

# MKTG 4753 Section 101

## Marketing Strategy Course Syllabus

Course Dates: August 24 thru December 4, 2020

Meeting Time: Mondays and Wednesdays, 9:30 - 10:50 am

Location: Dillard College of Business, Room 175

Credit Hours: 3

Course Livestream: <https://msutexas-edu.zoom.us/j/97684605491?pwd=ZE1OWG9idFI3bHFHaGUvSnRXaHM4UT09>

Professor: Andrea Bennett, Ph.D.

Office: Dillard Building 225

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Office Hours: Monday thru Wednesday: noon thru 2 p.m., or by appointment

## Course Description (from MSU catalog)

The utilization of qualitative and quantitative models to analyze various marketing functional areas as well as oral and written cases in solving strategic and managerial marketing problems.

**Prerequisites:** 12 semester hours of marketing coursework including MKTG 3723 Principles of Marketing ([Link to Course Description for MKTG 3723](https://catalog.msutexas.edu/preview_course_nopop.php?catoid=14&coid=19783)) or consent of the instructor and chair.

## Textbook & Instructional Materials

**Required Materials:**

* *The Marketing Plan Handbook, Fifth Edition*, Marian Burk Wood (ISBN 13: 978-1-292-02167-6), referred to as MPHB throughout the rest of the document
* *How to Write a Marketing Plan, Fifth Edition,* John Westwood (ISBN 978 0 7494 7572 7), referred to as WMP throughout the rest of the document
* Posted links to *How I Built This with Guy Raz* episodes
* Additional articles and materials, as provided by the instructor

## Study Hours and Tutoring Assistance

ASC offers a schedule of selected subjects tutoring assistance. Please contact the ASC, (940) 397-4684, or visit the [Link to ASC homepage](https://msutexas.edu/academics/tasp/) for more information.

## College Policies and Procedures

Refer to [College Policies and Procedures Manual](http://www.mwsu.edu/humanresources/policy/index.asp).

## Academic Dishonesty

Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual’s to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

## Course Activities

|  |  |
| --- | --- |
| **Activities** | **Points** |
| Homework assignments | 7 @ 20 points each = 140 points |
| Project deliverables | 4 @ 25 points each = 100 points |
| How I Built This | 5 @ 10 points each = 50 points |
| Final project: Marketing plan | 110 points |
| **Total Course Points** | **400** |

## Grading Scale

|  |  |  |
| --- | --- | --- |
| **Actual Points** | **Percentage** | **Letter Grade** |
| 360 and Higher | 90 and Above | A |
| 320 to 359 | 80 to 89 | B |
| 280 to 319 | 70 to 79 | C |
| 240 to 279 | 60 to 69 | D |
| Less than 240 | Less than 60 | F |

## Brief Descriptions of Course Activities

**Homework assignments:** You will have 7 homework assignments throughout the semester that align with the materials we are covering in-class. Each homework assignment will require you to upload a deliverable to Desire2Learn. Assignments are due before the beginning of class (at 9 am) on their respective due dates.

**Project deliverables.** Throughout the semester, you will build the components of you Marketing Plan and submit each element as a Project Deliverable. I will provide you with feedback on these Deliverables so that you can edit and improve upon them for submission in your Final Project.

**How I Built This.** I will provide links on D2L to 5 episodes of NPR's "How I Built This" throughout the semester. Each segment is 30 minutes long. You should listen to the episode, answer the associated Quiz items on D2L, and come to class prepared to discuss the episode and its relevance to both the topic we are currently discussing and Marketing Strategy as a whole.

**Final project:** You will complete a marketing strategy project in this course, which will require you to generate a professional-level Marketing Plan, designed as though you would present it to your client firm.

### Extra credit:

1. Students who complete the Syllabus and Classroom Health & Safety Agreements posted to D2L by 11:59 p.m. on Aug. 30 will receive 5 points of extra credit for each.
2. As part of your learning experience in this course, you will have the option to participate in research studies related to marketing, logistics, and operations management, available via the University of North Texas’ SONA site.   
     
   To participate in this extra credit opportunity, you **must** create an account on [UNT’s College of Business REP webpage](http://unt-cob.sona-systems.com) ([unt-cob.sona-systems.com](http://www.unt-cob.sona-systems.com)), which allows you to browse and sign up for available studies. The amount of credit assigned is based on the length of time required to complete the study.

* Short online studies (5-14 mins) earn 1 credit
* Medium online studies (15-29 mins) earn 2 credits
* Long online studies (>30 mins) earn 3 credits
* You may see posting for 5-point in-person studies, but MSU students are not able to participate in those, as they take place on UNT’s campus

I will award you one point of extra credit for the course for each REP credit that you earn via study completion. All credits earned will be added to your final course grade at the end of the semester.

Please note: If you take advantage of this extra credit opportunity, please respond to the study items as honestly and accurately as possible. These studies reflect someone’s hard work, research, and career -- which is more important than a few course credits. If I find that anyone is being routinely removed from study samples for providing unusable data, your SONA account will be deleted and you will forfeit the right to participate in these research studies/receive these extra credit points.

To sign up, please visit <http://unt-cob.sona-systems.com>. If you have questions, please contact UNT’s behavioral lab manager at [rcobrep@unt.edu](mailto:rcobrep@unt.edu). Inform her that you are an MSU student. Your questions will be answered promptly.

Please remember to:

* Access the studies early and often to ensure you have access to available studies. Once you sign up, the lab manager will notify you periodically about newly posted studies.
* Make sure you assign your credits to the correct course. **This course is MKTG 4753.101**
* If you do not wish to participate in the posted studies, you may complete two-page article critiques for 2 extra credit points each. If you choose this option, please let me know, and I will assign you an article.

Participation deadlines:

* Research studies: November 29, 2020 @ 6 pm
* Article critiques: November 20, 2020 @ 6 pm

1. If additional opportunities for extra credit in the course emerge, you will be informed in advance by the instructor.

## Late Work

No late submission will be accepted and graded. Students who experience an emergency needs to contact the instructor for late submission permission. Valid documentation is required.

## Make Up Work/Tests

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. The student will receive a score of zero (0) for all late assignments, exams, and project.

Note: The due dates and times for activities are posted in Central Time.

## Important Dates

Change of schedule or late registration: August 24

Deadline to file for December graduation: September 28

Deadline to apply for May graduation:October 5

Last Day to drop with a grade of “W”:4:00 p.m., October 26

It is the student’s responsibility to visit with their academic advisor prior to withdrawing from a class must come to the Dean of Students office located in the Clark Student Center, room 104, to fill out a withdrawal slip.

## Attendance

Students are expected to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student’s grade where class attendance and class participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should so inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records on a daily basis. The instructor must give the student a verbal or written warning prior to being dropped from the class. Instructor’s records will stand as evidence of absences. A student with excessive absences may be dropped from a course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

## Instructor General Class Policies

### Course Format:

The course combines lectures, readings, class discussions, and applied exercises. Students are expected to bring to the class insights from readings, experience, or close thinking about the issues. Thus, each student is expected to participate in class discussions.

### Grading and Feedback:

All the course activities will be graded one week after the set due date on an absolute scale. If there is any discrepancy in the grade, you must contact me immediately. I will provide individual, group, or general feedback in the performance of the course activities. The final research project is a group project. Each of the group members is expected to contribute to the written project and oral presentation. A student who does not present will receive 0 point for the research paper.

### General Classroom Culture:

Because positive learning environment facilitates learning outcomes, each student is expected to exhibit courteous and positive learning behaviors. There is no tolerance for disruptive behaviors.

### Course Incomplete:

A student is expected to complete a course of study during a semester. In an emergency, the instructor may assign a grade of “incomplete” with complete documentation for the situation. It is important to note that “incomplete” is rarely given. A student needs to complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

## Cheating/Plagiarism/Academic Dishonesty:

"Plagiarism" includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

### **Student Honor Creed**

“As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible citizens. We believe students themselves play an important part in developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, we, the students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters.

We consider it dishonest to ask for, give, or receive help in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student.

We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed.

Written and adopted by the 2002-2003 MSU Student Senate.

## Safe Zones Statement

The instructor considers the course and course environment to be a place where you will be treated with respect as a human being - regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the professor's expectation that all students consider the classroom a safe environment.

## Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the schedule of classes each semester.

## Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. However, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exists in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

## Disability Support Services

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disability. This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: “No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity.” The Director of Disability Support Services serves as the ADA Coordinator and may be contacted at (940) 397-4140, TDD (940) 397-4515, or 3410 Taft Blvd., Clark Student Center 168.

## Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

## Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

## Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University [link to undergraduate catalog](http://catalog.msutexas.edu/index.php?catoid=18).

## Course Schedule

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of MSU Texas, to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

## Schedule (subject to change if necessary)

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| --- | --- | --- | --- |
| **Week** | **Dates** | **Topics** | **Notes** |
| 1 | Aug-24  Aug-26 | Course Orientation  MPHB Chapter 1  WMP Chapter 1 | Send Prof. Bennett your Agency Name, and Top 3 client preferences by Friday, Aug-28 at 11:59 pm.  You must be enrolled in your desired Final Project Groups on D2L by Aug-28 @ 11:59 pm. After this time, D2L will randomly assign your group membership.  Syllabus and Classroom Health & Safety Agreements due Sunday, Aug-30 @ 11:59 pm for 5 points extra credit each |
| 2 | Aug-31  Sept-02 | MPHB Chapter 2 | “How I Built This” #1 due Sept-2 @ 9 am  Homework Assignment #1 (“Your Marketing Plan, Step by Step”: MPHB page 22) due Friday, Sept-4 @ 11:59 pm. |
| 3 | Sept-07  Sept-09 | **Labor Day: No Classes**  MPHB Chapter 3 | Homework Assignment #2 (“Your Marketing Plan, Step by Step”: MPHB pg. 43) due Sept-11 @ 11:59 pm. |
| 4 | Sept-14  Sept-16 | MPHB Chapter 3  WMP Chapter 2 | Deliverable: Client Info & SWOT analysis due Friday, Sept-18 @ 11:59 p.m. |
| 5 | Sept-21  Sept-23 | MPHB Chapter 4 | “How I Built This” #2 due Sept. 23 @ 9 am |
| 6 | Sept-28  Sept-30 | MPHB Chapter 5 | Homework Assignment #3 (“Your Marketing Plan, Step by Step”: MPHB page 64) due Sept-28 @ 9 am.  “How I Built This” #3 due Sept. 30 @ 9 am |
| 7 | Oct-05  Oct-07 | MPHB Chapter 6  WMP Chapter 3 | Homework Assignment #4 (“Your Marketing Plan, Step by Step”: MPHB page 102) due Oct-5 @ 9 am.  Deliverable: Objectives due Friday, Oct-9 @ 11:59 p.m. |
| 8 | Oct-12  Oct-14 | MPHB Chapter 7  WMP Chapter 4 | Homework Assignment #5 (“Your Marketing Plan, Step by Step”: MPHB page 120) due Oct-12 @ 9 am.  Deliverable: Strategies and Action Plans due Friday, Oct-16 @ 11:59 p.m. |
| 9 | Oct-19  Oct-21 | MPHB Chapter 8  WMP Chapters 6 and 7 | Homework Assignment #6 (“Your Marketing Plan, Step by Step”: MPHB page 179) due Oct-21 @ 9 am.  Deliverable: Advertising & Promotions Plan with Budget due Friday, Oct-23 @ 11:59 p.m. |
| 10 | Oct-26  Oct-28 | MPHB Chapter 9 | “How I Built This” #4 due Oct. 28 @ 9 am  Homework Assignment #7 (“Your Marketing Plan, Step by Step”: MPHB p Page 202) due Friday, Oct-30 @ 11:59 pm. |
| 11 | Nov-2  Nov-4 | MPHB Chapter 10 | “How I Built This” #5 due Nov. 4 @ 9 am |
| 12 | Nov-9  Nov-11 | **Flex days: Wrap up course content**  **Happy Veterans’ Day** |  |
| 13 | Nov-16  Nov-18 | No Classes: Work on final report | See WMP Chapters 8 and 9  Deadline for extra credit article critiques: Friday, Nov-20 @ 6 pm |
| 14 | Nov-23  Nov- 25 | **Happy Thanksgiving: No Classes** | Deadline for participation in extra credit research studies: Sunday, Nov-29 @ 6 pm |
| 15 | Nov-30  Dec-2 | No Classes: Work on final report | See WMP Chapters 8 and 9  **Final report due Sunday, Dec. 6 @ 11:59 pm** |