

**Strategic Marketing
MKTG 4900
Spring 2007
Course Outline**

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Office Hours: Tuesday/Thursday 11:00 –12:15 p.m. or by appointment

The purpose of this course is to provide you with a sound understanding of the fundamental tools and concepts of marketing strategy. The pedagogical approach consists of exposing you to the basic marketing strategy concepts, elaborate on their definitions and meanings, and provide appropriate discussions to permit you to apply and further develop these concepts. As such, the course will cover the concepts as presented in the book, and will be complemented with class discussions on that material, several short cases, a research project, and presentations.

The grade will be determined as follows:

Exam1	Chapters 1-4	20%
Exam2	Chapters 5-8	20%
Exam3	Chapters 9-12	20%
Class Participation		22.5%
Project		<u>22.5%</u>
Total		105%

(Please note that the additional 5 % is there to make up for any unintended bias in my grading of your class participation, as well as a tool for you to make up points you may have missed in the exams. The final grade of A's through D's will be determined in a 90%, 80%, 70%, 60% of a base of 100 %, not 105%)

I do NOT "curve" exam scores or final grades. You should thus always strive toward maximizing your performance along all the established criteria. Exams consist of multiple choice questions. I can assure you that if in preparing for them you try to memorize and not fully understand concepts, your performance will be, at most, poor. There are no makeup exams. If you miss one exam, your score will be an adjusted score determined by your other exam grades, plus the average grade of the class for the exam that you missed. You will not benefit from missing or skipping an exam. **If you miss 2 exams you WILL fail the course.**

You are expected to be ready for class, at all times. That means: having read the corresponding chapter in the textbook, having reviewed the preceding ones, read any assignments or cases and be ready to discuss them thoroughly. You should feel free to ask, at the beginning of every class session, any questions that you may have about the material we have covered.

I will provide you with information on the project further on. But, please note am not interested in excuses preventing you from completing your work, and/or getting things done with your group at the designated time due to (among others): sickness, being in love, dandruff attacks, elephants eating and/or trampling over your homework, computer or human viruses, bad star alignments, training to appear in Survivor # 314, your dog having a sleep-over party, etc. etc. etc. **YOU WORK IT ALL OUT!!!** If you cannot work it out, then every group has the option of getting rid of someone who does not do his/her share. **Just let me know with an appropriate lead-time!**

NOTE: Your class participation grade is NOT based on a 90%, 80%, 70%, 60% criteria (i.e., A, B, C, D, F). It is a totally subjective score along the entire corresponding points, so, if you have absences and/or little or no participation you can indeed get 0 points out of the total points available. If for any particular reason you are unable to prepare for any given class session, I want you to let me know so before class starts. That way, I won't "get on your case" in front of everyone else.

There are several issues you should note:

- 1) Your textbook is extremely clear, consequently I will usually not lecture from the material in the book. It is your responsibility to be COMPLETELY familiar with that material. At the same time, you are strongly encouraged to ask questions about it at the beginning of each class session.
- 2) Your participation in class discussions will be measured in terms of insight, interest, and consistency throughout the term. Therefore, indiscriminately "shooting-off at the mouth" is of absolutely no value whatsoever.
- 3) From the above points, you should already realize your attendance to all class sessions is highly recommended. In addition, if you were to have four or more absences (with or without justification), I reserve the right to reduce your final grade by one full letter grade. If you arrive late to class, it is your responsibility to let me know that you are there, right after the class session. **With 5 or more absences I reserve the right to administratively withdraw you from class with a failing grade.**
- 4) My teaching style is relaxed and fairly easygoing, though demanding and professional. Do not mistake a relaxed class atmosphere with this being a "pud" course. You should though, feel free to question your peers' opinions and points of view, as well as mine, with and within the same professional manner with which you will be treated. **Disruptive and/or inappropriate class behavior will not be tolerated, and dealt with according to UGA policies.**

NOTE: I reserve the right to change/adjust the grading scheme and/or specific grading requirements with appropriate notice. I will discuss any changes during class time.

Should you have any questions about your performance, please feel free to come to my office and discuss with me your grades. This is NOT to be interpreted as a negotiating session, but as a feedback session. Be bright enough not to wait until the last week of classes to do so. By then it is too late.