



## Dillard College of Business Administration

### SYLLABUS: Graduate Seminar in Marketing

MKTG 5513 – X40

Summer II Semester 2020

### Contact Information

- Instructor: Dr. Phillip H. Wilson, Emeritus Professor of Marketing
- Office: None (Dr. Wilson lives in Colorado and does not maintain an office in the Dillard Building.)
- Office hours: MWTR 10:00 a.m. CDT - 11:00 a.m. CDT or by appointment. (Dr. Wilson is available during the posted times to respond to student inquiries in 'real-time'.)
- Phone: None (Dr. Wilson does not have a University phone number. If you need to speak to him, please leave an e-mail request with your phone number. He will contact you during scheduled office hours if that is convenient. If you need to be contacted outside of office hours please propose a time in your e-mail.)
- E-mail: [phillip.wilson@msutexas.edu](mailto:phillip.wilson@msutexas.edu) (This is the preferred e-mail address for Dr. Wilson. Please use this address rather than the one provided in D2L.)

### Course Materials

*Marketing Management*, by Greg Marshall and Mark Johnson, New York: McGraw-Hill/Irwin. (The first or second edition is acceptable.) Additional readings may be posted on Desire2Learn.

### Course Description

An intensive study of specific marketing concepts, theories, and strategies employed in the marketing of goods and services. Emphasis is placed on reading current journal articles and other related marketing publications.

### Course Prerequisite(s)

MKTG 3723 or equivalent and consent of the Graduate Coordinator

### Learning Goals

#### General Learning Goals

Global professionalism: Our graduates will be able to conduct themselves professionally in global environments. (Graduates will be able to navigate through the differences among multicultural environments.)

Creative business responses: Our graduates will produce creative responses to business situations. (Graduates will demonstrate the capability to critically analyze business situations and develop creative solutions to opportunities and problems.)

Professional Communication: Our graduates will communicate at a professional level. (Our graduates will be able to communicate in a professional business manner.)

*These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that MBA graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.*

## Course Specific Learning Goals

After completing this course, students should be able to:

- Understand of the dynamics of marketing management.
- Collect and manage information to understand competitors and consumers better in B2C and B2B marketplaces.
- Develop and evaluate effective segmentation, target marketing, and positioning schemes.
- Understand product strategy, branding strategy, and new product development strategies.
- Recognize the importance of services as key success drivers.
- Comprehend pricing decisions.
- Select appropriate distribution and promotion strategies.
- Create a comprehensive and effective marketing plan.

## Course Content and Outline:

- I. Introduction to Marketing Management
  - A. Marketing in today's business milieu
  - B. Elements of marketing strategy and planning
- II. Information and marketing decision making
  - A. Managing marketing information
  - B. Understanding competitors: Analysis-to-action
  - C. Understanding customers: Business-to-consumer markets
  - D. Understanding customers: Business-to-business markets
- III. Developing the value offering
  - A. Segmentation, target marketing and positioning
- B. Product strategy
- C. Building the brand
- D. New product development
- E. Services
- F. Pricing decisions
- IV. Communicating and delivering the value offering
  - A. Managing marketing channels and the supply chain
  - B. Points of customer interface
  - C. Advertising, sales promotion and public relations
  - D. Personal selling, direct and interactive marketing
- V. Understanding the global marketplace

## Course Elements

### Readings

Chapters are assigned for most of the course modules. Students are expected to read and be familiar with all chapter materials. The materials can be found in either the first edition or the second edition of Johnson and Marshall.

### Videos

One of the course instructors will present videos. Your course instructors will prepare videos that elaborate on important or difficult chapter concepts. The videos are not meant to be a re-presentation of chapter concepts, processes, and activities. Students will be at a severe disadvantage if they try to substitute the videos for reading assignments.

The videos are not designed to replace face-to-face contact. They should be considered as supplemental assigned readings. Face-to-face contact is replaced by module activities. (See subsequent discussion.)

### Module Activities

Most modules have assigned activities. The activities are designed to assist the student marketing manager in developing his or her marketing plan for a selected product. Your course instructors have adapted the module activities to reinforce important concepts and to promote marketing plan development.

Courses that are delivered face-to-face generally require at least forty face-to-face contact hours. The course activities are designed to replace the face-to-face contact hours. Thus, the assigned activities for each module are expected to average about two and one-half hours\*. The total activity time investment will be approximately forty hours. Much of the time you dedicate to the module activities will be "thinking time," that is, you will spend much more time thinking about your response to the activity request than you will spend writing it down in the form of an activity report.

Each activity report will be submitted to your instructor(s) via the appropriate *D2L* assignment drop box. Please submit your reports single-spaced in MSWord or in pdf formats. The activity report for each module shall not exceed two pages. (Please use a font size no smaller than 11pt. Margins shall be no smaller than 0.5 inches. Dr. Wilson will end his review at the bottom of the second page. Cover sheets are not necessary. ) The instructor(s) will review each report and either insert comments

into the reports or send audio comments via D2L. **(Due to the exceptionally large class size this summer, audio comments will be the preferred feedback mechanism.)** Due dates will be presented in the *Schedule of Course Activities*.

\*Not all modules have assigned activities and the expected time investments are estimates by the instructors.

## Grading and Evaluation

Student marketing manager performance will be assessed through analysis of two components: Module Activities and the Final Marketing Plan.

Grades for each submission will use the following grading rubric.

*Table 1 - Grading Rubric*

Points	Descriptions
95 pts	Response indicates in-depth knowledge and application of constructs. Also demonstrates ability to link processes and constructs. (Highest passing score)
90 pts	Response indicates in-depth knowledge and application of constructs. (High passing score)
85 pts	Response indicates knowledge and ability to apply constructs and processes. (Passing score, but some room for improvement)
80 pts	Passing score, but significant room for improvement.
75 pts	Response at this level indicates only the basest understanding of concepts. No integration of concepts is evident. (Lowest passing score)

Graduate students are expected to perform at least at the 80-point level. Although passing, performance below that level will lead to a grade C, which while passing, could lead to possible dire consequences for students in graduate school.

Please approach each project professionally; that is, imagine that your next raise, project assignment, or promotion depends upon your performance. Points are deducted for grammatical errors, spelling errors, and lack of clarity. Points are added for excellent communication and clarity.

*Table 2 - Grading Components*

Grade Component	Component Contribution
Module Activities	45%
Final Market Plan	55%
<b>Total</b>	<b>100%</b>

### Module Activities

Each activity is assessed and reported back to the student-marketing manager in a timely fashion. The assignments will contain comments and recommendations the student may incorporate into the Final Marketing Plan. The instructor will employ the above rubric.

### Final Marketing Plan

Everything the student manager has done up to this point is designed to generate a well thought out and possibly executable marketing plan. The plan will be a compilation of all previous module activities revised per instructor instructions and student marketing manager colleague recommendations. Assume that the plan is one the marketing manager will present to the upper level decision makers in his or her company.

The final marketing plan should be seen as something between an executive summary and a 'full-blown' marketing plan.

The final marketing plan will open with an executive summary\* and conclude with recommendations for actions. The actions should be as specific as previous efforts allow.

The marketing manager may opt to commercialize a new product, reposition a current product, remove a product from the market, or choose not to take a product to market. Needless to say, the marketing manager will take the time to explain and justify his or her suggested actions. The instructor in evaluating an individual's Final Marketing Plan will employ the above rubric.

## Other Related Policies

### Class Communication:

I will provide course updates, readings, handouts, examination reviews, and other communication via D2L. Students may also check their grades via Desire2Learn.

*Your instructor will provide assignment feedback through two-minute audio clips. Students will find that D2L runs better in Google Chrome or Firefox Mozilla. Please use either of those as your web viewer. You will be much happier.)*

## Academic Integrity

With regard to academic honesty, students are referred to the "Student Honor Creed" in the Midwestern State University Graduate Catalog. *Academic dishonesty (e.g., cheating, collusion, and plagiarism) is taken seriously and will be investigated. The maximum penalty is an "F" on the assignment and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.*

## Americans with Disabilities Act

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make necessary arrangements. Students must present appropriate verification from Disability Support Services (DSS) during the instructor's office hours. Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from DSS has been provided.

## Syllabus Change Policy

This syllabus is a guide for the course and is subject to change. *Syllabus changes are communicated via Desire2Learn.*

## Additional Information:

### Grade Appeals

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding regular semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Graduate Catalogue for further details. **See the MSU Student Handbook for University policy on grade appeal.**

### Grade Changes

No grade except "I" may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

### Awarding and Removal of I

I - incomplete; a non-punitive grade given only during the last one-fourth of a semester and only if a student: (1) is passing the course; (2) has reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. *A student may remove a grade of I within 30 days by completing the stipulated work.*

### Final Grades

Final grades posted on WebWorld/Banner.

## General policies:

### Assignments

“Assignment Due” times are posted in the Course Schedule. There is **NO PROVISION** for late work on any assignment. Plan and schedule to complete work early. Having your work completed on schedule is a key to early success in your business career.

### Concealed Carry

Senate Bill 11 passed by the 84<sup>th</sup> Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to [the University's Concealed Carry webpage](#).

### Tentative Schedule

Tentative schedule (See attached.) Please keep this syllabus as a reference! Students are responsible for all information contained in the syllabus and for any changes to the syllabus, which will be announced in class or on Desire2Learn.