MARKETING MODELS I (MARK 6305) – Fall 2009
Dr. Doug Grisaffe
Syllabus

Course Number, Section, and Title: MARK 6305 (section 001), MARKETING MODELS I

Time and Place of Class Meetings: COBA 141, Tuesday 7:00PM - 9:50PM

Instructor Name: Dr. Doug Grisaffe

Office Number: #218 COBA

Preferred Mode of Contact - Email Address: grisaffe@uta.edu

Back up Mode of Contact - Office Telephone Number: 272-0772

Office Hours: 6PM – 7PM Tuesdays and by appointment

Website Course Page: WEBCT - - - More detail given in first class meeting

Description of Course Content from Catalog:

6305. MARKETING MODELS I (3-0) - Study of basic models of market and consumer behavior with particular attention to the use of classical statistical methods such as ordinary and generalized least squares, factor analysis, discriminant analysis and correspondence analysis, cluster analysis, and canonical correlation. Applications include perceptual mapping, multi-attribute modeling, conjoint analysis, and product planning models.

Student Learning Outcomes:

Based on active learning and participation in this course, students will be able to:

* discuss the concept of a “model”
* explain the relevance of model-based approaches for marketing/marketing research application
* intelligently discuss both strengths and limitations of model-based approaches
* select appropriate marketing models/techniques to match major marketing strategy decisions
* execute selected case examples using Marketing Engineering software (comes with textbook)
* execute selected case examples using traditional software (e.g., Excel, SPSS)
* demonstrate growing competency in written/oral presentation of modeling results
* develop strategic recommendations for managerial action based on modeling interpretation

Prerequisites: BUSA 5325 or consent of instructor

Required Textbooks and Other Course Materials:

Marketing Engineering, Revised Second Edition ©2004
Authors: Gary L. Lilien and Arvind Rangaswamy
Publisher: Trafford Publishing

(A variety of programs likely to be used, Excel, SPSS, Sawtooth, possibly others - TBD )
Major Assignments and Examinations (subject to adjustments as deemed necessary/appropriate):

<table>
<thead>
<tr>
<th>Dates</th>
<th>Topics/Chapters</th>
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<tbody>
<tr>
<td>T Aug 25</td>
<td>Ch 1 Overview: &quot;Models&quot;: Marketing and pragmatic science</td>
</tr>
<tr>
<td>T Sep 1</td>
<td>Ch 2 Market response models: Cause, effect, and confound</td>
</tr>
<tr>
<td>T Sep 8</td>
<td>Ch 3 Segmentation and Targeting</td>
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<td>T Sep 15</td>
<td>Ch 4 Mapping and Positioning</td>
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<td>T Sep 22</td>
<td>Ch 7 New product decisions</td>
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<tr>
<td>T Sep 29</td>
<td>Ch 10 Pricing and Sales Promotion</td>
</tr>
<tr>
<td>T Oct 6</td>
<td>[MSMR Board Meeting Week] New product decisions – session 2</td>
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<tr>
<td>T Oct 13</td>
<td>MIDTERM</td>
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<tr>
<td>T Oct 20</td>
<td>Chs 5 and 6 Strategic Market Analysis and Marketing Decision Making</td>
</tr>
<tr>
<td>T Oct 27</td>
<td>Chs 8 and 9 Advertising, Communications and Salesforce, Channel decisions</td>
</tr>
<tr>
<td>T Nov 3</td>
<td>Additional Modeling Topics 1 - Revisiting and Extending SEM</td>
</tr>
<tr>
<td>T Nov 10</td>
<td>Additional Modeling Topics 2 - HLM</td>
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<tr>
<td>T Nov 17</td>
<td>Additional Modeling Topics 3 - TBD</td>
</tr>
<tr>
<td>T Nov 24</td>
<td>Overview Revisited + Ch 11 Zooming out to see ahead</td>
</tr>
<tr>
<td>T Dec 1</td>
<td>Integrative Case Application</td>
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<tr>
<td>T Dec 8</td>
<td>FINAL EXAM: 8:15 - 10:45 p.m.</td>
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Possible substitutions of guest speakers, special topics, in-class team assignments, etc

There will be several in-class and out-of-class projects & mini assignments (TBD)

Grading Policy:

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<thead>
<tr>
<th></th>
<th>Points</th>
<th>Percent of Grade</th>
<th>My scores</th>
<th>Grade Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid Term Exam</td>
<td>150</td>
<td>33%</td>
<td></td>
<td>x .33 =</td>
</tr>
<tr>
<td>Final Exam (comprehensive)</td>
<td>150</td>
<td>33%</td>
<td></td>
<td>x .33 =</td>
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<tr>
<td>Course Project Assignments</td>
<td>150</td>
<td>33%</td>
<td></td>
<td>x .33 =</td>
</tr>
<tr>
<td>Total Course Points</td>
<td>450</td>
<td>100%</td>
<td></td>
<td>My Grade: Sum =</td>
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Conventional Grading as Follows: A= 90% or higher; B= 80%-89%; C= 70-79%; D= 60-69%; F= less than 60%

Attendance Policy: Tests include in-class notes/discussion points. It is to your advantage to avoid all unnecessary absences.

Make-up Exam Policy and Late Assignment Policy: Make ups ONLY for official university-approved reasons (e.g., medical with doctor’s note). Departmental policy is to take applicable make ups on specified days: September 24 and 25; October 20 and 30; December 3 and 4. NO “convenience” make ups on tests, quizzes, assignments. Late assignments always involve grade reduction. Deciding to turn something in late can result in loss of ALL points on the assignment – i.e. a grade of 0.

***NOTE ON PLAGIARISM: Any plagiarism will result in an automatic 0 on the assignment and immediate reporting to university officials for full enforcement and consequences. Plagiarism is unacceptable!***
College of Business Administration / University General Policies

**Drop Policy:**
Students will not be dropped by the instructor for non-attendance. It is the student's responsibility to complete the course or withdraw from the course in accordance with new University Regulations which are effective Fall 2006. Under the new policy, there is only one drop date at the two-thirds point in the semester. A student dropping on or before that date will receive a “W” grade. Students are strongly encouraged to verify their grade status with the instructor before dropping a course and to see their advisor if there is any question about the consequences for dropping a course under the new guidelines. Please refer to the on-line Undergraduate and Graduate catalogs and the Schedule of Classes for specific university policies and dates.

**Americans With Disabilities Act**
The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 93112--The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act--(ADA), pursuant to section 504 of The Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodation" to students with disabilities, so as not to discriminate on the basis of that disability. Your responsibility is to inform me of the disability at the beginning of the semester and provide me with documentation authorizing the specific accommodation. Student services at UTA include the Office for Students with Disabilities (located in the lower level of the University Center) which is responsible for verifying and implementing accommodations to ensure equal opportunity in all programs and activities.

**Academic Integrity**
Academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form at The University of Texas at Arlington. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

"Academic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.” (Regents' Rules and Regulations, Part One, Chapter VI, Section 3, Subsection 3.2, Subdivision 3.22).

**Student Support Services Available**
The University of Texas at Arlington supports a variety of student success programs to help you connect with the University and achieve academic success. They include learning assistance, developmental education, advising and mentoring, admission and transition, and federally funded programs. Students requiring assistance academically, personally, or socially should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals.

**Policy on Nonpayment Cancellations**
Students who have not paid by the census date and are dropped for non-payment cannot receive a grade for the course in any circumstances. Therefore, a student dropped for non-payment who continues to attend the course will not receive a grade for the course. Emergency loans are available to help students pay tuition and fees. Students can apply for emergency loans by going to the Emergency Tuition Loan Distribution Center at E. H. Hereford University Center.

**Textbook Purchases**
Textbooks should be purchased by Census Date. The bookstore policy is to return any unsold textbooks to the publisher after this date.

**COBA Policy on Bomb Threats**
Section 22.07 of the Texas Criminal Law states that a Class A misdemeanor is punishable by (1) a fine not to exceed $4,000, (2) a jail term of not more than one year, or (3) both such a fine and confinement. If anyone is tempted to call in a bomb threat, be aware that UTA has the technology to trace phone calls. Every effort will be made to avoid cancellation of presentation/tests caused by bomb threats to the Business Building. Unannounced alternate sites will be available for these classes. If a student who has a class with a scheduled test or presentation arrives and the building has been closed due to a bomb threat, the student should immediately check for the alternate class site notice which will be posted on/near the main doors on the south side of the Business building. If the bomb threat is received while class is in session, your instructor will ask you to leave the building and reconvene at another location. **Students who provide information leading to the successful prosecution of anyone making a bomb threat will receive one semester's free parking in the Maverick Garage across from the Business Building.** UTA's Crimestoppers may provide a reward to anyone providing information leading to an arrest. To make an anonymous report, call 817-272-5245.
COBA Policy on Food/Drink in Classrooms
College policy prohibits food and/or drinks in classrooms and labs. Anyone bringing food and/or drinks into a classroom or lab will be required to remove such items, as directed by class instructor or lab supervisor.

Evacuation Procedures
In the event of an evacuation of the College of Business building, when the fire alarm sounds, everyone must leave the building by the stairs. With the fire alarm system we now have, the elevators will all go to the first floor and stay there until the system is turned off. All those in the North tower side of the building should proceed to the fire escape stairs located on the East and West sides of that wing. For disabled persons: please go to the Northeast fire stairs. We have an evacuation track chair located on the 6th floor stairwell. We have people trained in the use of this chair and there will be someone who will go to the 6th floor to get the chair and bring it to any lower floor stairwell to assist disabled persons. Faculty members will notify the Dean’s Office at the beginning of each semester of any disabled persons in their classes. Should this be a real emergency, the Arlington Fire Department and UTA Police will also be here to help.

Final Review Week
A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabi. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. Classes are held as scheduled during this week and lectures and presentations may be given.

e-Culture Policy
The University of Texas at Arlington has adopted the University email address as an official means of communication with students. Through the use of email, UT-Arlington is able to provide students with relevant and timely information, designed to facilitate student success. In particular, important information concerning registration, financial aid, payment of bills, and graduation may be sent to students through email.

All students are assigned an email account and information about activating and using it is available at www.uta.edu/email. New students (first semester at UTA) are able to activate their email account 24 hours after registering for courses. There is no additional charge to students for using this account, and it remains active as long as a student is enrolled at UT-Arlington. Students are responsible for checking their email regularly.