



MKT 300 - Marketing and Corporate Performance Fall 2025 MWF

Instructor: Dr. John P. Eaton

Office: BAC 473

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**Office hours: By Appointment either
in-person or Zoom, Monday-Thursdays
10:30am-2:00pm**

Marketing plays a dynamic, pervasive, and exciting role within society and organizations. Class will emphasize frameworks and analytical tools that ensure customer focus and drive organizational performance.

I do not use - nor require - any textbook

W. P. Carey School of Business Undergraduate Program Competencies

(items in bold have significant coverage in this course):

- **Critical Thinking**
- **Communication**
- **Discipline Specific Knowledge**
- **Core Business Knowledge**
- W. P. Carey Edge: Ethical Awareness, Global Awareness and Entrepreneurial Mindset

MKT 300 Objectives and W. P. Carey School of Business Learning Goals

- To illustrate analytical applications of marketing practices that provide experience in developing strategies for products and improving corporate performance
- To gain a cross functional understanding of the role of discipline specific knowledge of marketing in market-driven managerial decision making
- To think critically and creatively to address real-world marketing issues by having students replicate real-world business decisions in an individual marketing simulation
- To prepare you for a professional career by gaining a knowledge of marketing concepts through problem-solving exercises that communicate your understanding

Class Philosophy, Course Material, and Grades

We have designed MKT 300 so that you should come to class with a basic understanding of important marketing concepts that will be applied in-depth during the lecture. You can do this in large part by reading through the materials prior to class. Class will be comprised of situational analyses, lectures, tests, and student engagement. Lectures will be used to build on the terminology found in the slides and to provide you with information from outside the material. It is my goal to make this class as involving as possible given our large size.

For each section, there will be a slide deck available at the course Canvas site under Course Documents. The slide deck for each section should be read PRIOR to class. Each slide deck file can be used as a framework for taking notes IN CLASS. Students will need to come to class to elaborate and supplement the information on the slides. Students are encouraged to download the slides prior to class to enhance notetaking. The slides will be available approximately one week prior to being used in class. It is solely your responsibility to obtain class material from another student if you are absent. **Without documented support for an absence (e.g., doctor's note) the instructor will not provide the student with the opportunity to make up work/points missed in class.**

I fully understand the importance of grades. While I do not have an attendance policy, missing class will likely have negative consequences on your ability to perform well on exams as much of the test material will come from class. You should know that your grade will be determined **entirely** by your performance on the exams and an on-line marketing simulation that will be discussed thoroughly in class. Therefore, **I will not consider** adjusting grades due to factors outside of the course (e.g., GPA trouble, work conflicts, personal situations, scholarships, etc.).

I will work hard with any student who is motivated to improve their performance in class. I have the utmost respect for students who want to put in the effort. I thoroughly enjoy helping students, so please contact me. With such a large number of students, I have a strong responsibility to treat everyone equally and fairly. I will always help students prior to an exam but will never add points to a score after an exam because you need a higher grade.

At the end of the semester, please do not ask me to simply add points to your final grade. It is unfair - and I feel unethical - for you to ask me to do so. I am unable to add a similar number of points to everyone's score just because you want more points. As a student, I would be upset if I found out that someone else received a higher grade than I did with fewer points than me or if I learned that a student received more points just because they asked for them. Any requests to give you more points will be responded to with a simple no.

Exam 1	200 points
Exam 2	200 points
Exam 3	200 points
Exam 4	200 points
Simulation Performance	100 points
Simulation Project	<u>100 points</u>
	1000 points

A+	= 970-1000 points
A	= 930-969 points
A-	= 900-929 points
B+	= 870-899 points
B	= 830-869 points
B-	= 800-829 points
C+	= 770-799 points
C	= 700-769 points
D	= 600-699 points
E	= 0-599 points

MKT 300 - COURSE SCHEDULE (Subject to Change)

For Drop/Add and Course Withdrawal Deadlines, please refer to:

<https://students.asu.edu/academic-calendar>

Key Dates	Exam 1 Material August 22 nd – September 17 th
Monday, Sept 1 st	NO CLASS – Labor Day
Wednesday, Sept 17 th	Exam 1 - 200 points

Key Dates	Exam 2 Material September 19 th – October 10 th
Wednesday, October 8 th	Exam 2 - 200 points
Monday, October 13 th	NO CLASS – Fall Break

Key Dates	Exam 3 Material October 15 th – November 7 th
Wed, October 15 th	Marketing Simulation Discussion
Friday, November 7 th	Exam 3 - 200 points

Key Dates	Exam 4 Material November 10 th – December 5 th
Wednesday, Nov 26 th	Marketing Simulation Discussion
Friday, November 28 th	NO CLASS – Thanksgiving
Sunday, December 7 th	Marketing Simulation Paper Due, 11:59pm

	Exam 4 – 200 pts; NO exceptions to the Final Exam Date
8:00am Section - 60188	Monday, December 8th 7:30am-11:59pm
9:05am Section - 60189	Wednesday, December 10th 7:30am-11:59pm

Simulation Decision Due Dates*					
Quarter 1 Tue 10/28 6:00am	Quarter 2 Tue 11/4 6:00am	Quarter 3 Tue 11/11 6:00am	Quarter 4 Tue 11/18 6:00am	Quarter 5 Tue 11/25 6:00am	Quarter 6 Tue 12/2 6:00am

Every quarter submission after the due date will result in a: **5-point deduction**
 Every quarter submission more than one, less than 2 weeks late: **10-point deduction**
 Every quarter submission that is more than two weeks late: **20-point deduction**

Exams

1. There will be four online, multiple-choice exams during the class. You will have 60 minutes to complete the exam once you begin. Exams can be taken any time from 8:00am-11:59pm (Arizona time) on dates noted below. Each exam will cover all online materials including references to links I post on Canvas. **Each exam can only be taken once; there is absolutely no retaking of any exam(s).**
2. **Exams are closed book and closed notes and time limited.** Calculators, cell phones, electronic foreign language dictionaries, or all other forms of technology are **NOT allowed**. There will be **NO BACKTRACKING DURING THE EXAM**, questions will be answered in the order they are presented.
3. **All exams will be taken using Respondus Lockdown Browser** – details will be discussed extensively prior to the first exam. You may not collaborate or consult with any other student in any way regarding exams. **No one else can be in the room with you.**
4. **I will not open exams earlier.** If you cannot take the exam during the regular window, I will work with you to take a makeup exam at a later date. No make-up exams will be given unless arrangements are made before the exam and only with the instructor's approval (e.g., medical emergencies). If you are unable to take the test during the exam window, you must contact me in advance of the exam.
5. ALL MAKE-UP EXAMS will be different than the regular test and be given during the last two days of class. Make-up exams will be subjected to a 20% reduction in the exam score. **Medically excused exams can be made up prior to the final exam period and will not incur the 20% reduction.**
6. If a student misses the last exam during finals week due to a medical emergency, the student will need to supply documentation to receive a medical incomplete. If the final is missed for any other reason, the student will take a make-up exam at the end of the class with a 20% penalty reduction from the final score.
7. If you have a technical issue, **you MUST inform me within 10 minutes of being kicked out.** **After the first reset**, I reserve the right to offer a make-up exam that has been *significantly modified* from the original exam in order to maintain academic integrity.

Exam 1: Wednesday, September 17th, 8:00am-11:59pm, Arizona time

Exam 2: Wednesday, October 8th, 8:00am-11:59pm, Arizona time

Exam 3: Friday, November 7th, 8:00am-11:59pm, Arizona time

Exam 4: 8:00 Section: Monday, December 8th, 7:30am-11:59pm, Arizona time

9:05 Section: Wednesday, December 10th, 7:30am-11:59pm, Arizona time

NOTE: All exams self-submit at **11:59PM** on exam days, Arizona time, so schedule your time accordingly (i.e., you should begin your exam no later than 10:59PM to allow yourself an adequate amount of time for completion.)

Marketing Simulation

Around the **half-way point** in the semester, we will be incorporating an online marketing simulation into our course to further illustrate real-world marketing principles. You will submit decisions through this online simulation six times (there are six 'quarters' to the game). You will have one week to complete each quarter (due dates are below).

The simulation will comprise 20% of your course grade. Half of your simulation grade (10%) will be based on your actual performance in the simulation, and the other half (10%) will be a strategic analysis that will be turned in through our course Canvas site after the completion of the simulation. We will discuss the simulation process thoroughly in class.

We will thoroughly discuss how your simulation performance grade is calculated based on the actual results of the game. For now, please know that your simulation performance will be graded based on your actual performance with respect to your cumulative balanced scorecard total (CBS) and your final quarter (Quarter 6) total. I will add your CBS to your Q6 scores to determine your points. I will use the following scale – if you achieve this level of CBS+Q6 points, you will receive the following points:

Your simulation performance will be graded based on your actual performance with respect to your cumulative balanced scorecard total (CBS) and your final quarter (Q6) total. I will add your CBS to your Q6 scores to determine your points. I will use the following scale – if you achieve this level of CBS+Q6 points, you will receive the following points:

CBS+Q6 > 160	100 points	CBS+Q6 > 115	82 points	CBS+Q6 > 70	64 points
CBS+Q6 > 155	98 points	CBS+Q6 > 110	80 points	CBS+Q6 > 65	62 points
CBS+Q6 > 150	96 points	CBS+Q6 > 105	78 points	CBS+Q6 > 60	60 points
CBS+Q6 > 145	94 points	CBS+Q6 > 100	76 points	CBS+Q6 > 50	50 points
CBS+Q6 > 140	92 points	CBS+Q6 > 95	74 points	CBS+Q6 > 40	40 points
CBS+Q6 > 135	90 points	CBS+Q6 > 90	72 points	CBS+Q6 > 30	30 points
CBS+Q6 > 130	88 points	CBS+Q6 > 85	70 points	CBS+Q6 > 20	20 points
CBS+Q6 > 125	86 points	CBS+Q6 > 80	68 points	CBS+Q6 > 10	10 points
CBS+Q6 > 120	84 points	CBS+Q6 > 75	66 points	CBS+Q6 > 5	5 points

Simulation Decision Due Dates*					
Quarter 1 Tue 10/28 6:00am	Quarter 2 Tue 11/4 6:00am	Quarter 3 Tue 11/11 6:00am	Quarter 4 Tue 11/18 6:00am	Quarter 5 Tue 11/25 6:00am	Quarter 6 Tue 12/2 6:00am

Every quarter submission after the due date will result in a **5-point deduction** from your total

Every quarter submission that is **1-2 weeks late**: **10-point deduction**

Every quarter submission that is more than **two weeks late**: **20-point deduction**

Marketing Simulation Analysis Paper (100 points)

Due Sunday, December 7th, 2025, at 11:59pm

Papers will be submitted AFTER you have completed all six quarters.

Papers will automatically lose **10 points per hour** past the deadline
(1-60 minutes late = 10-point penalty).

The paper grade will be based on your ability to describe and analyze your strategic decisions from our marketing simulation. These points are **completely independent** of your actual simulation results; in other words, one could dominate in the simulation but write an awful paper and vice versa.

In one sentence, the paper is all about explaining *why you did what you did* - it is as straightforward as that. I am grading you on the quality of your explanations. The more thoughtful/insightful/analytical your explanations are, the more points you will receive.

Paper Guidelines Must-Haves:

For each of the six quarters you need to extensively address/explain the following:

1. Major decisions made for this quarter (what did you do?) **and most importantly a thorough explanation as to why** each decision was made (**why did you do it?**)
2. After you receive the simulation results for each quarter (there are none for Quarter 1), describe your company's results in depth (how did it turn out?)
3. **Here is a checklist that each section (starting with Q2) of your paper needs to include.** You can start by describing your results, but I need **an analysis** of your decisions with respect to:
 - Brand/ad/price judgments for each product
 - Number of salespeople per market per product
 - Number of ads per product per market
 - **SPECIFIC** Competitors' results for the best competitors in your segment(s)
 - Balanced scorecard results - INCLUDING the FINAL RESULTS of the game **found in Quarter 7 in your simulation!!**

So, reflecting upon your strategy, detail the changes you would make to your strategic decisions and **explain why** this would improve your strategy and results (what did you learn from these results and how can you improve your decision-making strategies for next quarter?).

We will combine Q1 and Q2 since there are no results to discuss for Q1. Therefore, your paper should have five sections to it (Q1+Q2, Q3, Q4, Q5, Q6). Each of these sections will constitute 20 of the 100 points.

I strongly suggest you write the paper as you go. While this is obvious, it will truly show as your explanations will be significantly stronger than if you wait until the end to put the paper together.

Use of Generative AI:

I hope this helps to make your task of writing your Simulation Paper easier by knowing that I don't want, nor appreciate fluff or pretty writing; the simulation paper to me is meant to be raw/unrefined/stream-of-conscious. I'm not an English major, nor am impressed with ginormous words (strong chance I will need to look them up, anyway).

Give me descriptions/facts, your actions, and analyses/explanations of your decisions *and* your results. THAT SIMPLE. I just want you to tell me a story of what you did, why you did it, how it turned out, and how you are going to improve next quarter!

I want a lot of "I did this because..." and things like "{name of *specific* competitor} had a better brand judgment than I did. We had a strong overlap in features, but I saw that they included precision brakes, and I went with standard brakes. I'm definitely going to go with precision for the next quarter to improve my brand judgment."

I want to know *WHY* you thought {X} was the optimal number of salespeople/ads. Why not any other number? Down the road we'll have a ton of competitor information to be able to better determine the optimal resource deployment, so that you will be better able to articulate how you decided on the numbers you did.

Another thing I harp on is for you to picture presenting to a Board of Directors asking for funding. When you explain how you are deploying your resources, I would expect them to ask follow-up questions. WHY do you think this is optimal/WHY are other numbers less optimal?

I am not anti-AI; I'm anti-you-not-telling-me-anything-and-just-saying-things-to-say-things-thinking-that-this-will-score-lots-of-points. It will not!

Formatting Instructions

NONE - This paper is meant to capture your thoughts as to how you are proceeding with the simulation as well as reflecting back upon your actions so that we may learn from any mistakes. **I do not care about the format**, just the content (FYI, **headings** throughout the paper make it much easier to read). Type size, type font, margins single-/double-spaced are all irrelevant to me, as I am grading solely on the quality of your explanations of your decisions.

I do not have any set page-length in mind, but I would argue that for this assignment if you spent a paragraph or two on every quarter, you would not be supplying me with an *extensive* analysis of your simulation decisions/results. For comparison, **decent papers average 12 pages, double-spaced. There is no page limit.**

Helpful Hints

1. **Picture yourself in front of a board of directors to explain how you are spending their money. They want in-depth explanations of *why* you are doing what you are doing. SO DO I. You need to sell me on your strategic thought process.**
2. **Failure to thoroughly discuss how your SPECIFIC competitors' actions affect your actions will kill your score.**

3. **Sentences that start with "I did this because..." is off to a solid start.**
4. **Screenshots are **not necessary** as I have access to your account. When grading your paper, I will be scrolling through your game on a second monitor. Only include screenshots if you are going to provide analysis of the data featured in the screenshot.**
5. **Oh yeah, did I mention that you should write your paper as you go? I did? Well, it's important enough to mention again!**

Turnitin

All paper submissions will be analyzed for plagiarism by the Turnitin software through Blackboard. FYI, my Turnitin database has thousands of papers. If yours is determined to be plagiarized in any way or you submit a paper that does not align with your simulation decisions, this will not result in a 0/100 for the paper, but rather a harsher penalty up to and including a grade of **XE for the entire course**, regardless of your exam performance. Plus, you will get to meet with the Dean of Academic Affairs; they will be handling all academic improprieties as this will be out of my hands. In short, you are **far better off not turning in a paper and taking a zero** than turning in a paper that in any way has borrowed from a different source, was written for a different purpose, or does not align with your simulation decisions. I cannot be clearer about this.

Extra Credit Marketing Research Activities

To better your understanding of the marketing research process you will be given multiple time periods throughout the semester in which you can volunteer to take part in our marketing research activities. Successful participation on your part will earn 5 extra credit points per session; you can attend all six sessions throughout the semester (30 points total). You may only attend **ONE session during each of the six research waves**. Times and dates for each of the research waves will be announced in advance so that you may plan accordingly. Sign-ups will take place through our course Canvas site. You will **NOT** be able to make up extra credit opportunities at later dates. All consumer research conducted will be carefully reviewed by the University for your protection. All data collected is anonymous and kept strictly confidential. You are free to withdraw from a study at any time, as long as you tell the researcher. If you have any questions about a study, please ask the researcher. If you are uncomfortable about your participation or have any concerns, please discuss it with the researcher, the MKT 300 instructor, or the Chair of the Marketing Human Subjects Committee.

Honors Enrichment Contracts for Barrett

While I do a ton of thesis work with Honors students in my role as a Barrett Honors Faculty Advisor (I believe I am on more theses than most everyone in our college), I'm unfortunately unable to do Honors contracts for MKT 300 as our department has an Honors MKT 303 section; more importantly, the Marketing Department faculty feels that the 303 brand project permeates all aspects of the class throughout the duration of the semester. If I can be of help with your Honors thesis, please do not hesitate to let me know!

Special Circumstances – Medical Incomplete Grade

Given the current and unpredictable situation we find ourselves in, please do your best to communicate with me when your medical situation allows. Please provide any available documentation. If your illness is serious/prolonged, I will work with you to create a plan for you to successfully complete the course.

This holds true if you are dealing with a family illness and/or personal matter. In these situations, I can provide a grade of I for Medical Incomplete, which will allow you to return to full strength to complete the course at a later date.

I am not offering a Y grade option; however, I will certainly provide a grade of I for Medical Incomplete for any/all documented medical situations. **Again, there are no retakes of any exams.**

If another significant societal disruption occurs, I may need to make changes to the syllabus. Any changes will seek to maximize learning while minimizing student anxiety. In the event of a significant disruption, students are responsible for checking the MKT 300 Canvas course announcements regularly.

Points on Canvas

Once points are posted for an exam, the marketing simulation performance, the marketing simulation paper, and extra credit activities on Canvas, **a student will have two weeks to notify me of any grade discrepancies.** After the two-week period has passed for each grade component, results are final and unchangeable.

Academic Integrity and W. P. Carey Honor Code

Students are encouraged to share intellectual views and discuss freely the principles and applications of course materials. However, graded work/exercises must be the product of independent effort unless otherwise instructed. Academic dishonesty will not be tolerated in any form. Cases of academic dishonesty will be pursued to the fullest extent allowed by college and university regulations. Students are expected to adhere to the ASU Code of Academic

Integrity as described in the ASU General Catalog. For further information on this subject please refer to: <http://provost.asu.edu/academicintegrity>.

The W. P. Carey School takes academic integrity very seriously. Therefore, unless otherwise specified, it is imperative that you do your own work. Any suspected violations of academic integrity will be taken seriously and handled completely by the W. P. Carey Dean of Academic Affairs. This may result in any/all of the following sanctions:

- A grade of zero on the exam/assignment
- A minimum of 10% reduction in your overall course grade
- An XE which denotes failure due to academic dishonesty on the transcript
- Removal from the W. P. Carey School of Business

I fully expect that every student has read the W. P. Carey Honor Code and agrees to its stipulations. If you have any issues here, please contact me.

<https://my.wpcarey.asu.edu/academic-integrity/upload/Undergraduate-Honor-Code.pdf>

Title IX, Discrimination, and Violence

Title IX is a federal law that provides that no person be excluded on the basis of sex from participation in, be denied benefits of, or be subjected to discrimination under any education program or activity. Both Title IX and university policy make clear that sexual violence and harassment based on sex is prohibited. An individual who believes they have been subjected to sexual violence or harassed on the basis of sex can seek support, including counseling and academic support, from the university. If you or someone you know has been harassed on the basis of sex or sexually assaulted, you can find information and resources at <http://sexualviolenceprevention.asu.edu/faqs>.

As a mandated reporter, I am obligated to report any information I become aware of regarding alleged acts of sexual discrimination, including sexual violence and dating violence. ASU Counseling Services, <https://eoss.asu.edu/counseling>, is available if you wish to discuss any concerns confidentially and privately.

Use of Copyright Class Materials

Recording, sharing, and/or taking photos of materials of any component of class in any way without permission is expressly prohibited. Unless you have registered with SAILS and require accommodation, recording of class lectures (video, audio, or photos) is not allowed, even if only in part, without written permission of the professor.

Course videos and related materials (i.e., activities, exams, quizzes, etc.) are considered the intellectual property of the instructor and the Department of Marketing and therefore not something that either students or third parties can legally post online or make a profit from without prior written permission. **Students who post the instructor's materials without written permission are in violation of federal copyright laws and subject to both University and legal sanctions.**

Additionally, any student who refers to the materials posted on these types of online websites or refers others to the sites is in violation of the academic integrity policy of the University. Appropriate sanctions will be imposed on any students who engage in this type of illegal usage of the course material.

Each student must act with honesty and integrity. If a student sells, obtains, or uses materials intended for an academic evaluation or assignment, without appropriate authorization, he/she is engaging in academic dishonesty. Finally, a student is violating the academic integrity policy if they refer to materials or sources or use devices not authorized by the instructor during the session. In summary, you are expected to make an ethical and moral commitment to act appropriately in all academic activities and to not tolerate any dishonorable behavior on the part of other students.

ACD 304-10 suggests, Students "must refrain from uploading to any course shell, discussion board, or website used by the course instructor or other course forum, material that is not the student's original work, unless the students first comply with all applicable copyright laws; faculty members reserve the right to delete materials on the grounds of suspected copyright infringement."

Classroom Behavior

You are enrolled in a professional course; please treat our classroom in the professional manner it deserves. Students are coming to class to learn. Please do not disrupt this process. **If you need to talk to someone in class, please excuse yourself from class rather than create an annoyance for other students.**

The university takes threatening behavior very seriously and these situations will be handled in accordance with the Student *Services Manual*, SSM 102-02

<http://www.asu.edu/aad/manuals/ssm/ssm104-02.html>.

If you have any questions as to what it means to act in a professional manner, please ask me. The Arizona Board of Regents' Student Code of Conduct prohibits threats of physical harm to any member of the University community, including to oneself. For more information, please refer to: http://www.abor.asu.edu/1_the_regents/policymanual/chap5/5-308.pdf

Tutoring Support

Please note that the W. P. Carey School of Business provides free tutoring in BA 201 for a number of undergraduate business classes. Assistance with writing is also provided.

my.wpcarey.asu.edu/undergrad/student-success/success-center.cfm?

In addition to the W. P. Carey Student Success Center, Arizona State University provides writing assistance through multiple platforms.

studentsuccess.asu.edu/writingcenters

University-Sanctioned Activities

Accommodations will be made for students who miss class related to university-sanctioned activities according to ACD 304-02. If you are participating in a university-sanctioned activity, please let me know as early in the course as possible so that accommodations can be made.

Special Needs and Accommodations

Please meet with me by appointment or during office hours to discuss accommodations and how my course requirements may impact your ability to fully participate. Please let me know as soon as possible if you need ANY accommodation for a disability. I can work with you and Disability Resources for Students (480-965-1234) to make the appropriate accommodations.

Religious Accommodations

Accommodations will be made for students with religious holidays. All requests for accommodation must be submitted by the end of the second week of class. Below is the calendar of official religious holidays. Each holiday noted with two asterisks denotes an observance for which work is not allowed. For these holidays, students will not be penalized in any way for missing class or assignment. This means that this will not count as an absence in class, and they will be granted a makeup assignment or exam, etc.

<https://provost.asu.edu/index.php?q=religious-holiday-calenda>