BALL STATE UNIVERSITY
Miller College of Business

MARKETING MANAGEMENT (MBA 671) – FALL 2025

Dr. Rebecca VanMeter
Office: WB 319
Email: vanmeter@bsu.edu

Room: Online
Phone: 765-285-6008
LinkedIn: www.linkedin.com/in/rebeccavanmeter

Dedicated Student Hour: Tuesday 6p-7p EST
Student Hours: Tues. & Thurs.: 9 am – 11:00 am EST & 2 pm – 3 pm EST
Please email me or call if these hours don't work. *Hours available by appointments*

Course Materials: ***Everything you need for this course is purchased through Ball State First Day.***

- **MKTG 13th Edition**, Charles W. Lamb, Joe F. Hair, Carl McDaniel, ISBN-13: 9780357540459
- **Packback:** discussion board AI platform.
- **Marketplace Simulation:**
  - Course participants should expect to use analytical procedures, relevant concepts developed in class, large doses of common sense, managerial acumen, and sound business, as well as, marketing principles with the Marketplace Simulation. The simulation will be a semester long project where you apply and reflect on the content as it used in the simulation.
    - It is very strongly recommended that you work with a partner for the simulation. There will be teams of 2. If you are willing to work with a partner pick a team 1-24.
    - If you are absolutely certain you want to work alone, you will need to sign up for a team between 25-35.

Marketplace Simulation Student sign-up instructions

If you need help, support is available 7 days a week from 8am to 9pm Monday - Friday and 10am - 7pm on Saturday and Sunday, Eastern time. Support email: support@ilsworld.com / Phone: +1-865-522-1946

Your game ID: 12284-00005-89964
Game name: RVan-MBA671 F25

Additional Material: We will be listening to "How I Built This" Podcast by NPR. They are fascinating and will lead to some really great conversations about how the material from the course is being applied in the real-world. Students are required to read all the additional reading materials and be ready to discuss in class. I've also assigned a Netflix documentary "Social Dilemma".

Course Objectives:

Marketing is all around us – it is a part of our daily lives. No matter where you look, products, services, and ideas are constantly marketed to you, the consumer. You may even work in marketing – approximately one-third of the entire civilian workforce in the US performs marketing activities. No matter what your career may be, knowledge of the terminology and fundamentals of marketing is essential for communicating with others throughout the global business environment. An understanding of marketing benefits you both as a consumer and as a professional.

The overall objective of the course is to provide you with an understanding of key marketing issues and application in a real market place. This course will focus on the following specific objectives in accordance with the MCOB AOL graduate goals (Please see page 8 for details):

- To introduce the core concepts of marketing and provide an overview of marketing
- To develop your understanding of the marketing environment
- To develop your understanding of the marketing strategy and the marketing mix variables (product, price, promotion, place/physical distribution) and their application in both domestic and global markets
- To provide you with insights into the "real world" of markets and marketing
- To improve your ability to integrate marketing concepts with the world around you.
- To enhance your analytical thinking and communication skills as it relates to marketing management.

AACSB Assurance of Learning (AOL)
The Miller College of Business is committed to ensuring that every graduate with a Master of Business Administration (MBA) degree is competent in four areas that are crucial to success in business. These learning goals can be easily remembered with the acronym **LEAD** (Leadership, Ethics, Analytics, and Decision Making).
Leadership: Miller College MBA Graduates will be able to develop leadership and management skills. They will be able to

- Explain relevant leadership theories
- Apply leadership theories effectively to solutions
- Assess personal leadership strengths and weaknesses
- Relate lessons from leadership theories and personal assessment to personal career

Ethics: Miller College MBA Graduates will recognize and address ethical business issues. They will be able to

- Identify ethical dilemmas
- Identify consequences of ethical dilemmas
- Articulate motivators driving behavior relative to ethical dilemmas
- Articulate a framework for resolving ethical dilemmas

Analytics: Miller College MBA Graduates will be able to interpret and communicate patterns in data, identify and apply the tools and techniques of data analysis, using technical knowledge to analyze problems and propose a solution. Specifically, they will be able to

- Understand the value of data collection and analysis in acquiring knowledge and making decisions in today's business environment
- Identify appropriate statistical techniques and understand their limitations for a given set of conditions in order to answer a particular question.
- Apply quantitative modeling and data analysis techniques to the solution of real-world business problems.
- Effectively present and communicate results using data visualization techniques.

Decision Making: Miller College MBA Graduates will be able to demonstrate effective evidence-based decision making. They will be able to

- Articulate the decision situation and criteria
- Identify and describe key decision alternatives
- Use data to correctly identify the likelihood of outcomes (favorable/unfavorable)
- Use data to assess the impact of outcomes (favorable/unfavorable)
- Make an informed decision and provide support

In this class, you will demonstrate:

- **Leadership**: apply leadership theories effectively to solutions and personal leadership strengths and weaknesses.
- **Ethics**: identify ethical dilemmas and consequences of ethical dilemmas.
- **Analytics**: understand the value of data collection and analysis in acquiring knowledge and making decisions in today's business environment, apply quantitative modeling and data analysis techniques to the solution of real-world business problems, and effectively present and communicate results using data visualization techniques.
- **Decision Making**: articulate the decision situation and criteria, identify and describe key decision alternatives, use data to assess the impact of outcomes, make an informed decision and provide support.

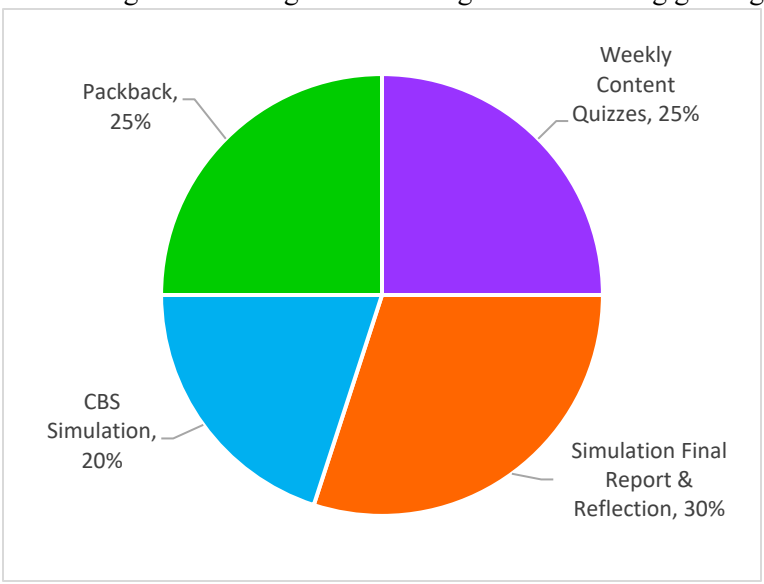
Class Time

This course is designed to provide a hands-on learning experience in marketing analysis, strategy, planning, management, and decision-making. As such, it also has associated with it a much different culture than other courses. This is not a lecture-oriented course with a fixed set of topics to be covered in a term. Rather, this is a course where much of the learning will take place outside of the formal classroom setting. The benefits to the course participants will be directly related to the quality and quantity of the effort expended on course related activities by each student. This course is very open-ended. The competitive nature of the simulation game, the feedback that it provides, and the wide open challenge it presents you will be the driving forces that determine the extent of your efforts. In addition, the course demands a highly interactive classroom dynamic with all students actively participating in case discussions.

Learning is an interactive process. As your instructor, I am here to facilitate this process and encourage you to actively participate in your own learning. It is also my goal to create an atmosphere in which we can all learn from one another. The Zoom portion of the course will largely consist of conversations about out the material covered in the text is applied to the real-world. Given the nature of the class is conversation about the applicability of the concepts from the text in the real-world example, keeping current with your reading is critical to your success – and enjoyment – in this class.

Grading Procedures:

Your final grade will be given according to the following grading system:



A	90-100 %
B	80-89.9 %
C	70-79.9 %
D	61-69.9 %
F	less than 60.9%

EVALUATION, ATTENDANCE, AND PARTICIPATION

Grades in this course are based on a combination of individual and partner activities. The activities all revolve around quizzes, a simulation, and discussions. **Our week starts on Monday and ends on Sunday.** Our class meets every Tuesday night from 6p-7p EST attendance is not mandatory, but strongly encouraged.

EVALUATION

Weekly Content Quizzes: 25% of your grade

Each week you will have one multiple-choice quiz per chapter regarding the assigned content of the readings. Quizzes are due 11:45p EST on Sunday of each week. You will have one opportunity to complete each quiz.

Packback (discussions board): 25% of your grade.

Participation is a requirement for this course, and the Packback Questions platform will be used for online discussion about class topics. Packback Questions is an online community where you can be fearlessly curious and ask open-ended questions to build on top of what we are covering in class and relate topics to real-world applications. The 30% of your grade from Packback will be an average of the weekly grades earned via Packback.

You will have 15 Packbacks to complete this semester. Every week you will have to complete your Packback obligations with two exceptions: Thanksgiving week and finals week (December 13-17). More information is available on Canvas, be sure to review that carefully.

There will be a **weekly deadline of Sunday at 11:45 PM EST** for all submissions. In order to receive your points per week, you should submit ALL of the following BEFORE deadline period:

Each week your Packback grade will be determined by two different components 1) Your open-ended question (worth 25%) and 2) your 2 responses (worth 75%).

- 1 open-ended Question per week with a minimum Curiosity Score of 70
- 2 Responses per week with a minimum Curiosity Score of 70. You will have to respond to ONE peer and to ONE of my seeded question (found at the top of the feed) each week.

Half credit will be provided for questions and responses that do not meet the minimum curiosity score.

Simulation Report & Reflection & Cumulative Balanced Scorecard (CBS): *50%* of your grade**.**

Additional information is provided in the Marketplace Simulation Supplement for Students document found on Canvas. The schedule for inputs is at the end of the syllabus.

Report & Reflection to Executive Board 30%
Cumulative Balanced Scorecard for Q 3 through Q 8 .....20%

EXPECTATIONS/POLICIES:

1. **LEARNING ENVIRONMENT:** In order to provide a classroom that is conducive to learning, please refrain from
   - **a.** answering cell phones
   - **b.** any conversations with fellow classmates outside of the scope of the class or that are disruptive in general
   - **c.** excessive background noise. This is a hybrid/online forum so when you are not speaking please turn off your audio. Turn back on when you are speaking.

   If a student does not comply with this policy, I will ask that person to leave the class or have him/her removed from class if the problem persists and I am forced to do so. However, since we are all adults, I do not expect this to be an issue.

2. **ACADEMIC INTEGRITY:** Students are expected to adhere to University guidelines as presented in the Code of Student Rights and Responsibilities as outlined in the student handbook. Every student should be aware of the Student Academic Ethics Policy put forth by BSU. Copies of the full policy statement are available at here.

3. **MAKE-UP POLICY:** The dates of the assignments appear on the course schedule in this syllabus. **No make-up quiz or presentation** will be offered except for documented emergencies. **No late work will be accepted for assignments** except for documented emergencies. Assignments will be considered late, and not accepted, if received ANYTIME after the due date/time. It is your responsibility to back up your work in the event of computer malfunctions. If, **for any reason**, you miss an assignment, you will receive a zero for that assignment.

   It is the responsibility of the student to save a copy of any emails sent to me with class work attached. The email must show the time and day it was sent. In the event that the instructor does not receive the email, you will be asked to provide a copy of your proof that it was sent. If you cannot provide that proof, you will receive a zero for that assignment.

4. **COMMUNICATION:** The best way to contact me is via email at vanmeter@bsu.edu. You can expect an email response from me within 24 hours during weekdays. I will not respond to email on weekends, but will review my email on Monday's and respond promptly.

5. **NO FINAL GRADE WILL BE ROUNDED:** To be fair to the entire class, no special (out of class) extra credit assignments will be given or allowed. Students with extenuating circumstances, which require them to receive a certain grade or maintain a particular GPA (i.e., graduation, loss of a scholarship, University probation or suspension, loss of a job offer, revocation of student Visa, etc.), need to realize that you are responsible for working hard to achieve the needed class grade. Exceptions will not be made for individual students.

6. **"STATUTE OF LIMITATIONS":** Assignment and test grades and final course grades are non-negotiable and final grades will only be changed if the grade results from a mathematical or record-keeping error. It is important that each student frequently checks their class grades on the class internet site and immediately notifies the instructor of any discrepancies that have been discovered. After the posting of grades, you will have time to notify the instructor about any grading issues or errors. After this time period, no corrections or recalculations will be made.

7. **FOR STUDENTS WITH DISABILITIES:** If you need course adaptations or accommodations because of a disability, please contact me as soon as possible. Ball State's Disability Services office coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

   While it is always best for students to communicate early in the term, we may not put dates or deadlines on legal rights. Should a student request an accommodation, indicate that you will be able to discuss that when they have provided you with a letter from the DS office. For policies and procedures in working with students with disabilities, visit Faculty Resources, the red "Faculty" tab. For specific questions or concerns, please contact Courtney Jarrett, Director of Disability Services (DS), at cjjarrett@bsu.edu; 285-5293; Student Center 116.

OTHER INFORMATION:

1. **UNIVERSITY STATEMENT:** *We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse. If you need course adaptations or accommodations because of a disability, please contact the instructor of record as soon as possible. Ball State's Disability Services Office coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.*

2. **ATTENDANCE:** You will can log on for Tuesday to attend class, it is not mandatory, but STRONGLY encouraged. In general, my expectation is that you will always come to class prepared to participate positively in the in-class activities and discussions. You should treat this class as you would a standard business meeting: ***prepare, attend, and participate***. Quality of preparation, not quantity, is the relevant issue.

3. **FREEDOM OF EXPRESSION:** In this course, we are committed to fostering a learning environment that values intellectual diversity, encourages free expression, and promotes open inquiry. As members of the Ball State Community, we treat each person in the Ball State community with civility, courtesy, compassion, and dignity and respect and learn from differences in people, ideas, and opinions. Please review Ball State University's Statement on Freedom of Expression, the resources on Ball State's Freedom of Expression webpage, and Ball State's Beneficence Pledge.

4. **BALL STATE FIRST DAY:** This course is part of our course material delivery program, Ball State First Day. The bookstore will provide each student with a convenient package containing all required physical books and any digital materials will be integrated into Canvas for this course.

   You should have received an email from the bookstore confirming materials provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you haven't done so already, please confirm your fulfillment preference so the bookstore can prepare your materials. Students who do not want to participate in the First Day program may choose to opt out.

   To access your digital materials within Canvas:

Delivery Method	Direction
eBook	Select the "Course Materials" link
Courseware – SSO Partner Integration	Select the "Course Materials" link

Courseware – Access Code Reveal	Reveal the access code in the "Course Materials" link and redeem the code at the link provided on that page, or in the publisher's integration in Canvas
Courseware – Publisher Direct	Select the publisher's link in your course

5. **OTHER:** The following University policies and information: Title IX, University Grade Appeal Policy, Student Academic Ethics Policy, are also applicable in this course. They can also be found on the **VPAA Faculty Syllabus Resources website.**

STUDENT SUPPORT SERVICES:

- **The Learning Center:** The Learning Center offers free Tutoring and Academic Coaching for many courses at Ball State. Students can make appointments for online (Zoom) or in-person (NQ 350) appointments. To make an appointment, visit myballstate.bsu.edu and click on "Navigate" in the Academic Tools section, or just go directly to bsu.navigate.eab.com.

  Testing accommodations for students with disabilities are available for students who have received the appropriate documentation from Disability Services. Tests may be administered in the Learning Center. Supplemental Instruction is available in select courses. If you have an SI leader for your course, that person will provide students with information the first week of school regarding weekly study sessions. For more information about Learning Center programming, visit bsu.edu/learningcenter or call 765-285-1006. Follow us on Instagram: BallStateLC.

- **The Writing Center:** All writers improve with practice and feedback, so as a student in this course, you are encouraged to use the Writing Center (in Robert Bell 295 during weekdays, Bracken Library First Floor West in the evenings, or online during any of our regularly scheduled hours) to get additional feedback on your writing.

  The Writing Center offers free planning, feedback, and accountability sessions (in person and online) to all students composing essays, reports, reflections, research projects, web content, lesson plans, slideshows, poster presentations, resumes, and other digital or print texts. To schedule a free appointment to discuss your writing, go to bsu.edu/writingcenter. Online and in-person appointments are available; however, plan ahead because appointments book quickly!

- **The Basic Needs Hub:** If you are having difficulty affording enough food, do not have a safe and reliable place to sleep, and/or experiencing an emergency or crisis, help is available through the Basic Needs Hub. The Basic Needs Hub has information, resources, and provides individualized support to students. To talk with a supportive staff member about your experience, receive one on one assistance, or learn more about resources, you can submit a Basic Needs Assistance Form.

- **The Counseling Center:** The Ball State University Counseling Center offers free and confidential services to all students. The Counseling Center is located in Lucina Hall, Room 320. To schedule an appointment, you can contact us at 765-285-1736. Ball State also offers a 24/7 Crisis Line, which can be reached at 765-285-HOPE (4673). The Crisis Line is a mental health resource for those who are struggling with any mental health concerns, including thoughts of self-harm and/or suicide. All Ball State students also have access to several on-demand, self-help resources through a variety of different platforms. All of these resources, including a direct link to our website, can be found **here**.

- **The Speaking Center:** The Speaking Center is a free resource available to all members of the BSU community wanting to improve their public speaking abilities. The Center is in the David Letterman Communication and Media Building, room 302. To schedule an appointment, please access us through your Navigate app or use this direct link to sign up for a time**.**

Course Schedule (Tentative):

This syllabus is subject to change in the event of extenuating circumstances.

Week	Date	Course Content	How I Built This	Assignments
Week 1	Aug. 18 - 24	Introductions Preparation for class format	Uncle Nearest Premium Whiskey: Fawn Weaver (October 4, 2021)	Listen to HIBT (BEFORE CLASS) Get Textbook Get signed up for Packback **Packback 1**
Week	**Date**	**Course Content**	**How I Built This**	**Assignments**

Week 2	Aug. 25 -31	Chapter 1: Why Marketing Management is Important Chapter 4: The Marketing Environment	Southwest: Herb Kelleher (November 21, 2016)	Quiz Ch. 1 & 4 **Packback 2** Read Ch. 2 & 8
Week 3	Sept. 1 - 7	Chapter 2 Strategic Planning for Competitive Advantage Chapter 8: Targeting & Segmentation **Simulation Kick-off**	Spanx: Sara Blakely (September 12, 2016)	Quizzes Ch. 2 & 8 **Packback 3** **Q1 Inputs Due (9-7 @ 11:45p EST)** Read Ch. 14 & 5
Week 4	Sept. 8 -14	Chapter 14: Retailing Chapter 5: Developing A Global Vision	Crate & Barrel: Gordon Segal (February 20, 2017)	Quizzes Ch. 14 & 5 **Packback 4** **Q2 Inputs Due (9-14 @ 11:45p EST)** Read Ch. 6
Week 5	Sept. 15 - 21	Chapter 6: Consumer Decision Making	M.M. LaFleur: Sarah LaFleur (Jan. 10, 2022)	Quiz Ch. 6 **Packback 5** **Q3 Inputs Due (9-21 @ 11:45p EST)** Read Chs. 10 & 11
Week 6	Sept. 22 - 28	Chapter 10: Product Concepts Chapter 11: Developing & Managing Products	Audible: Don Katz (Nov. 1, 2021)	Quizzes Ch. 10 & 11 **Packback 6** **Q4 Inputs Due (9-28 @ 11:45p EST)** Read Chs. 13 & 19
Week 7	Sept. 29 - Oct. 5	Chapter 13: Supply Chain Management & Marketing Channels Chapter 19: Pricing Concepts	Warby Parker: Dave Gilboa & Neil Blumenthal (December 26, 2016)	Quizzes Ch. 13 & 19 **Packback 7** Read Chs. 3 & 18
Week 8	Oct. 6 - 12	**Fall Break (no class)**		
Week 9	Oct. 13 - 19	Chapter 3: Ethics & Social Responsibility Chapter 18: Social Media & Marketing	Netflix Documentary Social Dilemma	Quizzes Chs. 3 & 18 **Packback 9** **Q5 Inputs Due (10-19 @ 11:45p EST)** Read Chs. 7 & 9
Week 10	Oct. 20 - 26	Chapter 7: Business Marketing Chapter 9: Marketing Research	ClassPass: Payal Kadakia (June 29, 2020)	Quizzes Chs. 7 & 9 **Packback 10** Read Ch. 12
Week 11	Oct. 27 - Nov. 2	Chapter 12: Services & Nonprofit Organization Marketing	Airbnb: Joe Gebbia (October 17, 2016)	Quiz Ch. 12 **Packback 11** **Q6 Inputs Due (11-2 @ 11:45p EST)** Read Ch. 15
Week 12	Nov. 3 - 9	Chapter 15: Marketing Communications	You Pick *Options/Guidance in Canvas*	Quiz Ch. 15 **Packback 12** Read Ch. 15 & 16

Week	Date	Course Content	How I Built This	Assignments
Week 13	Nov. 10 - 16	Chapter 16: Advertising, PR, & Sales Promotion	Away: Jen Rubio (March 18, 2019)	Quizzes Ch. 16 **Packback 13** **Q7 Inputs Due (11-16 @ 11:45p EST)** Read Ch. 17
Week 14	Nov. 17 -23	Chapter 17: Personal Selling & Sales Management	Uncle Nearest Premium Whiskey: Fawn Weaver (October 4, 2021)	Quiz Ch. 17 **Packback 14** **Q8 Inputs Due (11-25 @ 11:45p EST)**
Week 15	Nov. 24 - 30	**Thanksgiving Break (no class)**		
Week 16	Dec. 1 - 7	Report work week: no formal class meeting		
Week 17	Dec. 8 - 12	**Final Report for Simulation due Sunday, Dec. 14th, 11:45p EST**		