

CSUN MKT 100

LARRY STEVEN LONDRE

Conceptual Foundations of American Enterprise

SPRING 2008
11691
WEDNESDAYS
7:00 to 9:45PM

SYLLABUS

"We are who we are in good measure because of what we have learned and what we remember."

Nobel Laureate Dr. Eric R. Kandel

Dear CSUN Student:

I have enjoyed teaching ever since I volunteered in college to teach fifth and six graders how to read and do math. My full-time position is in strategic business strategies/alliances, marketing, advertising, promotion and media at several companies and in advertising or promotional agencies. I'm also an expert witness, testifying in federal and state courts on business strategies, contracts, marketing, advertising, the advertising agency business, clients and media matters.

I am pleased that you have enrolled in OUR class. I have taught marketing, advertising, strategy formulation/execution/implementation, promotion, media and communication to undergraduates and graduate students at CSUN (College of Business & Economics), USC (Annenberg School For Communication, Marshall School of Business, and School of Journalism), at Loyola Marymount and at Pepperdine (School of Business). I have an affinity to CSUN, since I started teaching at CSUN in 1975. I've taught several different Business/Marketing/IMC/Advertising classes at CSUN.

I'm proud to have received teaching and mentoring awards from the USC Parent's Association and the "Golden Apple" award from CSUN, both in 2006.

Success is staying ahead of the competition. In the global economy it is essential to have greater agility, better business and marketing savvy, plus the ability to innovate in the marketplace. Using "real-world" business, finance, organization, marketing exercises and materials, we will study and discuss several different topics and industries:

- introduction to the American enterprise system, its economic foundation, and basic concepts of business organization and the nature of administrative activity
- practices, "real-world" actions, theories and concepts proving themselves as viable activities and actions for generating sales, customer traffic and revenue, in both profit-making and non-profit organizations
- analyzing the demands for segmentation, targeting, and positioning
- developing strategies and tactics, including global
- the changing environment
- the marketplace is complex and changing with new competitors, technological advances, pricing changes, new media mixes, marketing suppliers, new laws, distribution channels, strategic partnerships, and diminished customer loyalties.
- finding strategic information for decision makers
- reviewing the aspects of implementation and control

Our field of study will be broad, as students come from a variety of backgrounds. It's important to note that much can be learned by working and thinking "outside the box"---and outside your own experiences. The class is designed to involve you and prepare you for a meaningful career with a solid understanding of the vernacular and materials. We will explore many industries---from retail to entertainment, and from food to technology.

Please come to class well prepared. You will hurt yourself and your team by not coming and not reading. Some of the readings can be long. Some of the projects may be tough, and if you don't read the materials ahead of the assignments they will be more difficult. You will need to spend time reading and preparing for the classes, projects and exercises. There is a great deal to cover and on many subjects we will only explore the headlines, but on these topics I want you to know there is more for you to find as it pertains to your job or your future.

Knowledge is power. And can be fun. I know the class at 7PM. I didn't pick the time or day. We're in it together.

I look forward to meeting and spending time with you. Please fill out the attached personal fact sheet and deliver it to me today.

Let's enjoy each other's company.

"Before everything else, getting ready is the secret of success."

Henry Ford (1863-1947), American industrialist, inventor

"If you practice the way you play, there shouldn't be any difference. That's why I practiced so hard. I wanted to be prepared for the game."

Michael Jordan, American basketball player & business person

Larry Steven Londre
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Londre@csun.edu

Lab Hours: To be arranged with TA's; please appreciate them and they will help you. They will be in the Marketing Lab (2107) throughout the semester to assist with your needs, particularly with written assignments. At least 40 hours of scheduled lab assistance is available and will be posted on the door of the lab.

E-mail: **Londre@csun.edu ONLY, Please identify our MKT 100 Class, and YOUR TEAM number.**

Telephone: 310/889.0220 business

Office Hours: 6-7PM Wednesdays. Or make appt. I will be at our class every Wednesday before class to be available and make a great class.

Conceptual Foundations of American Enterprise (3): For non-Bachelor of Science in Business (BSBA) majors only. A course designed to provide a general introduction to the American enterprise system, its economic foundation, and basic concepts of business organization and the nature of administrative activity. (Available for General Education, Applied Arts and Sciences.)

Objectives: Nature and Purposes of the Class

This course deals with American Enterprise. Management must practice the art of getting things done via organizational resources, teamwork, workers, financial resources, information and equipment. The course (which will be my 75th semester of teaching) covers:

1. An understanding of the vital roles of business trends and cultivating businesses in diverse, global environments. Today, companies must critically rethink their planning, business mission, marketing, financial structures, products, pricing, promotion, distribution, partners, media, and strategies.
2. Managing within the dynamic business environment, plus how to take risks, manage profits, and how economics affects business
3. Demonstrating ethical behavior and social responsibility
4. Starting a business and choosing a form of business ownership
5. Empowering employees to satisfy customers, and motivating them to produce quality goods and services
6. Managing financial resources
7. Through weekly lectures, readings, cases, simulation, discussions and projects, students will analyze tasks and procedures utilized in progressive companies. Students will gain a lasting knowledge of challenges, questions and opportunities in whatever company or industry they are in or may be in.
8. Understanding the CEO's responsibilities for developing a well-managed "customer driven" organization.
9. Sound practices, processes, policies and techniques will be illustrated and explored.
10. Awareness of the major problems faced by organizations, with an emphasis on effective decision-making.
11. Class time will be devoted to extending, probing and applying concepts from the readings. The class will be far more ***practical than theoretical.***

"Always dream and shoot higher than you know you can do. Don't bother just to be better than your contemporaries or predecessors. Try to be better than yourself."
William Faulkner, Novelist, writer, won Nobel Prize

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it."
Raymond Chandler

Materials

- **Understanding Business: Eight (8th) Edition, Nickels, McHugh, McHugh** ISBN-13: 978-0-07-310597-0 (Latest student edition, sorry, no exceptions; it just makes it more difficult for your fellow students, team members and the work). (There is no financial incentive for me; not a dime; I want you to use the best materials and book).
- **Capstone's FOUNDATION Business Simulation:** You register at www.capsim.com; Left side, click the "Register" below and Not Registered Yet? Read the welcome message, then click "I Agree." Enter the simulation ID number you have been assigned to. Foundation is for Marketing and Small Business management. It's less complicated and less time-consuming than Capstone. Enter all the required fields; You will enter payment of

\$39.99 using a credit card or checking account information. Every student must have his/her own account. Please do not embarrass your or your team, or keep your team from starting the simulation. F23775 is the industry

My philosophy is that not only are you responsible for your life, but doing the best at this moment puts you in the best place for the next moment."

Introduction:

- The readings need to be read prior to **each class**. If you or team gets behind it becomes harder to catch up. Your understanding will give you advance exposure to the subjects. You'll ask stimulating questions everyone has on their mind. It makes for a better class for your fellow students.
- We will go over: Objectives; what's important; will set standards; will discuss in class and in the syllabus the ways you will be evaluated.
- I want to stimulate your interest in business.

My goals are for you:

- Preparing you for real life, consumer and business situations.
- Feeling free to ask questions.
- Stimulating and prompting **you** and your team to be knowledgeable and creative
- Learning more than you expected; Your willingness to trust and go into unfamiliar, new areas.
- Taking the extra step. Generating hot teams, and a hot class.

Your goals: Want to be here. Prepare for class. Make effort (ME) on individual and team assignments. Make Effort (ME) to be here and to be on time, each and every class.

"Do not think a (person) has done his full duty when he has performed the work assigned him. A man will never rise if he does only this. Promotion comes from exceptional work."

Andrew Carnegie, industrialist and philanthropist, founder, Carnegie Steel

Your Recipe for success:

- Read the recipe: It's your syllabus. Read between the lines: Read it twice. I'm trying to help.
- Read. Come. Participate. Work as a good team member. Read twice the Simulation Student Guide (2008)
- Understand how concepts, theories, tactics relate and work.
- Turn assignments in on time.
- Plan ahead. Execute, not excuses.
- Not everything can be learned from a book. But you will learn from OUR book.
- Generate class discussion; Make a 15-week commitment.
- Be committed to maintain momentum.
- Exercises and assignments will involve you. Lectures will parallel the readings in most instances. We will not be able to go over all of the material in class.
- Success in this course relies heavily on class attendance, regular work, participating in team meetings, completing individual/team assignments and projects.
- Learning will result from active student participation in class and the projects. Reading assignments should be prepared thoroughly prior to the class for which it is assigned.

"Everyone lives by selling something."

Robert Louis Stevenson, Scottish writer

"I don't need time. What I need is a deadline."

Duke Ellington

"The fruits of life fall into the hands of those who climb the tree and pick them." Earl Tupper, Business person, inventor

"How you spend your time defines who you are."

Oprah Winfrey

Class Dates and Schedule

January 23 Topics: Introduction, Discussion of Course Objectives & Assignments
World Class Products & Services

Reading: Introduction, Syllabus (Fully read the syllabus. Pls. read it twice.) Review organization of assignments. **Bring questions to our next class, and any class during our semester.** My plan is to be early, to every class, for your questions.

Discussion/Case: World Class Products and Services

Types/Entities:

1. Goods/Products: Food, commodities, clothing, housing. Different classes of consumer goods and services (convenience, shopping, specialty, unsought). Look at location, brand awareness and image are a combination of price, quality and service.
2. Services (30/70 ratio of goods to service)
3. Experience (Amusement parks, symphonies, plays)
4. Events (Trade shows, Olympics, sporting events)
5. Persons (Lawyers, Celebrities, artists)
6. Places (Cities, states, regions, nations)
7. Properties (Land, stocks, bonds)
8. Organizations (Public-service, universities/colleges, museums)
9. Information (Magazines, newspapers, DVD)
10. Ideas (Don't sell drills, sell holes; don't sell cosmetics, sell hope. Churches are both a place of worship and a community center).

January 30 Topics: Trends and Cultivating a Business/Business Ownership
Reading: Chapter 1 and 2
Picking of Teams
Case: World's Wackiest products

If you are interested: Mosaic Career Fair, Friday, February 29, 2008, Disneyland Hotel Registration deadline: February 22, 2008; The Most Promising Minority Students program and the Mosaic Career Fairs are the Center's tools to identify top talent and achieve the industry's goal of a more diverse workforce. (<http://www.aaf.org/default.asp?id=210>)

Super Bowl XLII, Scottsdale, AZ 85258 -- Feb. 3, 2008 (FOX)

February 6 Topics: Goods and Services/Management, Leadership/Organizations in Today's Markets/Employee Empowerment
Reading: Chapter 7 and 8
Test/Quiz: Chapters 1, 2, 7, and 8
We'll Pick Teams by Tonight for Assignments

February 13 Topics: Business Ownership/Markets and Global Markets/Business Ownership/
"Do or Die Entrepreneurship"
Speaker: Joel Block, Growth Architect, Growth-Logic, Inc.
Reading: Chapter 5 and 6

Assignment #1: Every student reads Student Guide (2008), registers, logins, and goes through Capstone "Rehearsal" Simulation on their own. That means individually, so that YOU can help your team, not hinder your teammates. Turn in Team Update, which includes responsibilities and timeline. Add a team photo in color or B/W with each team member identified. Any questions, we'll handle in class.

If you read the materials on the capstone.com website, you may not need to use or contact MSI Support link and/or 1.888.472.7554 for customer or student support. If your team agrees and signs, you can turn in "team project" contract.

To help you:

1. Go to www.capsim.com

2. Type in your User Id and password
3. Click on the Capstone® logo
4. On the left menu, click Dashboard
5. To the right of the menu, in the Task List box, there will be a link for you to “Join a Team”
6. Click on the link and choose from one of the corporations.

Homework

1. Log into you capsim account from our main homepage, www.capsim.com
2. Click on the Capstone® logo
3. On the left menu, click on the “Getting Started” menu option
4. To the right of the left menu, go through the following tabs:
View Introductory Lesson – Click “Audio Version” (if you have speakers) or “Silent Version” (if no speakers are available). There is a quiz at the end that you must also take. The video is about 15 minutes long.
The Guide – there is an electronic version of the Student Guide from this tab. You may already have a hard copy. Please skim through the chapters so that you can familiarize yourself with where things are in this guide. This is your reference guide as you go through the simulation.
Complete the Rehearsal Simulation - Read and do the instructions for the Rehearsal Simulation. You must complete the first 4 rounds of the Rehearsal Simulation. **YOU MUST DOWNLOAD THE FILE CAPSTONE®.XLS BEFORE YOU CAN START THE REHEARSAL SIMULATION.**

February 20 Topics: Insights: Bringing Creativity to Business & Marketing
 Speaker: **Bruce Miller, CEO of Interpublic Group's Dailey & Associates**
 Readings: Chapter 13 and 16

Assignment #2: Turn in Wow website assignment (one or two pages)

February 27 Topics: Technology and Producing World-Class Products
 Speaker: Kristin McQueen, Senior Vice President, Worldwide Business and Legal Affairs, Buena Vista Home Entertainment, Inc.
 Readings: Chapter 3 and 9
 Test/Quiz: Chapters 5, 6, 13, 16, 3, and 9 (either tonight or next week)

March 5 Topics: Marketing, Building Customer Relationships, Promotional Techniques/
 Motivating and Keeping Employees
 Speaker: Larry Twersky, President, 1-800-DENTIST® + www.1800dentist.com
 Readings: Chapter 10 and 11

Assignment #3: (For Team) TEAM Meeting Update (Due today)
 List of individual assignments, timing and responsibilities, for this assignment (includes three rounds, or years, of Capstone Foundation, and your individual evaluation sheets of each other). Add any changes you will make, in responsibilities, for the next part of the assignment.

Test/Quiz: Chapters 5, 6, 13, 16, 3, and 9

March 12 Topics: Marketing, Building Customer Relationships, Promotional Techniques/
 Motivating and Keeping Employees
 Speaker: Mary Beth Garber, President, Southern California Broadcasters Assoc., Media Representative, Media Planner & Buyer. Named one of the “20 Most Influential Women in Radio” by RADIO INK Magazine.

March 19 Spring Recess

March 26 Topics: Teams meetings

April 2 Topics: Marketing, Promotion, Pricing and Distribution

Speakers: Wayne Aaronson, Vice President, Advertising Sales, Reelz Channel Rich Kagan, Principal, Wingman Media
 Readings: Chapters 14 and 15

April 9 Topics: Financial Management and Securities
 Readings: Chapters 17 and 18
 Quiz

April 16 Topics: Team meetings

April 23 Teamwork Presentations/Wrap Up:
 Assignment #4: Capstone Team Wrap-up (Due today)
See class packet, evaluation sheet, and syllabus

April 30 Topics: Integrated Marketing

May 7 Topics: Marketing & YOU / Use Business and Marketing Principles to Land that Great Internship, Job/Career, Ethics and Responsibility, Wrap up
 Readings: Chapter 4
Speakers:
Cathie Kanuit, Partner, Brown, Van Remmen, Kanuit, Marketing Recruiters
Kenneth W. Keller, STAR Business Consulting, Inc., Renaissance Executive Forums of North LA County
Lynnette Ward, Career Management Training & Development Consultant, Right Management
Attendance is mandatory. This is a great, personal, learning experience.

"I am **still learning**." Michelangelo (1475-1564), Italian sculptor, painter, architect and poet

Approximate Allocation of Grades

Team Update, including individual Rehearsal Simulation/ Evaluations, responsibilities and photo.	Assignment #1	10
Wow Websites for Business Strategies	Assignment #2	10
Simulation Teamwork Assignment/ Peer Evaluations	Assignment #3	15
Simulation Teamwork Assignment/Peer Evaluations	Assignment #4	25
Tests/Quizzes		30
Class participation, including presentations		10
		100%

"Tell me and I forget. Teach me and I remember. Involve me and I learn."
 Benjamin Franklin, American statesman, writer, scientist & printer

Past experience shows that success is related to (We are providing this because previous students have asked for it):

- **Reading and completion of assignments, including simulation introduction prior to the class lectures**
- The degree of your participation, including individual and team work
- Willingness to expose your viewpoints to the critical judgment of your classmates and team members.
- Note on Team Experiences/Decision Making: When discussing planning, objectives, strategies or tactics with team members, always cite references from our class, readings or your background. It's not appropriate to take a stand by saying "I just feel it." Back up your individual or team decisions with strategic references. Make your decisions, with salient information or strategies. Use strategies from book and lectures.
- Attend all team meetings.

- Ensuing adequate study time prior to the quiz and assignments
- Early commitment to the team projects and strength of your commitment
- Be on time and come to class.

"Every morning in Africa a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed. Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death. It doesn't matter whether you are a lion or a gazelle -- when the sun comes up, you had better be running." unknown

Expectations

Classes will be conducted using lectures, cases, exercises, presentations and interactive discussion. Students will be called upon to discuss the text, assignments, a web site, readings and cases. Each team may present specific readings and cases.

With respect to class participation, each of you is expected to contribute to the discussion of the issues. You will be evaluated on the content of your comments, observations, and insights. You will present one web site. See sheet. On selected days, I will randomly call on you to participate.

The primary emphasis should be on your ability to make a substantial contribution that moves the discussion. It is important that your comments fit into and build on previous discussion, so that we are maximizing a cumulative learning experience in the classroom.

"Look at a day when you are supremely satisfied at the end. It's not a day when you lounge around doing nothing; it's when you've had everything to do, and you've done it."

Margaret Thatcher, first woman in European history to be elected prime minister

"Great things are not done by impulse, but by a series of small things brought together."

Vincent van Gogh, Dutch painter, first career: art salesman

Points, Tests, Grades and Assignments

All assignments will be given point values. The best letter grades will be given to the students with the most points. We will discuss. No blue books are needed.

Academic Dishonesty/ Campus policy regarding student academic dishonesty

Campus policy describing the options that are available when you believe that a student has committed an act of cheating, plagiarism, or fabrication, or has facilitated such an act, is contained in the Faculty Policy of Academic Dishonesty. This policy can be found at <http://www.csun.edu/a&r/soc/legalnotices.html#facultypolicy>. According to CSU Executive Order 969, Student Activities, faculty are required to complete a form that identifies students who are alleged to be responsible for academic dishonesty. On it faculty, staff, and administrators can recommend whether judicial action should be considered, in addition to any academic penalties. Student Misconduct Complaint Form, which is available at http://www.csun.edu/studentaffairs/studentconduct/Student_Misconduct.pdf, to report and transmit materials documenting incidents of academic dishonesty. It is the policy to report all violations. Any form of cheating, facilitating academic dishonesty, and/or plagiarism will result in an *automatic "F"* in the course and is grounds for expulsion from the University. All cases will be reported to the Chair of the Marketing Department, the Dean of the College of Business and Economics, and the office of the VP for Student Affairs, with the recommendation that disciplinary action be taken. More information on academic dishonesty and its consequences is found in the CSUN Schedule of Classes.

"Three **great essentials** to achieve anything worthwhile are, first, hard work; second, stick-to-itiveness; third, common sense."

Thomas Edison (1847-1931) inventor, salesman, worked more than 40 hours straight

Evaluation of Student Work/ Attendance and Being on Time

While extraordinary factors might affect your attendance, we expect you to be present for all class and team meetings and to arrive on time and stay for the entire class. So do not schedule another assignment, meeting or date during

class time. You are expected to attend each class. Your grade will be affected if you decide you have other things to do instead of attending our class. Attendance will be maintained.

Missing one or two classes will affect your understanding of the materials, your involvement in the team project and your grade. To provide the best output, fairness and distribution of project work, you will help evaluate your other team members in the team/group exercises.

Please note that this is a once a week class. Missing two classes will affect your understanding of the materials, your involvement with your team, the team project and your grading. To provide the best output, fairness and distribution of project work, you will help evaluate your other team members in the team exercises.

In the working world, if you are late, you lose jobs. If you are late too many times (three seems to be a good universal number) you may be terminated.

Being tardy without a legitimate excuse is the ultimate sign of disrespect to others, especially the speakers. It is not cool, it is not fashionable, and it is nothing less than unprofessional. People who work hard for a living and have pride in what they do simply will not tolerate unprofessional behavior.

Being on time (being early is probably preferable) is the first indicator that someone has the foundation to be considered capable of working. I have many students who ask me to repeat this especially when I bring in professionals to our class, who are giving up their time to be with us.

About the Team Projects, Value, Time, Energy and Your Resources Hold the Answers

When you start, have the team discuss planning, assignments and responsibilities. The team projects combine what is in the notes, tests, readings and exercises. And you get to apply them to your project, with your creativity and energy.

- Think about the project and your team in terms of value.
- You can decide what the project and your team are worth to you.
- Your team creates value by combining time, energy and resources.
- No project can have value unless you give it time.
- I want the assignments to be learning, enjoyable assignments. But they can take time. A consistent effort pays off, rather than rushing at the end.
- Develop a timeline. I have given you a few important dates.
- Giving some time regularly is just as important as how much time you can give. You can generate a lot of value by devoting just 15 minutes a day.
- Energy plays a pivotal role in generating value. You need energy to maximize your time and develop resources.
- Generating value takes resources, and you have plenty of them at your disposal. These include your abilities; any and all information you can access; the Internet; the library; grocery managers and buyers; people that you know who can help; organizations and institutions---for example, a trade association, and more.

Combine these three elements to create value.

Value = Time X Energy X Resources

The most important clues that I can give you are:

1. Plan. Answer the question early "what is needed."
2. Put things in writing. It helps so that everyone on a team is in agreement.
3. Use what you are learning.
4. Start with analyzing the marketplace, the external factors, target market, competition, etc.
5. Rehearse all presentations.
6. Prepare the assignment and the deliverables as you go.
7. And work together.

Here's another concept to discuss with your team:

(Strategy x Executive) x Trust = Results

A team or company can have an excellent strategy and a strong ability to execute, but the net result can be torpedoed by a low trust level among the members.

Trust comes from listening first, straight talk, keeping commitments, demonstrating respect, righting wrongs, creating transparencies, showing loyalty, delivering results, getting better, confronting reality, clarifying and practicing accountability.

“Luck is preparation meeting opportunity. “

"Lessons From Geese"

Fascinated by the conduct of flying geese, Dr. Robert McNeish, wrote "Lessons From Geese" for a sermon in his church in 1972. Demonstrating the power of a good idea, his essay spread and has become a classic statement of the importance of teamwork.

FACT: As each goose flaps its wings, it creates an "uplift" for the birds that follow. By flying in a "V" formation, the whole flock adds 71 percent greater flying range than if each bird flew alone.

LESSON: People who share a common direction and sense of community can get where they are going more quickly and easily because they are traveling on the thrust of one another.

FACT: When the lead goose tires, it rotates back into formation and another goose flies to the point position.

LESSON: It pays to take turns doing the hard tasks and sharing leadership.

As with geese, people are interdependent on each other's skills, capabilities and unique arrangements of gifts, talents or resources.

FACT: The geese flying in formation honk to encourage those up front to keep up their speed.

LESSON: We need to make sure our honking is encouraging. In groups where there is encouragement, the production is much greater. The power of encouragement (to stand by one's heart or core values and encourage the heart and core of others) is the quality of honking we seek.

FACT: When a goose gets sick, wounded or shot down, two geese drop out of formation and follow it to help and protect it. They stay with it until it dies or is able to fly again. Then they launch out with another formation or catch up with the flock.

LESSON: If we have as much sense as geese, we will stand by each other in difficult times as well as when we are strong.

FACT: When a goose falls out of formation, it suddenly feels the drag and resistance of flying alone. It quickly moves back into formation to take advantage of the lifting power of the bird immediately in front of it.

LESSON: If we have as much sense as a goose, we stay in formation with those headed where we want to go. We are willing to accept their help and give our help to others.

"We judge ourselves by what we feel capable of doing, while others judge us by what we have already done."
 Henry Wadsworth Longfellow, American poet

Team Evaluation:

- Each team will receive a team score, but each team member will assist in the grading of everyone on his or her team, except themselves. I have been using this formula for over 30 years, and have determined that it is one of the best methods for team harmony and outstanding results.
- You the first two columns for initial assignment, and all three columns for second phase.
- I understand the time pressures, and appreciate your taking the class, but working with others stimulates your thinking and enhances the classroom presentations. It is much more of an example of the real world.
- It helps to distribute the work in your team. We will have teams by the second class.

Additional notes:

- Will be reminded often, you will help in the evaluations and grading of the other team members. Your help is a percentage of the final grade, and your evaluation assists in keeping everyone's interest and cooperation.

Please give me your input on two questions:

Evaluation Question: Would you grade everyone equally in his or her preparation and cooperation during the team assignment?

If yes, please circle "yes" and go on to overall question.

If you would not answer "yes", please add each team member's name. Make it readable and put in alphabetical order. Then write a number between 0 (poor) to 20 (excellent), with an average of 20 for all members*. If you give one person more points, you must give someone less. Remember to be fair. There's room for additional input or explanation. If everyone is evaluated equally, add a note----"YES", after putting down team and all members.

(# of teammates X 20; if you have five total members, then it's four times 20 or 80 points; don't evaluate yourself.)

*Do NOT evaluate YOURSELF. Five members minus one equal four. Five times twenty points equals 80 points. Yes, 80 points. If everyone was equal 20, 20, 20, 20 = 80

If one person did a little more and one person did a little less then 25, 15, 20, 20, which equals 80 points.

There's room for additional input or explanation. If everyone is evaluated equally then just add a note----"YES", after putting down team and all members.

	Number for Team Planning	Team Strategy & Execution	Team Paper
Member A _____ (your name)	-----	-----	-----
Member B _____	_____	_____	_____
Member C _____	_____	_____	_____
Member D _____	_____	_____	_____
Member E _____	_____	_____	_____

Team Number _____ (add team number)

Note: Hand in all evaluations, at one time, in a sealed, flat envelope (8 ½ x 11 envelope) and please do not fold them. Be sure to list the student team members alphabetically. Be sure to do the correct math. 75-85% of teams give the same points to each other. If someone does more, reward them. If someone doesn't come, or comes poorly prepared for team meetings or falls asleep, decrease their points. Be fair.

I am looking for input. Remember that I want everyone to be prepared.

A little more:

- I am here to help you understand the elements of business strategies
- If you have any questions on the individual or team projects, please ask them, in class, in case another team or student has the same question and needs this information.
- Remember, this at the beginning of the class and you'll need to take one section at a time. Things will work and will fall into place, if you put in the time and work as a team. I hope this will be one of your favorite classes. Have fun with this class and the assignments. I'm here to help facilitate.
- On many occasions and before class, I'm available to answer your questions.
- Be sure to start early on the assignments/projects, develop a good team experience and an equitable distribution of work for the semester and your team project.

Good Luck. Let's have a great semester.

MKT 100 Assignments:

Assignment #1: Every student reads Student Guide (2008), registers, logins, and goes through Capstone "Rehearsal" Simulation on their own. That means individually, so that YOU can help your team, not hinder your teammates. Turn in **Team Update**, which includes responsibilities and timeline. Add a team photo in color or B/W with each team member identified. Any questions, we'll handle in class.

If you read the materials on the capstone.com website, you may not need to use or contact MSI Support link and/or 1.888.472.7554 or 1.877.477.8787 for customer or student support. If your team agrees and signs, you can turn in "team project" contract.

Students complete pre-work: Introductory Lesson Video and Quiz; Rehearsal Exercise and begins Situation Analysis Exercise (Team)

Marketing Performance Management: The Art and Science of Marketing

Idea-making and number-crunching. Right brain and left brain. Art and science. It's not only possible to bring these two sides of marketing together, it's mission-critical in today's shifting landscape. That's why you're working as a team on Capstone business simulation. That's why we're giving you resources to help marketers build out on a framework of understanding complex marketing concepts by doing.

Assignment #2: Criteria for Finding One Web Site for MKT 100 Class (Individual Assignment only)

Introduction:

E-commerce allows small and large companies to take advantage of the web and vanishing national borders. The top fifty (50) searches are daily at <http://50.lycos.com/>. For a product special everyday go to www.woot.com. Special events and tickets go to <http://www.goldstar.com/?p=F20060N>. A popular site is www.lastminute.com for European travel. Most frequently asked questions are going to: US Dept of Commerce www.lta.doc.gov; financing exports www.sba.gov (Small Business Administration); trade shows www.tscentral.com. I'll give you examples.

- Web sites and companies require more than just a cute idea to survive. They need real business plans, real business experience and real business profits.
- Top stories and issues in the last years: Failures, stock market, Enron, privacy and consumer protection, and movie sites. Any others?
- People who use an online buying service save an average of \$490 on the price of a new car, according to J.D. Powers.
- Internet shoppers represent more and more of overall purchasing.

- Seven retailers including cdnow.com, kbtoys.com and toysrus.com paid civil penalties totaling \$1.5 million for failing to provide customers notice of delayed deliveries while continuing to promise prompt shipping.
- An Internet strategy firm recommended in the evaluation of a web site: Saying “I got a lot of new business when I put up my web site” is not the same as saying “I measured a 18% gain in my bottom line profits this year, after taking into consideration all the fixed and recurring costs of establishing my web presence.”

Overall Concept:

- Related to business, and helpful to class.
- In the news, timely
- Something newsworthy
- Unique or different.
- “Wow factor” (“I didn’t know that. I wish I had found that site.”)
- Your analysis on:
 1. Why you selected it? How you found it?
 2. What is its purpose? Sales, information/education, marketing support for a “bricks and mortar” business
 3. Will it succeed or die?
 4. How to increase awareness

More Examples:

- Changing privacy policy statements.
- Epinions.com for market research.
- Priceline.com vs. hotwire.com on travel (a percentage of airline seats go empty on an given day)

Computer Simulation has three parts (Assignments #1, #3 and #4)

Assignment #3: (For Team) TEAM Meeting Update

- **List of individual assignments, timing, and responsibilities. Plus three (3) rounds of Capstone’s Foundation simulation. 0-1, 1-2, 2-3. Be sure to add evaluations.**
- **If you would like, I will give you the opportunity to replay the rounds again. But only if you want to, as a team for this part only.**

The following can be in outline form. Three to five pages (single-spaced):

1. Report results. How did you do? Sales, Market Share and Profits?
2. Fill out evaluation sheets, properly filled out (confidentially); Hand to TA separately.
3. Add a team photo in color or B/W with each team member identified.
4. Describe the Nine P’s in relationship to this project.
5. What are marketing strategies used?
6. Who were you targeting?
7. What have you as a team or as an individual learned?
8. Any questions or suggestions?
9. What were the three most important marketing decisions? Would you have changed these, if starting over?

Note on Team Experiences/Decision Making: When discussing planning, objectives, strategies or tactics with your team, always cite references from our class, readings or your background. It’s not appropriate to take a stand by saying “I just feel it.” Back up your individual or team decisions with strategic references. Back up your decisions, with salient references. It makes for a better, fun experience. And ultimately, YOUR TEAM’S EXPERIENCE.

How will you and your team be evaluated? Looking at a “Morningstar” (<http://www.morningstar.com/>) style system: Areas: Profits, Margins, Emergency Loan status, Market Share, Customer Satisfaction, Inventory Management , Wealth Creation/Stock Price, Teamwork, and more.

Note: The teams can play three periods or three years. How many replays/restarts should be allowed? One replay, or one restart.

7. Go to www.capsim.com
8. Type in your User Id and password
9. Click on the Capstone® logo
10. On the left menu, click Dashboard
11. To the right of the menu, in the Task List box, there will be a link for you to “Join a Team”

12. Click on the link and choose from one of the corporations.

Homework

5. Log into your capsim account from our main homepage, www.capsim.com
6. Click on the Capstone® logo
7. On the left menu, click on the “Getting Started” menu option
8. To the right of the left menu, go through the following tabs:
 - **View Introductory Lesson** – Click “Audio Version” (if you have speakers) or “Silent Version” (if no speakers are available). There is a quiz at the end that you must also take. The video is about 15 minutes long.
 - **The Guide** – there is an electronic version of the Student Guide from this tab. You may already have a hard copy. Please skim through the chapters so that you can familiarize yourself with where things are in this guide. This is your reference guide as you go through the simulation.
 - **Complete the Rehearsal Simulation** - Read and do the instructions for the Rehearsal Simulation. You must complete the first 4 rounds of the Rehearsal Simulation. **YOU MUST DOWNLOAD THE FILE CAPSTONE®.XLS BEFORE YOU CAN START THE REHEARSAL SIMULATION.**

Support for the Simulation

Please contact support if you have any problems with the simulation, technical or business related. Send us your questions by clicking the “Help” and “MSI Support” link from the left menu of your www.capsim.com account. Please provide 24 hour response time. You can also speak to a live person during office hours, Monday – Friday 9:30am – 6pm Eastern Time Zone. The toll-free number is 1.888.472.7554 or **1.877.477.8787**. MSI is here to help with specific questions but remember you must do the work. Support will not provide you with help on what decisions to make.

For the next part, you start over and play from period 0. The CSUN customization will have one (1) replay and one (1) restart for the entire game

Part Two: Assignment #4 Wrap-up

- **Five Rounds of the simulation. You get to go back, and run rounds 0-1, 1-2, and so on.**
 - **This can be in outline form. Seven to twelve pages.**
 - Report results and activities. The following can be in outline form.
1. Report results. How did you do? Planning? What strategy were you using? See page 34 in Student Guide. New Product Development (R&D), Marketing, Sales, Financial Decisions and Characteristics, Project Management, Emergency Loans, Market Share, Profits, Stock Price?
 2. Add team photo, with each member identified.
 3. Fill out evaluation sheets, properly filled out (confidentially); Hand in with a sealed envelope. Please put in a flat envelope and not folded. Be sure to list the student team members alphabetically. Be sure to do the correct addition. 75-85% of teams give all of the same points to each other. If someone does more, reward them. If someone doesn't come, or comes poorly prepared for team meetings or falls asleep. Decrease their points. Be fair.
 4. Describe the Nine P's in relationship to this project.
 5. What basic strategy or strategies are you using? Starting out/
 6. What are the marketing strategies used?
 7. Who were you targeting?
 8. What were the major decisions you made with R&D? New Product Development? Why?
 9. What were the major decisions you made in Marketing, Segment Analysis, Market Share? Why?
 10. What were the major decisions you made in Forecasting and Production? Why?
 11. What were the major decisions you made in Positioning? Why?
 12. What were the major decisions you made in Finance? Emergency Loans? Why?
 13. What were the major decisions you made in Production and Capacity? Why?
 14. What were the major decisions you made in Pricing and MTBF (Mean Time Between failure)? Why?
 15. What were your worst case and best case scenarios

16. What were the major decisions you made in advertising?
17. If you did not do as well as would have liked to as a team, what changes would you make if given the chance of starting over. Please put in bullet points. I'm looking for specifics.
18. What have you as a team or as an individual learned?
19. What are three things your team would pass on to another team next semester?
20. Any questions or suggestions for me?
21. What were the three most important marketing decisions? Would you have changed these, if starting over?
22. Add a team photo in color or B/W with each team member identified.
23. Add your individual evaluation sheet (included in this syllabus) of your team members.

*Note: The teams will play up until period five or five years. (0-1, 1-2, and 2-3, up to 9-10). With zero (0) replays, just like the "real world", there are no replays or starting over.

How will you and your team be evaluated? Looking at a "Morningstar" (<http://www.morningstar.com/>) style system: Areas: Profits, Margins, Emergency Loan status, Market Share, Customer Satisfaction, Inventory Management, Wealth creation/Stock Price, Teamwork, and more.

How many replays/restarts will be allowed? None. Again, just like in the "real, marketing and business world." You had your practice, now it's "real" simulation.

This will be a great learning, team experience. Have fun learning how to put the materials into action. Better than a test. And more memorable. All the best.

What does Capstone® teach?:

- How to organize a management team.
- How to set corporate and departmental goals.
- How to create business strategies and tactics.
- How to analyze the competition.
- How to establish cross-functional integration.
- How to develop and evaluate new products.
- How to create and implement marketing plans.
- Personnel allocation, determining pay and training.
- Production scheduling, automation, quality and inventory control.
- How to read and understand financial statements and financial ratios.
- How to handle finances, issue and redeem stock, borrow, pay dividends.
- Leadership and teamwork.

This will be a great learning experience. Have fun learning how to put the materials into action. The assignments are better than a test. And more memorable. All the best.

"Look at a day when you are supremely satisfied at the end. It's not a day when you lounge around doing nothing; it's when you've had everything to do, and you've done it." Margaret Thatcher, first woman in Europe, prime minister

"Never tell people how to do things. Tell them what to do and they will surprise you with their ingenuity."
George S. Patton (1885-1945), U.S. Army general during WWII

"You cannot escape the responsibility of tomorrow by evading it today."
Abraham Lincoln

Blank for Personal Data sheet, See next page, please.

MKT 100 - Personal Fact Sheet (SPRING 2008)

- This data sheet will help me tailor the class to fit your specific and the overall needs of the class. Please make the info readable. I will need a hard copy. Please do not send an email. With 150-160 students and the virus problem at CSUN, I need a hard copy.
- Please complete and mail me a copy **within three business days** of reading this syllabus, (you will get extra credit). Also, please bring a copy of this sheet to the first class.
- Send it to Larry Steven Londre, Londre Marketing Consultants, LLC.
11072 Cashmere Street, Second Floor, Los Angeles, CA 90049; Thank you.

Print Clearly, REALLY, Print Clearly

Name: _____
Address: _____
Phones: _____ school/cell _____ home/work
Employer (if any): _____ Title: _____
Business Specialty/ Occupation: _____

_____ email address (Important: Please be sure to put our **SPRING MKT 100 class** in the subject line of any future email; I've been teaching and have many former students contacting me. Since I email updates and info, if your email address changes during the semester, please inform me or TA immediately. (The responsibility is on you)

What would you like to get out of our class? _____

What type of business, marketing, advertising, finance experiences (**classes/jobs/internships**) have you had (it's OK to say very little; that is why I'm here); we will cover dozens of topics, you want covered. From major to minor topics, fulfilling overall objectives of class. _____

Any previous classes which you want to tell me about? Which ones?

What are three interesting things about you that I can share with the class?

Given a choice, would you rather be richer, smarter or better looking? Swing Magazine put that question to a nationwide sample of 18-34 year-olds. What is your answer if you were asked? _____
What is your estimate of their responses or sample, which adds up to 100%?
_____ % richer _____ % smarter _____ % better looking?

Your two favorite TV shows, in prime time (8PM-11PM)? _____

After graduating, your first, or next job and your expected starting salary? Job: _____
Salary: _____

Is there anything else you would like to share with me? _____

dataform