



SCHOOL OF BUSINESS & ECONOMICS

BUS 438, Marketing Strategy—FALL 2018

Section 1: Tuesdays and Thursdays, 02:00PM to 03:15PM, CCC 214

Be sure to take the time to read this handout thoroughly. It explains in detail what you will be expected to do to complete our course successfully. Let me know immediately if you have any

1. Contact Information

Ricardo Boeing, Ph.D	
Office:	CPS, Room 427
Office Hours:	Wednesdays, 2:00PM – 6:00PM
Office Phone:	(715) 346-2736
Cell Phone:	(715) 869-2150 (text messages are welcome)
Email address: rboeing@uwsp.edu	Other appointments available upon request

You can always contact me between class sessions via email or by sending me a brief text message. For both cases, do not forget to include your full name, course and section. I will try to get back to you as soon as possible. I will be also available immediately before or after class.

I am extremely excited about this course and your learning experiences, motivation and success. Please let me know if you have any difficulties or suggestions right away. I want it to be both enjoyable and effective. Do not let a small issue become a big problem because you have not talked to me. If you have any ideas that could make the class more interesting and better, feel free to tell me as well.

2. Course Overview

Materials: This course requires that you read the textbook, articles, handouts, and various media.

- **Textbook.**

Marketing Strategy: A Decision-Focused Approach, New York, 8th Edition, McGraw-Hill 2014, by Orville C. Walker Jr and John W. Mullins

Articles, Handouts, and Media. Copies of class readings, handouts and media will be accessible via D2L.

SBE Mission: The UWSP School of Business and Economics educates and inspires students and prepares graduates for success in positions of leadership and responsibility. Our students achieve an understanding of regional opportunities that exist within the global economy. Evidence of our graduates’ level of preparation is evident in their ability to:

- Analyze and solve business and economics problems
- Understand the opportunities and consequences associated with globalization
- Appreciate the importance of behaving professionally and ethically



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- Communicate effectively

UWSP Course Description: Study actual and case marketing situations in order to analyze and solve problems of marketing strategies and to learn how to develop marketing strategies that will take advantage of market opportunities.

This interactive course will focus on creating and executing marketing strategies that help build strong business. An understanding of the opportunities and challenges of Marketing Strategy will be developed through readings, case studies, and hands-on activities.

Learning Outcomes:
1. Think strategically;
2. Use key concepts to analyze markets, competitors, situations and make decisions;
3. Understand how to create, implement and analyze strong marketing strategies.

Grading

Your points will come from 3 exams; the Social Media Marketing Project; the Social Media Final presentation and report;

Companies’ Social Media Analysis; Cases; and an overall participation grade. The breakdown is as follows:

Exam/Activity	Points
Exams (100 points each)	400
Assignments (I, II, III)	75
Case Studies (4) - 10 points each	40
Semester Project Part I	75
Semester Project – Final Part	150
Attendance & Participation (you are allowed to have 2 unexcused class periods of absence)	50
Total	790
Semester Project Rank Extra Points	15 points for the first, 10 for the second and 5 for the third
Halloween Costume	5



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Holidays Ugly Sweater	5
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Grade distribution

A	93.00% and above		
A-	90.00% - 92.99%	B+	87.00% - 89.99%
B	83.01% - 86.99%	B-	80.00% - 82.99%
C+	77.00% - 79.99%	C	73.01% - 76.99%
C-	70.00% - 72.99%	D+	67% - 69.99 %
D	63.00% - 66.99%	D-	60.00% - 62.99%
F	0% - 59.99%		

COURSE INFORMATION:

Attendance & Tardiness:

“All students are expected to be present and regular in attendance for scheduled classes and open labs. Absences will be considered justified and excusable only in cases of emergencies, serious illness or death in the immediate family.” Regular attendance is critical for your success in this course. I expect you to attend each and every class on time. Attendance will be taken and attendance/participation points will be allocated based on the percentage of days absent and the quality of your classroom participation. I will deduct for distracting behavior, not knowing what is going on, sleeping, etc. If you do miss a class, you are responsible for getting and completing any missed assignments. DO NOT EMAIL ME TO ASK WHAT WAS MISSED. Check the syllabus, ask your classmates, and contact me with SPECIFIC questions if you have them.

You are allowed to miss 3 class periods without any deductions.

Attendance will be taken at the beginning of each class, and YOU will be responsible for it.

Incompletes:

An instructor uses the grade of an “I” (Incomplete) at the end of a term to designate incomplete work in a course. It should be used only when the student was unable to complete the requirements of the course because of illness, military services, hardship, or death in the immediate family. A grade of “I” should be given only if the student has substantially completed the major requirements of the course.

3. Assignments for the Semester (Further explanation in different files):

As a general rule, all assignments should represent your original thinking and writing and any deviations from this must be properly cited.



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Be on time. Late assignments are only accepted up to 1 day past the assignment with a 15% penalty. I am often willing to negotiate deadline extensions if you ask before an assignment due date. Be sure to notify me by phone or email ahead of time if you need to miss class during a scheduled test, presentation or exam.

The work in this course is challenging and will demand a good deal of each of you. I have every confidence that each of you can succeed. Doing your own work will enhance your sense of accomplishment when the semester comes to a close.

A. Semester Project: (3 groups of 3 members and 2 groups of 4 members)

1. First presentation

2. Final Presentation

B. Case Studies I, II, III and IV

To be done in class. All case studies will be given on the day of class and must be submitted by the end of it. Please, make sure to bring the textbook and at least one laptop per group.

C Assignments (1, 2 and 3)

E. Exams (I, II, III and IV)

Exams will cover material from in-class discussions and assigned readings. Although classroom lectures will serve to highlight and reinforce key topics and issues, *they are not intended to replace your textbook*. It is critical that you read and comprehend all assigned materials prior to the corresponding exam session. Exam format will be multiple choice questions.

The Final Exam day will be used for makeup exams in case you missed any. Please note that in order to makeup an exam, you have to have had something unexcused happen on the day of the actual exam.

Anyone caught cheating or using a cellular phone during an exam will be asked to leave and will receive a ZERO on that exam. MISSED EXAMS: Make-up exams will NOT be given without prior approval.



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F. Attendance and Participation

Your attendance and participation in this class is graded 0 through 50 at the end of the semester. Here's how the grade is determined:

Positive contributions are accrued through answering/asking questions. Negative contributions from class disruptions, which are unprofessional behaviors such as chatting with neighbors, sleeping, writing letters, reading the newspaper, working on material not relevant to the lecture, leaving your chair or class (whether you come back or not) with no prior warning to me, using a laptop or other electronic device, allowing cell phones or other devices to disturb class, etc.

Regular commenting and no disruptions will result in an A on class participation

Frequent comments with no disruptions B

Infrequent comments and no disruptions C

No comments and no disruptions D

Disruptions without comments F

We will use an attendance sheet to take attendance every class. Participation is the lifeblood of this class and you must be here in order to participate. **You are allowed 3 excused absences, no questions asked.** You do not need to notify me and the reason can be anything. After two absences, any unexcused absences will count significantly against your participation and attendance grade. For an absence to be excused 1) I must be notified PRIOR to the occurrence and 2) it must be a documented life event.

4. Other Administrative Details

Classroom Conduct

Additionally, the classroom environment is a unique opportunity for students to share ideas, opinions, discuss classroom and course content. As each student is entitled to contribute in class, specific expectations are necessary to ensure a thriving classroom environment. Expectations include: dressing appropriately and muting your cell phones, as well as no loud shouting, excessive side conversations, arriving to class under the influence of any alcohol or drugs, profane language, verbal or physical threats, intimidation of any kind, or any other behavior that may be disruptive to the professor or other students. If any of this behavior is



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exhibited, you may be asked to leave the class for the day. Any continued disruptive behavior may result in a referral to the Dean of Students Office.

Safety Statement

I will immediately notify the authorities about any student who threatens or perpetrates psychological or physical harm to any person (including the student himself or herself).

Electronic Devices

Electronic devices (phones, tablets, laptops) are to be used for class work only; similarly, in an office meeting, employees might use smart phones to respond to important customers but not to text their friends. If a personal or work issue requires your attention during class time, you may step outside the classroom to respond.

ADA / Equal Access for Students with Disabilities

The American Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. For more information about UWSP's policies, see: <https://www.uwsp.edu/datc/Pages/uw-legal-policy-info.aspx>

UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs or compromise academic standards; nor should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe his/her disability.

If modifications are required due to a disability, please inform the instructor and contact the Disability and Assistive Technology Center to complete an Accommodations Request form. The Disability and Assistive Technology Center is located on the 6th Floor of Albertson Hall. For more information, call 715-346-3365 or visit:

<https://www.uwsp.edu/datc/Pages/default.aspx>

Inclusivity/Nondiscrimination Statement

It is the responsibility of the instructor to present materials and activities that are respectful of diversity, such that students from all diverse backgrounds and perspectives be well-served by this course. No person shall be discriminated against because of race, ethnicity, color, age, religion, creed, gender, gender identity, sexuality, disability, nationality, culture, genetic information, socioeconomic status, marital status, veteran's status, or political belief or affiliation and equal opportunity and access to facilities shall be



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available to all. To address concerns regarding any of these issues please call 715-346-2606 or visit: <http://www.uwsp.edu/hr/Pages/Affirmative%20Action/About-EAA.aspx>

Religious Beliefs Accommodation

It is UW System policy (UWS 22) to reasonably accommodate your sincerely held religious beliefs with respect to all examinations and other academic requirements. A direct link to this policy can be found here:

https://docs.legis.wisconsin.gov/code/admin_code/uws/22

Help Resources

The Tutoring and Learning Center helps with Study Skills, Writing, Technology, Math, & Science. The Tutoring and Learning Center is located at 018 Albertson Hall. For more information, call 715-346-3568 or visit: <https://www.uwsp.edu/tlc/Pages/default.aspx>

If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the 1st floor of Delzell Hall. For more information, call 715-346-4646 or visit: <http://www.uwsp.edu/stuhealth/Pages/default.aspx>

The UWSP Counseling Center is staffed with licensed mental health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the 3rd Floor of Delzell Hall. For more information, call 715-346-3553 or visit:

<http://www.uwsp.edu/counseling/Pages/default.aspx>

In addition to the support services provided by Student Health Service and the UWSP Counseling, there are also professional support services available to students through the Dean of Students.

The Office of the Dean of Students supports the campus community by reaching out and providing resources in areas where a student may be struggling or experiencing barriers to their success. Faculty and staff are asked to be proactive, supportive, and involved in facilitating the success of our students through early detection, reporting, and intervention. As such, an instructor may contact the Office of the Dean of Students if he or she senses that a student is in need of additional support beyond what the instructor is able to provide.



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For more additional information, please go to
<http://www.uwsp.edu/dos/Pages/default.aspx>

UWSP students may also share a concern directly if they or another member of our campus community needs support, is distressed, or exhibits concerning behavior that is interfering with the academic or personal success and/or the safety of others. Please report any concerns of this nature at <https://www.uwsp.edu/dos/Pages/Anonymous-Report.aspx>

Emergency Response Guide

In the event of an emergency, follow UWSP's emergency response procedures. For details on all emergency response procedures, please go to
<http://www.uwsp.edu/rmgt/Pages/em/procedures>

UWSP Community Bill of Rights and Responsibilities

UWSP values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students, staff, and faculty. This set of expectations is known as the Rights and Responsibilities document, and it is intended to help establish a positive living and learning environment at UWSP. For more information, go to:
<https://catalog.uwsp.edu/content.php?catoid=10&navoid=422#section-1-communal-bill-of-rights-and-responsibilities>

University Attendance Policy

In addition to the course attendance policies determined by the instructor (noted above if applicable), the university provide standard guidelines by which students are to abide. All exceptions to the course attendance policy or the university guidelines should be documented in writing. A link to the university's attendance guidelines can be found at:
<https://www.uwsp.edu/regrec/Pages/Attendance-Policy.aspx>

University Drop Policy

You are expected to complete the courses for which you register. If you decide you do not want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you will receive an F in the course at end of the semester. A link to the university's drop



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policy can be found at:

https://catalog.uwsp.edu/content.php?catoid=11&navoid=431&hl=add%2Fdrop&returnto=search#Drop/Add/Withdrawal_Procedures

Academic Honesty

UW System policy (UWS 14) states that students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students suspected of academic misconduct will be asked to meet with the instructor to discuss the concerns. If academic misconduct is evident, procedures for determining disciplinary sanctions will be followed as outlined in UWS 14. A direct link to this policy can be found here:

https://docs.legis.wisconsin.gov/code/admin_code/uws/14

Grade Reviews/Appeals

A formal grade appeal, also known as a Grade Review, can be requested in instances when the student feels that he or she was not provided a syllabus with a grading scale in a timely manner (i.e., the end of the second week of classes) and/or the instructor did not stick with the grading scale published in the syllabus. Questions of whether or not the instructor appropriately graded one or more of the course assignments, quizzes, exams, etc. are not matters to be decided by a formal grade appeal, but rather should be taken up with the instructor directly. Information on grade reviews can be found in the University Handbook, Chapter 7, Section 5. A link to the university's policies on non-academic misconduct can be found at <https://www.uwsp.edu/acadaff/Pages/gradeReview.aspx>

Non-Academic Misconduct

Information on non-academic misconduct can be found in Chapters 17 and 18 of the Student Rights and Responsibilities Document. A link to the university's policies on non-academic misconduct can be found at <https://www.uwsp.edu/dos/Pages/stu-conduct.aspx>.

Confidentiality

Learning requires risk-taking and sharing ideas. Please keep your classmates' ideas and experiences confidential outside the classroom unless permission has been granted to share them.



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It is important for students to understand that faculty are required to report any incidents of maltreatment, discrimination, self-harm, or sexual violence they become aware of, even if those incidents occurred in the past, off campus, or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow the university to provide resources to help the student continue to be successful.

Sample Coursework Permission

The instructor may wish to use a sample of your work or some of the feedback you provide on the course in future teaching or research activities. Examples: showing students an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. If your coursework or feedback is used, your identity will be concealed. If you prefer not to have your work included in any future projects, please send the instructor an e-mail indicating that you are opting out of this course feature. Otherwise, your participation in the class will be taken as consent to have portions of your coursework or feedback used for teaching or research purposes.

Revision Clause

This syllabus, the provided schedule, and all aforementioned coursework, are subject to change. It is the student's responsibility to check the course website for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email.

RESPONSIBILITIES

Your Teaming: Show up for the teams you work with. For various projects, you will be organized into study teams. You will rely on your team members for help with both required course work and as an informal support network. Some class time will be made available for group work, but it will need to be supplemented by additional work together as a group outside of class. Be sure that at least one member of your team is your study buddy. If you miss a class—this person is your FIRST POINT OF CONTACT for keeping on task and schedule.

Your Academic Success: Budget your time, invest in yourself. This is a junior level class, requiring that your writing skills be at the near professional level. In addition, the class requires a substantial commitment of your time. If you are an average student aiming to earn an average grade in this class, you should budget an average of about six hours per week for this class, outside of class time. To do well in this class, you should be sure to allow enough time in your weekly schedule.



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We will cover chapters from the text each week. You will be responsible for learning a substantial amount of the material on your own. How can you accomplish this?

- Study the week's readings before coming to class.
- Review your notes and the text after class.
- Work with a study partner or group.

If you do miss a class, it will be your responsibility to get the notes and other information from another student. If a test, presentation or exam is scheduled for a day you are going to be absent, you must call or e-mail me in advance. **If you are ill, please do not come to class!**

Your Presence: Make our time together worthwhile. I expect everyone to act in a professional, courteous manner in the classroom and during your team interactions. We should feel that our classroom is a comfortable learning environment, free of unnecessary distractions. You can use devices in class to support this class.