Advanced Topics in Marketing:  
Marketing & Supply Chain Management  
MBA F683-F61

Instructor  
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Class Meeting:  UPark 160  M/W  6:00 PM to 9:30 PM

Office Location/Hours:  Bunnell 213G    M/W  3:30 PM to 5:30 PM, also by appointment

Course Description:  This course builds upon an understanding of market behavior, coordination, and implementation of the marketing mix with other managerial decisions to develop an integrated understanding of marketing. An understanding of the overall supply chain is developed. This course integrates marketing theory through the use of simulation.

More details are available at the class website accessed at https://classes.uaf.edu/webapps/login/  
You are responsible for checking this site for assignments and announcements.

Required Reading:  

xLINKS Marketing Strategy Simulation

The LINKS manual is available in PDF format. Go to http://www.links-simulations.com/, click on the marketing section (middle right), and then download the manual from the Marketing Strategy Edition (bottom left option). Be careful to select the correct simulation as there are multiple options. Currently, the cover for this version is a shade of light olive green.

There is no charge for the LINKS simulation manual, but you must register for the simulation online. This should cost you $60.00.

Registering for the Simulation

1. Go to http://www.links-simulations.com/
2. On the left side, click the “Pay For LINKS” text. It is in small print, and is the top left link below the purple header bar.
3. You should now be at the “Pay For LINKS” page. Enter “Gentry” in the field on the top right and click the “Pay For LINKS Now” button below the text field. Note: Hitting enter after entering “Gentry” will not work, you must click on the button.
4. This will take you to the appropriate screens for paying for our simulation. Make sure you provide the same email address you gave (or will give) the instructor in class for use with the LINKS simulation – this is how the simulation will know which students have paid.
5. Pay for your simulation during the first week of class. Shortly thereafter, the price of the simulation will increase by 25%.
**Course Learning Objectives:**

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<th>Course Objectives</th>
<th>General Learning Objectives</th>
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<td></td>
<td>Communication Skills</td>
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<td>Understanding of marketing and supply chain theory (vocabulary and concepts)</td>
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<td>Individual report showing how the supply chain could be a source of competitive advantage for a specific organization</td>
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<td>An understanding of how to apply marketing and supply chain concepts</td>
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<td>Implementation of marketing and supply chain theory by management of simulated multimillion dollar corporation</td>
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**Coursework and Weighting**

Your final grade will be based upon your individual scores and your team scores. The weighting given to the team-based portion of the class reflects the importance of MBA students being able to perform well as part of a team. A description of each opportunity to excel follows. The percentages reflect the relative weight of your scores on your final grade.

**Individual Grades (35%)**

**Presentation on LINKS Manual (5%)**

The purpose of this assignment is to familiarize yourself and your peers with the simulation. You will be assigned a portion of the simulation manual. You will need to create slides in Microsoft PowerPoint format for this portion of the manual and explain the assigned material to the class. Email your slides to the instructor by 2:00 PM on the day your presentation is due. Use the following format: PageX.pptx where X is the starting page of your material.

**Report on Marketing and Supply Chain Management (30%)**

Throughout this semester, you will be responsible for writing a detailed (approximately 20 page) report documenting how an organization can (or does) use supply chain management as a source of competitive advantage. Students who are currently employed should feel free to use their existing firm as a topic. All topics must be approved by the instructor. Further details about the report will be provided in class.
Team Grades (65%)

Simulation Results (20%)
Your team will earn points for each simulation depending upon how well you do in meeting corporate benchmarks. Each quarter the simulation will provide you with feedback, so you can make adjustments throughout the semester. Your grades will be based upon your score after the simulation is completed.

There are two exceptions to this grading policy. The most profitable team in the class (defined by the cumulative net profit throughout the entire simulation) will earn 100% of all possible points for the simulation. In addition, any team that ends the simulation in the black (earns at least $1 in net cumulative profit) will earn at least 80% for the simulation results grade (so these teams will earn the greater of 80% or the score provided by the simulation).

Operating Document (5%)
Your team will be responsible for developing and signing an operating document. This document can be as detailed or as concise as your team desires. It will explain how your team will make decisions, the roles each member will play, and expectations for each member. All documents must include instructions for how the CEO can be replaced (either demoted or fired) and the guidelines for when and how any team member can be fired.

Firing a team member is the most powerful mechanism you have to protect against free riders. At any point during the semester, a team may fire a member using the following process.

1) Send the instructor an email explaining one of their employees is being fired for cause. (Copy all members of the firm on the email, including the person under review)
2) Detail the cause.
3) Show that this cause is a reason for firing according to your operating document – cite the appropriate section(s).

The instructor will review the email, and if the team followed their operating document, then the person will be fired. If a student is fired by their firm, he or she must immediately schedule an appointment with the instructor to discuss the individual assignments he or she must now complete in order to pass the class.

The operating document is due at the beginning of class on the date shown on the schedule. It should be signed by every member of the team.

Competitive Analysis (10%)
Your team will be responsible for a detailed competitive analysis of one of the other firms in the simulation. The other firm will be assigned by the instructor. You will be responsible for both a report (5%) and a presentation (5%).

Briefings and Participation (20%)
Your team will be responsible for executive briefings throughout the semester. Details about the briefings will be provided in class. Each team must bring two typed (printed) briefing summaries to class on the scheduled dates. One will be for the instructor to keep. The other will be for the team to utilize during the briefing. At the end of the semester, the instructor will provide a subjective grade based upon how much effort he perceived each team to make in preparing for the briefings and in LINKS overall.
Final Presentation to the Board of Directors (10%)

After the competitive simulation is complete, you will be responsible for summarizing your performance in a presentation to your firm's Board of Directors. They will determine if your management team should continue on as managers or be fired. This presentation is worth 10% of your grade.

Team Evaluation (Special Modifier)

As part of the simulation, you will be individually responsible for providing feedback about your teammates. Note: The teamwork evaluations are handled by the simulation program, so pay attention to your simulation emails. Once the deadline is past, it is too late to provide feedback.

The instructor reserves the right to modify individual student’s team grades based upon peer feedback on teammates. This is one of two protections built into the class to protect against free-rider problems.

Cell Phone Policy

When entering the classroom, everyone with a cell phone should either turn it off or set it to a silent mode (vibrate is OK). This includes the instructor. If a student’s cell phone audibly rings in class, his or her grade will be penalized. The degree of penalty will be up to the instructor and the student's history of cell phone offenses will be considered. If the instructor’s cell phone audibly rings in class, the instructor will provide a bonus to each student’s grade.

Grading

Grades are earned on a percentage scale. The grade cuts are:

A+ for 97%
A  for 93%
A- for 90%
B+ for 87%
B  for 83%
B- for 80%
C+ for 77%
C  for 73%
C- for 70%
D+ for 67%
D  for 60%
D- for 63%
F  for below 60%
FEDERAL REQUIREMENTS

FERPA

The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. §1232g; 34 CFR Part 99) is a federal law that protects the privacy of student education records. As such, your instructor treats your grades and other educational information as confidential material. Since anyone can create an email address under a false name, your instructor will only discuss private educational matters via email if the student uses an official UAF email account as only then can the instructor be reasonably confident that the email is actually from the appropriate student.

Carnegie Unit

In fall 2010, the Office of Postsecondary Education, part of the United States Department of Education issued regulations that defined a credit hour (USDOE 2010, 66946, § 600.2) as not less than— (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out of class student work each week for approximately fifteen weeks for one semester or trimester hour of credit… In other words, the federal government now mandates that students be given an average of at least three hours and forty minutes of out-of-class work for each hour and fifty minute class during the accelerated summer schedule. In this class, students will comply with this federal mandate through reading, working on the LINKS simulation, and studying for the exams.
EXCESSIVE ABSENTEEISM

A large portion of the learning in this class comes from class and team interaction. Missing class not only hurts yourself, but can negatively impact your teammates. Therefore, the instructor reserves the right to drop any student who misses 20% or more of the classes.

ADA ACCOMMODATIONS

This University abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your work in this class and for which you may require accommodations, please see the Disability Resource Coordinator as soon as possible to arrange accommodations. In order to receive accommodations, you must be registered with and provide documentation of your disability to the UAF Disability Resource Office.

Note: The instructor is happy to provide reasonable accommodations for individual work. However, students should be aware that large portions of this class are based on group work and it is not feasible to provide additional time on these group assignments. For example, the simulation schedule is determined weeks in advance and the simulation will run whether you are ready or not.

Academic Honesty

The University of Alaska Fairbanks has the responsibility to ensure that grades earned are indicative of the knowledge and skill level of each student. Acts of academic dishonesty make it impossible to fulfill this responsibility, and they weaken our society. Faculty and students share responsibility for ensuring academic honesty in our college community, and will make a concerted effort to fulfill the following responsibilities:

**Faculty Responsibilities:** Faculty has the responsibility to ensure that academic honesty is maintained in their classroom. In the absence of academic honesty it is impossible to assign accurate grades and to ensure that honest students are not at a competitive disadvantage. Faculty members are expected to:

- Explain the meaning of academic dishonesty to their students.
- Direct classes in a way that discourages cheating, plagiarism, and other dishonest conduct.
- Confront students suspected of academic dishonesty and take appropriate disciplinary action in a timely manner.

**Student Responsibilities:** Students share the responsibility for maintaining academic honesty. Students are expected to:

- Refrain from acts of academic dishonesty.
- Refuse to be involved in any type of academic dishonesty.
- Notify instructors and/or appropriate administrators about observed incidents of academic dishonesty.
Academic dishonesty is any form of cheating which results in students giving or receiving unauthorized assistance in an academic exercise or receiving credit for work which is not their own.

In cases of academic dishonesty, the instructor will inform the chair of the department (or the dean if the department chair is the instructor of the course) of punitive action. As academic dishonesty is grounds for disciplinary action by both the instructor and the Dean of Student Life, a report describing the incident and the action taken will be provided to both the Dean of UAF as well as the Dean of Student Life. Any student judged by the instructor to have engaged in academic dishonesty may receive a failing grade for the work in question, a failing grade for the course, or any other penalty that the instructor finds appropriate within the guidelines of university policy.

To dispute an accusation of academic dishonesty, the student should first consult with the instructor. If the dispute remains unresolved, the student may then state his/her case to the department chair (or the dean if the department chair is the instructor of the course).

**Exam Day Classroom Policy**
The following are permitted during the course of an exam in this class:

- Yourself
- Appropriate writing instruments
- An appropriate calculator, if applicable

The following examples of prohibited items during the course of an exam in this class include but are not limited to:

- Any electronic devices, with the exception of calculators (in cases of professional obligation or personal emergency, arrangements must be made with instructor prior to exam)
- Hats
- Dictionaries and translators
- Leaving the classroom without permission of instructor

I, a student in this course in UAF, have read and understand the above Academic Honesty Policy. If there is anything I do not understand, it is my responsibility to immediately contact the instructor or the University of Alaska Fairbanks and ask for clarification. **My continued enrollment in this class constitutes my agreement to abide by this syllabus, this honesty policy, and the university’s Code of Conduct as documented in this course syllabus.**