After all, you are, and should be, the owners of this process. To ensure effectiveness of teaching and learning, I would like to set the following expectations for the class: 1) when I tell you, you should listen to me; 2) when I show you, you should pay attention; and 3) when I invite you, you should get yourself involved. Interaction should take place not only between you and the instructor, but also among you and other students in the class.

Class Policies

- Please turn off cell phones, iPads, laptops, tablets and other devices when in class. If your phone rings and disturbs the flow of the class, your “professionalism” points will be deducted accordingly. Other non-professional classroom behaviors would include regular tardiness, showing up late for classes, and/or working on unrelated materials.
- We will use Canvas for class communication and I may send out announcements through emails. Make sure you have a Canvas account and your email works.

Exams

- Make-up exam will be given only under extraordinary circumstances and only if you can provide appropriate medical documentation and only if you notify instructor prior to the exam.
- Make-up exam is typically more challenging.

Extra Credit Points

You may earn extra credit points to improve your grades by:

- Taking bonus quizzes and working on extra credit assignments (if available).
- Participating in academic research (if available).

These Extra Credit Points are as valuable as other points earned through exams, assignments, case studies, and term project, etc. They will increase your chance of earning a good grade.
Marketing Plan Project

The heart of this course is a value-based marketing plan project, which will account for 25% of your grade. The project consists of oral presentation and a final project report. Guidelines and more details will be provided later.

Team Policy

- The class will be formed into X teams. The teams then work together on the marketing plan project.
- Deadline for team formation is Sept. 3, 2018. I will assign you to a team if you are unable to find a team on your own by this date.
- Team members have the option to evaluate each other’s contribution at the end of the semester. The evaluation will then be used to reward citizenship behaviors and punish free riders and slackers if necessary.

Connect Plus LearnSmart and Homework

You will have homework through McGraw-Hill Connect Plus for each of the eight modules.

- The LearnSmart and homework covers all learning materials in a particular module.
- You need to complete and submit the homework by its due date.

Connect Plus Tech Support

If you have problems using the McGraw-Hill Connect Plus, please contact their tech support directly by phone, email, or online chat.

- By phone: 800-331-5094
- by email: http://mpss.mhhe.com/contact.php
- by chat support: http://mpss.mhhe.com/

McGraw-Hill Connect Customer Experience Group (CXG) Hours of Operation (All times Central):

- Sun: 11am - 1am / Mon-Thurs: 7am - 3am / Fri: 7am - 8pm / Sat: 9am - 7pm
Academic Integrity/Plagiarism

- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the University’s Campus Policies and Procedures in the *Triton Manual* (p. 30).
- Academic dishonesty is a serious offense that may lead to probation, suspension, or dismissal from the University. One form of academic dishonesty is plagiarism—the use of an author's ideas, statements, or approaches without crediting the source. Academic dishonesty also includes such acts as cheating by using any unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work or engaging in any behavior specifically prohibited by the faculty member (e.g., copying someone else’s answers on tests and quizzes). Unauthorized possession or distribution of academic materials is another type of academic misconduct. It includes the unauthorized use, selling or purchasing of examinations or other academic work, using or stealing another student’s work, unauthorized entry or use of material in a computer file, and using information from or possessing exams that an instructor did not authorize for release to students. Falsification is any untruth, either verbal or written, in one’s academic work. Facilitation is knowingly assisting another to commit an act of academic misconduct.
- **Plagiarism, cheating, and falsification are not acceptable.**
- All instances of academic dishonesty will be reported to the Office of Academic Affairs who will determine whether you will appear before the Student Conduct Committee for possible administrative sanctions such as dismissal from the university. The instructor will make an academic judgment about the student's grade on that work in this course. The campus process regarding academic dishonesty is described in the “Policies” section of the Academic Affairs website.
- To avoid accusations of academic dishonesty, please submit all written work to the Turnitin System before finalizing what you submit for evaluation. Check information about The Writing Center @UMSL that is linked to MyGateway Home.

Title IX Policies

- Mandatory Reporting: Under Title IX, all UMSL faculty, staff, and administrators (with limited exception) are obligated to report any incidents of sexual harassment, sexual misconduct, sexual assault, or gender discrimination to the Student Affairs office and/or other University officials. This ensures that all parties are protected from further abuses and that victim(s) are supported by trained counselors and professionals.
- Note: There are several offices at UMSL (e.g., Counseling Services, Health Services, Community Psychological Service, Center for Trauma Recovery, and Student Social Services) whose staff are exempt from Title IX mandated reporting, when the information is learned in the course of a confidential communication.
Student Resources

Access, Disability and Communication
Your academic success is important. If you have a documented disability that may have an impact upon your work in this class, please contact Disability Access Services (DAS) immediately. Students must provide documentation of their disability to the office of Disability Access Services in order to receive official University services and accommodations. The staff is available to answer questions regarding accommodations or assist you in your pursuit of accommodations. Information about your disability is confidential. Once DAS reviews your medical documentation, they will provide you with the information and steps to inform me about the accommodations to which you are entitled. Your accommodations will begin as soon as we discuss your approved accommodations.

- 144 Millennium Student Center
- Phone: (314) 516-6554
- Email: linder@umsl.edu
- Web: http://www.umsl.edu/services/disability

Office of International Students and Scholar Services
If you have difficulty communicating in English with the instructor of this course, contact ISS.

- 261 Millennium Student Center (MSC)
- Phone: (314) 516-5229
- Email
- Website

Student Retention Services
SRS provides comprehensive support and intervention strategies that support your road to graduation!

- 225 Millennium Student Center (MSC)
- Phone: (314) 516-5300
- Email
- Website

Technical Support

GOAL Office
The GOAL was created to provide centralized direction and support to online and reentering adult students seeking degree completion at the University of Missouri-St. Louis (UMSL). Whether you are returning to school to complete an undergraduate degree started long ago or you desire to earn a Ph.D., we are here to guide you to completion. The GOAL staff will support and guide you, providing access to valuable resources. You may choose to continue your education in an online environment, traditional courses or blended opportunities. We are here to see you achieve academic success.

- 306 Social Sciences and Business Building (SSB) - Tower
- Phone: (314) 516-4211
- Email
- Website
Academic Support

The Online Writing Center
At the OWC MyGateway site, students can send their papers to our tutors, who will read them and send them back with suggestions. Students can also access Turnitin, which identifies quoted material in their essays.

- 222 Social Sciences and Business Building (SSB)
- Website
- Visit the OWC page on MyGateway to submit drafts online.
- The OWC usually responds within 48 hours. Please allow ample time.

Math Academic Center (Math Lab)
The Math Academic Center offers free individual assistance on a walk-in basis to students needing help with any mathematics from basic math through calculus or any course involving mathematical skills.

- 222 Social Sciences and Business Building (SSB)
- Website

NetTutor
Online tutoring in many subjects is now available through NetTutor. In your courses on MyGateway, click on Tools and select NetTutor® to log in. You can access NetTutor from the MyGateway homepage.

GOAL Mentors
This course may be assigned a GOAL Mentor who will be able to assist with technology issues and answer non-content questions regarding online courses.
## TENTATIVE COURSE SCHEDULE

(Subject to Changes upon Notice)

<table>
<thead>
<tr>
<th>Module #/Name</th>
<th>Dates</th>
<th>Lectures</th>
<th>Contents</th>
<th>Tasks</th>
<th>Connect Assessments^</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module #1: Value-based Marketing Management</td>
<td>Aug. 20 - 31</td>
<td>Ch. 1</td>
<td>Course overview</td>
<td>• Textbook</td>
<td>LearnSmart Homework</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Team Formation</td>
<td>By 7pm, Aug 31</td>
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<tr>
<td>Module #2: Strategic Marketing planning for Value Improvement</td>
<td>Sept. 3 - 14</td>
<td>Ch. 3</td>
<td>Marketing Strategy, Planning and Competition</td>
<td>Value-based Marketing Plan</td>
<td>LearnSmart Homework</td>
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<td>By 7pm, Sept. 14</td>
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<tr>
<td>Module #3: Analyzing the Value Offering</td>
<td>Sept. 17 - 28</td>
<td>Ch. 4</td>
<td>Marketing Research and Analytics</td>
<td>Guest Speaker #1</td>
<td>LearnSmart Homework</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ch. 5</td>
<td></td>
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<td>By 7pm, Sept. 28</td>
</tr>
<tr>
<td>Module #4: Understanding the Value Offering</td>
<td>Oct. 1 - 12</td>
<td>Ch. 2</td>
<td>International Marketing and Customer Management</td>
<td>Case #1: Measuring Marketing Value</td>
<td>LearnSmart Homework</td>
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<tr>
<td></td>
<td></td>
<td>Ch. 6</td>
<td></td>
<td></td>
<td>By 7pm, Oct. 12</td>
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</tbody>
</table>
### Module #5: Positioning the Value Offering
- **Dates:** Oct. 15 - 26
- **Chapters:** Ch. 7, Ch. 8
- **Topics:** STPD Strategies and New Product Development
- **Midterm Exam:** Available from October 12 - 19
- **Homework:** By 7pm, Oct. 26

### Module #6: Developing the Value Offering
- **Dates:** Oct. 29 - Nov. 9
- **Chapters:** Ch. 9, Ch. 10
- **Topics:** Product and Service Strategies
- **Guest Speaker:** #2
- **Homework:** By 7pm, Nov. 9

### Module #7: Pricing and Delivering the Value Offering
- **Dates:** Nov. 12 - 16
- **Chapters:** Ch. 11, Ch. 12
- **Topics:** Pricing and Distribution Strategies
- **Case:** # 2: Improving Marketing Value
- **Homework:** By 7pm, Nov. 16

### Thanksgiving holiday
- **Dates:** Nov. 12 - 16

### Module #8: Communicating the Value Offering
- **Dates:** Nov. 26 - Dec. 7
- **Chapters:** Ch. 13, Ch. 14
- **Topics:** Promotion strategies
- **Final Exam:** Available from Nov. 30 - Dec. 7
- **Homework:** By 7pm, Dec 7

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^You earn up to 10 points each module by working on the LearnSmart, the video cases and other homework. Until the due date, there is no time limit for you to finish the assignments and unlimited attempts are allowed. Further, there is no score deduction for taking new attempts. However, only the last submission counts and the assignments will be automatically submitted on the due date and late submissions will NOT be accepted. There will be NO makeup assignment under any circumstances. Make sure you finish the assignment by its due date. If you have any questions and/or concerns, please contact me as early as possible.