



COURSE SYLLABUS

BUS 720
Marketing Leadership through Applied Decision Making
Spring 2021

1. COURSE INFORMATION

1.1. Instructor Information

Instructor:	Ricardo Boeing, Ph.D.
Office:	Stevens Point: CPS 427
Physical Office Hours:	Wednesdays: 2PM – 6PM. If you are unable to meet during those hours, please send me an email or text. I am also happy to meet by Zoom or before our class sessions.
Virtual Office Hours:	I am available to meet by zoom or phone most Mondays and Fridays, from 1PM to 4PM. Please let me know in advance if you plan on talking to me on either of those days and times.
Office Telephone:	715-3467-2736 715-869-2150 (Cell phone. Text messages are welcome).
E-mail:	rboeing@uwsp.edu
Expected Instructor Response Time:	48 hours.

1.2. Course Information

Course Description:	
Credits:	3
Prerequisites:	None

1.3. Textbook & Course Materials

Required Text:	Book. Marketing Strategy Based on First Principles and Marketing Analytics by Robert W. Palmatier, Shrihari Sridhar. ISBN-13: 978-1-137-52623-6
Recommended Texts:	
Other Readings:	Any additional items will be posted to Canvas at least one week before due.
Other Required Materials / Applications:	<p>Markstrat simulation: (To allow emails please put administration@emt.stratxsimulations.net on your safe list)</p> <ol style="list-style-type: none"> Go to https://shop.stratxsimulations.com/ (If nothing happens, copy and paste the link in a new browser) Enter the file number: P5DEADD2 Tick that box indicating you are not a robot and click ENTER Verify the order and register on the ecommerce site

	5. Complete the order process
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1.4. Course Technology

Course Website:	None besides our Canvas site.
Other Websites:	Announced via Canvas
Course Delivery:	You must have high-speed internet, headphones/microphone, and a webcam for this course, it is also important that you are ready to use the simulation embedded in the coursepack, Canvas, Zoom and make sure to check to check your uwsp.edu email account every weekday.

- Canvas Support:** Click on the HELP button in the global (left) navigation menu and note the options that appear:
- Ask Your Instructor a Question
Submit a question to your instructor
 - Use Ask Your Instructor a Question sparingly; technical questions are best reserved for Canvas personnel and help as detailed below.
 - Chat with Canvas Support (Student)
Live Chat with Canvas Support 24x7!
 - Chatting with Canvas Support (Student) will initiate a *text chat* with Canvas support. Response can be qualified with severity level.
 - Contact Canvas Support via email
Canvas support will email a response
 - Contacting Canvas Support via email will allow you to explain in detail or even upload a screenshot to show your difficulty.
 - Contact Canvas Support via phone
Find the phone number for your institution
 - Calling the Canvas number will let Canvas know that you're from UWSP; phone option is available 24/7.
 - Search the Canvas Guides
Find answers to common questions
 - Searching the [Canvas guides](#) connects you to documents that are searchable by issue. You may also opt for [Canvas video guides](#).
 - Submit a Feature Idea
Have an idea to improve Canvas?
 - If you have an idea for Canvas that might make instructions or navigation easier, feel free to offer your thoughts through this Submit a Feature Idea avenue.

Self-train on Canvas through the Self-enrolling/paced Canvas training course: <https://uws.instructure.com/courses/45767>

UWSP Technology Support:

The Office of Information Technology (IT) provides a Service Desk to assist students with connecting to the Campus Network, virus and spyware removal, file recovery, equipment loan, and computer repair. You can contact the Service Desk via email at techhelp@uwsp.edu or at (715) 346-4357 (HELP) or visit: <https://www.uwsp.edu/infotech/Pages/ServiceDesk/default.aspx>

2. LEARNING OUTCOMES

2.1. Course Goals

The main goal of this course is to strategically analyze and solve marketing problems from a decision maker's perspective

2.2. Course Learning Objectives

This course focuses on Program Learning Objective 5: Influence marketing strategy and initiatives.

Students will be able to apply marketing principles and tools to make sound marketing recommendations and decisions.

As part of completing BUS 720:

1. Understanding and effectively using the fundamental frameworks, processes, and analysis tools of marketing strategy.
2. Using the "first principles" of marketing strategy to solve business problems.
3. Applying the leadership techniques acquired in BUS 730 and the other MBA courses in order to implement the marketing strategies in a decision making process setting.

2.3. Academic Unit

SBE Mission:

The UW-Stevens Point School of Business and Economics creates career ready graduates and leaders through applied learning. We serve the businesses, economy, and people of the greater Central Wisconsin region. We specialize in preparing students for success by providing professional development experiences, access to employers, and in-demand skills.

The SBE achieves its mission by valuing:

- Talent development
- Lifelong learning
- Career preparation
- On the job experiences
- Community outreach
- Regional partnerships
- Continuous improvement

Accreditation Commitment:

SBE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation earned by only 5 percent of world business schools. Accreditation instills a culture of

continuously improving our programs through connections with local business leaders, alumni and the community.

3. COURSE POLICIES

3.1. Attendance

I expect attendance during scheduled class times and on-time assignments completion. This hybrid class required 7 weeks of synchronous and asynchronous engagement. Course requirements are completed both in person and online. Asynchronous work is completed online in Canvas. Synchronous sessions are required and will meet virtually and at the Stevens Point and Wausau campuses on the last day (05/18):
Tuesday, Mar. 30, 4:00 – 6:00 pm (Synchronous session)
Tuesday, Apr. 13, 4:00 – 6:00 pm (Synchronous session)
Tuesday, Apr. 27, 4:00 – 6:00 pm (Synchronous session)
Tuesday, May 18, 4:00 – 7:00 pm (Synchronous session)

3.2. Late Work

If you need to extend an assignment deadline, please contact me by email or text before the deadline (at least 48 hours) to ask for what you need.

3.3. Etiquette/Netiquette

When communicating online, you should always:

- Treat your instructor and classmates with respect in email and any other communication.
- Please call me by my last name, Boeing (Ricardo sounds too formal for me).
- Use clear and concise language.
- Be careful when using humor or sarcasm, as your message might be taken seriously or sound offensive.
- Always give proper credit when referencing or quoting another source.

4. GRADING

4.1. Grading Scheme

A	94-100 = A	93-91 = A-	
B	88-90 = B+	85-87 = B	81-84 = B-
C	78-80 = C+	75-77 = C	71-74 = C-
D	68-70 = D+	65-67 = D	
F			< 64 = F

5. COURSEWORK

5.1. Exams

You will complete one exam. You can take the exam until you get the score you want.

5.2. Quizzes

Two quizzes about the simulation that are going to be P/F and will help you with Markstrat.

5.3. Assignments

1. Leadership report and Markstrat simulation/content relation: You will be required to write about your experience as the leader of the week in a paper. Your report will describe your approach as a leader (see extra document with detailed explanation)
2. Markstrat final presentation: Each group will present about their strategies and relate them to the content we learned during the classes (see extra document with detailed explanation)

6. SCHEDULE

6.1. Dates and Deadlines

Date	Learning Objective	Learning Activity	Student Deliverable	Points	Scale	Due Date
Week 1—Synchronous class – 4PM – 6PM						
30-Mar	1	Lecture: Course Overview	Online participation		-	
30-Mar	1, 2	Lecture: A First Principles Approach Marketing Principle 1: All Customers Differ Case study	Online Participation	10	A-F	03/30
30-Mar	1, 2, 3		Markstrat quizz	15 for completing	A-F	04/02
30-Mar		Practice round 1 start				
Week 2--Hybrid class, Work Independently						
06-Apr	1, 2, 3	Feedback on practice round 1 Practice round 2 start				
		Boeing available for questions via zoom, FaceTime, email				
			Markstrat quizz	15 for completing	A-F	04/09
Week 3-- Synchronous class – 4PM – 6PM						
12-Apr	1, 2, 3	Feedback on practice round 2				

13-Apr	1, 2, 3	Lecture: Marketing principle 2: All Costumers change Marketing principles 3: All Competitors React Managing Brand-based sustainable competitive advantage Managing offering-based sustainable competitive advantage Managing relationship-based sustainable competitive advantage	Online participation			
13-Apr	2, 3	Case study		10	A-F	
13-Apr	1, 2, 3	Start of Competitive Round 1			-	
Week 4-- Hybrid class, Work Independently						
20-Apr	1, 2, 3	Feedback on Competitive Round 1 Competitive round 2 starts				
	1, 2, 3	Boeing available for questions via zoom, FaceTime, email				
Week 5—Synchronous class – 4PM – 6PM						
26 – Apr	1, 2, 3	Feedback on Competitive Round 2				
27-Apr	1, 2, 3	Competitive round 3 starts			-	
27-Apr	1, 2, 3	Lecture: Marketing principle 4: All Resources are limited – Managing resource trade-off Marketing strategy: Implementing Marketing Principles and Data Analytics	Online participation			
27-Apr	2, 3	Case study	Online participation	10	A-F	
27-Apr	1,2 3	Start of Round 2	In Class Participation		-	
30-Apr		Exam opens on canvas		100	A-F	05/14
Week 6-- Hybrid class, Work Independently						
03 – May		Feedback on competitive round 3				
04- May	1, 2, 3	Practice round 4 start				
04- May		Boeing available for questions via zoom, FaceTime, email				
			Exam	100	A-F	05/14
			Leadership style and Markstrat content report	100		05/14

Week 7—Hybrid class, Work Independently						
10 - May	1, 2, 3	4	Feedback on competitive round			
11- May			Competitive round 5 starts – FINAL ROUND			
	1, 2, 3		Boeing available for questions via zoom, FaceTime, email			
Week 8—Synchronous class – 4PM – 7PM						
17- May			Feedback on competitive round 5 and results announcement			
18- May	1, 2, 3		Markstrat simulation Presentations	Presentations	100	05/18
18- May	1, 2, 3		Discussion – wrap-up			

7. OTHER ADMINISTRATIVE DETAILS

7.1. 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>

7.2. 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 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>

7.3. 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

7.4. 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. 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>

7.5. 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>

7.6. 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>

7.7. 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>

7.8. 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 policy can be found at:

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

7.9. 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

7.10. 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>

7.11. 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>.

7.12. 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.

This course may require students to post their work online using applications or services that have not been approved by UW-system. In this situation, the students work will only be viewable only by his or her classmates. None of the work submitted online will be shared publicly. Some assignments require account creation for online programs. The instructor of this course will not share your academic records (grades, student IDs). Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. Examples of additional risks include data mining by the company providing the service, selling of your email to third parties, and release of ownership of data shared through the tool. Please contact your instructor prior to the due date if you wish not to participate in these online assignments due to confidentiality concerns.

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.

7.13. 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.

7.14. 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.