This syllabus spells out an understanding between you\(^1\) (the EMMP students in class) and I (the professor).

Time/ location: Tuesday 5.00-8.45pm/ location details will be posted on Blackboard

Instructor: Dr. Abhijit Guha

Office: 306 Prentis (School of Bus. Admin., WSU Main Campus)

Phone/e-mail: 313-5220064 (cell)/ eg2319@wayne.edu

If I am unavailable on my cell phone, please leave me a voice mail, spoken slowly and clearly, with your name, your phone number and your situation. I will call you back as soon as I can

Office hours: By appointment (or, meet me right before class)

Coursepack Details posted on Black Board

Welcome to MKT7150.

Overview

This class is on Marketing Strategy. On the one hand, it will cover the essentials of marketing strategy, covering issues like how to build a marketing plan, how to do key analyses using tools like break-even analyses/ SWOT analyses/ BCG matrices etc., how to pick target segments, position a product and develop a marketing mix (the “4 Ps”), and integrate Marketing issues with issues from other disciplines e.g. HR, Ethics. On the other hand, it will also cover strategic issues of specific interest to Ford, like (i) launching new products, (ii) utilizing social media, (iii) dealing with crises, and of course (iv) marketing in international contexts.

Specific Learning Objectives

At the minimum, after taking this course, you should be able to (1) create/ modify a marketing plan, including doing a situation analysis (SWOT etc.), identifying a target segment and developing a suitable positioning statement, (2) describe the various components of a marketing plan, and (3) describe the inter-linkages between various components of a marketing plan. Further, given a marketing plan, you should be able to critique this plan. You should be able to do quantitative analyses/ marketing math (e.g. break-even analyses) relating to such marketing plan. Finally, you should be able to incorporate issues like HR/ Ethics/ other issues into the Marketing Plan. The above objectives will be tested in a wide variety of written exercises and in-class presentations.

Course Elements

The course is case-based. Most sessions will include some combination of (1) short lectures on concepts relative to the case assigned, (2) short lectures on the case, typically a wrap-up and most important, and most important (3) presentations by you. I may (also) give pop quizzes, set-up in-class games, hand out written exercises etc.

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\(^1\) Please note that throughout the syllabus the words “I”, “me”, and “mine” refer to the instructor of the course and the words “you” or “your” or “yours” refer to the students registered for this course.
Grades

Sources
- Class presentations/quizzes: 120 points
- Class/group participation: 40 points
- Case write-up I: 60 points
- Case write-up II: 100 points
- Project**: 80 points
Total: 400 points

Most grade components are group-based. Groups are assigned by the second week of class, and cannot be changed.

Grade Allocation Table

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<thead>
<tr>
<th>Letter grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>&gt; 372</td>
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<tr>
<td>A-</td>
<td>360-371.9999</td>
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<td>F</td>
<td>&lt; 240</td>
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</tbody>
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NOTE: I do not stretch the overall score (e.g., if your overall score is 371.9999, you will have an A-, not an A).

Course Policies and Guidelines

Readings
As required, for each session I will assign cases, book chapters, notes (posted on Blackboard) and other materials.

Course Blackboard
(i) The syllabus/slides/other materials for class discussion will typically be posted under “Content” on Blackboard.
(ii) I will post announcements on Blackboard; please read these. At minimum, read Blackboard before coming into school for class.
(iii) All grades will be posted on Blackboard. Please notify me about any error in grade reporting within 72 hours of posting the grade (grades are not modified beyond the 72 hour window).

Class Presentations/Quizzes (120 points)
Each group will present two cases in-class (maximum: 6 MS Power Point slides) and submit an associated write-up (maximum: 6 Word pages). Each presentation & write-up is worth 40 points. Also, each group must turn in four short quizzes (total – 40 points), limited to 3 Word pages. Details about the specific presentation/quiz questions will be discussed in class/posted on BlackBoard. Presentations/write-ups/quizzes are due by 11.59pm on the day prior to the relevant class session.
Participation (40 points)
Evaluation of an individual by other group members will be the key component impacting participation. If an individual resigns from a group, such individual has to undertake a separate case write-up (due on July 20) to earn participation points. Details of this (separate) case write-up will be posted by end June 2013.

10 points of this participation component will relate to the “firing memo”, details of which will be posted on Blackboard.

10 points will be assigned to all groups that have zero late submissions across all assignments.

20 points will relate to peer evaluations within each group. Each group member will rate other members (not himself/herself) – non-provision of such evaluations will lead to a zero score, irrespective of anything else. Essentially, each person must allocate 100 points among the other members. From this allocation, each person gets a score allocation averaged across all submissions.

- Note that there is little point providing negative feedback to a group member at the end of the semester; the group should have “fired” the group member by then.
- Anyone getting a score of at least 75% the “average score” gets 20 points. Anyone getting less than 75% the “average score” will get a score of between 0-15 points, with every 5% “average score” earning one point.
- Average score for X = Score for X if each group member who evaluated X, split points equally across all group members

MVP: All team members can nominate one MVP (not themselves!). If all team members nominate the same person as MVP, that person gets 20 points (additionally).

Case write-up I & II (60 points + 100 points)
Each group will submit a case write-up. I will post case details and write-up details on Blackboard about a month before this write-up is due. The case write-up is limited to 10 MS Word pages (all inclusive).

Project (80 points)
Each group will pick two companies from the portfolios of corporate venture capital arms of auto related companies (limited to arms of Bosch/Toyota/Honda/GM) or portfolio of Fontinalis (which is “Ford related”), and develop an outside-in perspective on how the technologies embedded in these companies could help (or hurt!) Ford. I will post more specific details about 45 days before the project is due. The project presentation is limited to 6 MS Power Point slides, and the associated write-up limited to 10 Word pages (all inclusive).

All submission deadlines are posted on Blackboard, and all submissions are via email.

Bonus points
I may give out positive bonus points for participation in research exercises, but I may also give out negative points for negative class behaviors.

Research participation: Throughout the semester, you may be able to earn bonus points by participating in surveys/optional assignments. Participation is wholly voluntary. If you are absent on the day when a survey/optional assignment is distributed in class, or are missing from class, you will miss the opportunity to earn the bonus points related to the survey/optional assignment.

Negative class behaviors: My objective is to create an ideal learning environment in class. Hence I would request you to (a) not distract the class, (b) not monopolize class discussions, (c) be civil to others during class discussions (especially on the ethics component of the class), (d) if you arrive late/leave early, do not disrupt the class (e) speak clearly and audibly, (f) not read materials unrelated to class in class, not surf the web in class, (g) set cell phones to silent/vibrate in class, not keep cell phones on the desk where it vibrates, take cell phone calls outside class. This list is illustrative, not exhaustive.

Process for giving out negative points relating to negative class behaviors:
1. One-on-one meeting in my office to highlight/discuss negative class behavior
2. If negative behavior is repeated after such meeting, allocation of up to 80 negative points for each negative behavior
Also note that if you have a question during class discussions, of course you should ask. However, in the past, I have faced questions in class that were interesting but tangential. Please understand that I do reserve the right to not take a question (in class) that disrupts the flow of the ongoing discussion. However, I may address such questions outside of class hours (in fact, I would look forward to doing so, because I think that often such questions facilitate learning immensely).

**Make-up opportunities**

There are no make-up opportunities. All exams/assignments etc. will be provided to you (at least) two weeks in advance, and must be submitted electronically.

**E-mail policy**

I will send all emails to your WSU email ID, and you should also send emails to my WSU email ID. Please note that emails should relate to information that is not available via Blackboard/classroom announcements etc. We will observe the strictest code of professionalism in this matter. I do not send emails to outside-of-WSU email IDs. It is your responsibility to ensure that your WSU email ID is functioning such that you can receive emails at your WSU email ID. I am not responsible for any issues arising from you not being able to receive/respond to emails at your WSU email ID. If you need to send me an E-mail, please use the SUBJECT “MKT7150/first name + last name”, no exceptions.

**Please send emails in the following format:**

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Subject: MKT 7150/ Robert Jones
Dear Dr. Guha:
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Sincerely, Robert Jones
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**Withdrawing from the course**

You may drop the course at any time without obtaining my signature until the University’s deadline for dropping classes without approval. After such deadline expires, **and until July 13** (note: check exact date with the university calendar), you can initiate a request to withdraw. Anyone who withdraws with total points that total less than 60% of the total points possible on that date will receive a grade of WF. Those with 60% or higher will receive a grade of WP.

http://reg.wayne.edu/students/policies.php

If you do not withdraw properly, and hence do not complete the course requirements, you will receive a failing grade.

**Academic honesty/ Rules of conduct**

Please refer to the material posted on the WSU website regarding appropriate use of technology resources, and university policies regarding academic integrity and acceptable student conduct [http://www.doso.wayne.edu/judicial/academic-integrity.htm](http://www.doso.wayne.edu/judicial/academic-integrity.htm) and [www.doso.wayne.edu/codeofconduct.pdf](http://www.doso.wayne.edu/codeofconduct.pdf). All acts of academic dishonesty including cheating and plagiarism will be viewed as violations of appropriate student conduct, and they will be dealt with by following student due process policies in effect. An act of academic dishonesty in this course will automatically result in a grade of F on the assignment, and possibly for the course itself. Please give credit where credit is due, specifically and consistently. The appropriate use of technology is expected. Please refer to the material posted on the WSU website regarding academic integrity and acceptable student conduct and appropriate use of technology resources. The following website provides clarification and examples of the behaviors that are prohibited. [http://www.doso.wayne.edu/judicial/academic-integrity.htm](http://www.doso.wayne.edu/judicial/academic-integrity.htm)

Grade appeal policies can be found on [http://www.busadm.wayne.edu/article.php?id=1169](http://www.busadm.wayne.edu/article.php?id=1169)

**Disabilities**

If you have a disability that requires accommodation, you will need to **immediately** register with Student Disability Services (SDS). The SDS office is located at 1600 UGL in the Student Academic Success Services department (tel: 313-577-1851 or 313-577-3365 (TDD)). Also, please meet me in person by end-May 2013 to discuss your special needs. [http://studentdisability.wayne.edu/](http://studentdisability.wayne.edu/). Any accommodation agreement must be documented via email.

**Course Schedule**

This will be posted on Black Board.

**Changes to the Syllabus**

I reserve the right to alter the syllabus, if circumstances warrant alterations. I will post alterations on Blackboard.

**Technology**
IMPORTANT - Technology is an important component of this course. You should always have access to your WSU email/Pipeline/Black Board, as also be able to access documents posted on Black Board (documents will primarily be in Office 2003 or Office 2007 or Office 2011 format, and possibly in PDF format). Please ensure that you can do all of the above.
Groupwork-Related Policies

No one can totally ensure harmonious group functioning. Mostly, I rely on each of you being mature professionals, and ensuring that your group functions.

I also implement the following mechanisms:

- I ask each group to write a “firing memo”. Such memo details conditions whereupon a group member can be fired. If the group decides to “fire” a group member, then the group needs to write the fired group member and myself a memo, explaining the rationale for the firing and showing “fit” between the rationale and “firing memo”.
- Firings must be done by June 28.
- At the end of semester, I ask individuals to grade other group members. This very significantly impacts “Participation” points.

Individuals can also resign from a group, but need to do so by June 28 at the latest. They need to write the group and myself a memo upon resigning, and resignation is effective when I confirm receipt of the email. Grades prior to such confirmation are based on group-related work, grades after such confirmation are based on individual work. Hence please do not come to me and complain about your group. If things are not working out well, either do your best to work it out, or resign.

The effective date/time of “being fired” or resigning is when I confirm receipt (by email) of the relevant email (not when you send off the email).

Also, at the end of the semester, I implement a peer evaluation mechanism. This peer evaluation mechanism significantly impacts your participation grade (details will be posted on Black Board).

If a group member is fired, but I am dissatisfied with the “fit” between the rationale provided for the firing and the “firing memo”, I will let the firing/resignation decision go through, but then will impose a penalty of up to 20 points. I am the sole arbiter of “fit” and the extent of penalty.

What happens to individuals who are fired from a group?

Post firing, these individuals turn in all required assignments individually. Pre-firing, grades are based on assignments submitted by the group.

Participation grades (30 points, excluding firing memo points) will be based on an extrapolation of the Case II write-up (done individually).

What happens to individuals who resign from a group?

Post-resigning, these individuals turn in all assignments individually. Pre-firing, grades are based on assignments submitted by the group.

In addition, to earn 30 participation points (excluding firing memo points), such individuals write up a (separate & additional) case analysis on a solo basis, due on July 28. The details of such case are posted by end June 2013.

How frequently do groups fire someone/someone resigns from a group?

I have yet to see this happen, in the classes that I have taught.

Does the group have to meet (physically or virtually) outside of class to complete assignments?

Yes! It is impossible for you to complete assignments/case write-ups and projects if you just use the time allotted in-class. I would urge you to use some of the in-class time for face-to-face meetings, and work out other mechanisms to meet outside of class.
Frequently asked questions

If I am in class on a day when there are bonus point opportunities, but I am absent when the bonus point exercise/quiz is run, can I make these up in some way?
No.

Are there bonus point opportunities available to individual students?
No. IMPORTANT - Please do not ask me at the end of the semester for bonus point opportunities.

Will you post your Power Point deck on Blackboard before class?
Not if a group is due to present that day in class. Else, yes.

What is your policy on make-up exams?
No make-up exams.

Give me examples of negative class behaviors.
Some of these have been listed earlier. Other examples relate to (1) asking for bonus point opportunities even if you were/will be absent from class when bonus point opportunities arose/will arise, (4) 2 or more occasions of interrupting class by having cell phone ring while in class.

What if I need to leave class early/if I come into class late/if I miss a class?
I leave you to make your own decisions here. Please enter/leave in a manner that minimizes disruption of class activities. *I view disruption of class activities as a very serious negative class behavior. BUT I FULLY UNDERSTAND THAT THERE MAY BE DAYS WHEN YOU CANNOT MAKE IT TO CLASS/ WHEN YOU MAY COME IN LATE/ WHEN YOU MAY LEAVE EARLY.* You do not need to inform me, but please keep your group informed.

Can I come to office hours and ask you to go over your lecture if I missed a class/parts of a class?
No. Please make “study-buddies” who can help you if you miss class/miss parts of a class.

At the end of the semester, are there extra credit opportunities to improve one’s grade?
No.

Can I get a few extra points at the end of the semester?
No.

What do I earn during each bonus point opportunity?
Each bonus point opportunity earns you a minimum of 0.5% of the total points (i.e., 2 points). I may increase what points you earn (at my discretion), but you will always earn a minimum of 0.5% of the total points.

Do you “curve”?
No.

Do you have a quota for “A” grades?
No.

Do you have a quota for “F” grades?
No, same logic as above.

How easy is this class?
I do not think that this class is “easy”.

Where do I access a list of all deadlines?
Please look on Black Board after May15.