Welcome!
Welcome to BADM 770: Managerial Marketing online. My name is Rand Wergin, and I will be your instructor this semester. This class is one of my favorites to teach, and I hope that you will be able to share my enthusiasm for learning the various concepts and solving marketing problems. As such, this course is designed to give you a contemporary perspective of marketing, and the analyses and decisions marketing managers face.

Textbook & Materials
The text for this class is Marketing Strategy: A Decision Focused Approach; 8th ed. by Walker/Mullins. McGraw Hill Higher Education. 978-0-07-802894-6. Used texts and previous editions are available for a lower cost than a new text of the 8th edition. Used copies of the 8th and 7th edition of the text are appropriate for this course. Earlier editions of the text are not recommended.

Technology Requirements
The University of South Dakota has established minimum technology requirements for participation in online courses. These are outlined under the “Technology Support and Requirements” section in the CDE Online Orientation document in the Getting Started widget on the course homepage.

![IMPORTANT: All students should have the ability to submit papers and reports as Microsoft Word 2003 or later documents (.DOC or .DOCX), as the instructor will use the comment and proofing features in Word to provide feedback within the reviews themselves.]

Additionally, office hours will be facilitated via Collaborate. In order to fully engage in these discussions, it is recommended that you purchase a USB multimedia headset—earphones with a microphone—so that you can ask questions instead of typing them. These can be purchased online, or from your local retailer (Logitech products are recommended).

General Course Schedule
In general, a typical week in this course will be sequenced as follows:

<table>
<thead>
<tr>
<th>DAY</th>
<th>TASK</th>
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<tbody>
<tr>
<td>Monday</td>
<td>Start of the week; Read the chapter assignment for the week.</td>
</tr>
<tr>
<td></td>
<td>New quiz opens. Quiz from previous week closes. Both occur at 8AM ct.</td>
</tr>
<tr>
<td></td>
<td>Discussion for Marketing Plan Exercise topics open.</td>
</tr>
<tr>
<td></td>
<td>Marketing Plan Exercise due before 8AM ct</td>
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<tr>
<td></td>
<td>The weekly video lecture is posted on D2L.</td>
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General Course Requirements and Expectations

Success in online learning requires that students maintain a regular weekly schedule of course work, and the course is designed around that philosophy. Online learning requires motivation, independence, and discipline. You must devote sufficient time to the course, and that time must be scheduled wisely. I would estimate that you should expect to spend 10-12 hours per week on this course, watching the webstreamed lectures, reading the text and notes, and discussing problems with your classmates in order to be successful. I would recommend spreading that time over several days throughout each week. It would be best if you could make time to spend working on the material in a quiet environment free from distractions. Your learning will involve active reading, taking notes, understanding and applying definitions and concepts, and synthesizing this knowledge with your own experiences. While online learning is different from a traditional classroom environment, I am a firm believer that online learning has great potential. That does not mean that the convenience of online learning makes the course easy. Meeting the learning objectives of this or any other accredited MBA program will take significant effort from both the instructor and the student. I look forward to embarking on this class adventure with you!

IMPORTANT: This will not be a self-paced or correspondence-like course. You will be required—and given points based upon your performance—on all the requirements. Failure to do so may result in a reduced grade in the course, or being dropped from the course.

The format and assignments of this class include:

1. Quizzes for each chapter. The quizzes will be taken via D2L and require the use of the lockdown browser. There will be one quiz each week, the quizzes open at 8am on Monday, and close at 8am the following Monday.

2. Final Exam. The exam is comprehensive, proctored; and requires the use of the Respondus Lockdown browser or the LDB/Monitor dashboard.

3. Marketing Plan Exercises. These Exercises are the foundation of the weekly discussions in D2L as well as our office hours.

4. Marketing Plan Proposal. The Marketing Plan Proposals are an individual based assignment, and is the key assignment in this course. The Marketing Plan Proposal is due to the D2L dropbox before Monday May 2, 8am central time.

Getting Started
First, access the course in Desire2Learn (D2L). Use either the USD student portal (“MYUSD” from the usd.edu homepage) or directly via https://d2l.sdbor.edu. The course should be listed in under “My Courses.” Note: you will not be able to access the course until the start date, as indicated in WebAdvisor.

Next, familiarize yourself with the CDE Online Orientation found in the Getting Started widget on the course homepage. It contains important information on accessing USD’s resources online.

Also, do the following:
1. Orient yourself to the course components: News, Content (where all course materials reside), Discussions, etc.
2. Post your introduction in the first week’s discussion topic under Discuss.
3. Get the text, read the first chapter.
4. Look at the Classlist; see if you have any friends there.

**Contacting Me**

My contact information is listed at the top of this document. The best way to contact me is via the usd.edu email. I will do my best to respond to your requests within twenty-four (24) hours during the weekdays, or forty-eight (48) hours on the weekends. Note: D2L does have an email feature, but I do not check it on a consistent basis. **Please do not use the pager tool to contact me.**