



MKTG 5513 Section Y-10 Graduate Seminar in Marketing Syllabus

Class location/time: Dillard College Room 121
Class Time: Wednesday 7:00 pm – 8:20 pm
Professor: **Franklin Tillman**, Assistant Professor of Marketing
Office: Dillard Building 293
Office Hours: Monday and Wednesday 1:00pm - 3:00 pm;
Wednesday 5:00 pm - 7:00pm or by appointment
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Message From Your Instructor:

Welcome everyone. I am glad that you have decided to continue to explore the rewarding world of marketing. My goal as an instructor is to equip you with practical knowledge and skills in marketing management that you can apply throughout your career. I want you to be successful and engaged in this learning process and thrive with new skills and knowledge. I hope you have the best learning experience and find excitement in this subject, as I do. As the course develops, please be aware that:

* This syllabus is a living document and may be updated as the course develops. Any changes will be communicated to students through D2L.*

Welcome to MKTG 5513 Graduate Seminar in Marketing:

A managerial approach to the study of marketing. Emphasis is on the nature and scope of marketing managers' responsibilities and on marketing decision making. This course is designed to teach students marketing principles and their application in today's rapidly evolving business environment.

Course description (from MSU catalog):

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

Prerequisites: BUAD 5006 or MKTG 3723 or equivalent and consent of the Graduate Coordinator.

Course materials (Required):

Cases and HBR Articles – Students must register on the Harvard Business Publishing site and individually purchase the required cases and articles for this course through this unique link: <https://hbsp.harvard.edu/import/1442460>

Textbook (Recommended): Marketing Management 17th Edition (2025) by Kotler, Keller, and Chernev. Pearson, ISBN-13: 9780138076276.

MKTG 5513 is delivered through a combination of face-to-face classroom instruction, Zoom, and D2L components. PowerPoint lecture slides for each module will be available as PDF files. Assignments and discussion topics will be posted to D2L.

Zoom link: <https://msutexas-edu.zoom.us/j/95669563567>

Learning Goals:

Dillard College MBA General Learning Goals

MKTG 5513 contributes to the following Dillard College of Business Administration MBA General Learning Goals:

- GLG2 – Global Business Environment: Students will be able to conduct themselves professionally in a global business environment and navigate differences among multicultural and international business environments.
- GLG3 – Creative Responses to Business Situations: Students will critically analyze business situations and develop creative solutions to opportunities and problems.
- GLG4 – Integration of Knowledge Across Business Disciplines: Students will integrate knowledge across business disciplines when evaluating managerial problems and developing marketing strategies.
- GLG5 – Professional Communication: Students will communicate analyses, recommendations, and managerial decisions in a professional business manner.

These learning goals are developed through case analysis, class discussion, application of marketing frameworks, and the Events in Marketing assignment.

MKTG 5513 Course Learning Goals

At the end of the semester, you should be able to:

- Understand the role and significance of marketing in managing enterprises.
- Design and implement marketing strategies and tactics that generate value for businesses, customers, and other stakeholders.
- Evaluate multifaceted managerial and marketing problems and generate solutions through systematic application of frameworks and concepts learned in the course.
- Understand the essentials of developing and evaluating potential marketing plans.
- Apply course concepts to real-world problems and situations.
- Consider the effects of political, environmental, legal, and cultural factors on businesses in a global context.
- Recognize global opportunities and threats.

Expectations:

You can expect that I will:

- Provide you with course materials and assignments on time
- Create assignments that are directly relevant to course expectations
- Be responsive to YOU
- Be fair in grading
- Create a welcoming and inclusive class environment
- Listen to your concerns and issues
- Do everything in my power to maximize your learning experience

I can expect that you will:

- Be familiar with using D2L
- Set up your D2L account to receive a notification to your preferred email
- Attend classes
- Submit assignments on time
- Actively participate in discussions
- Perform to the fullest of your abilities
- Adhere to Midwestern State University policies on academic honesty
- Ask questions when something is unclear
- Enjoy this course

Communication Expectations:

D2L is the primary communication tool for this course. Important announcements, course materials, assignments, exams, and grades will be posted through D2L. Students are responsible for regularly checking D2L and should set up notifications to their preferred email address.

Email is my preferred method of communication outside of class. You may contact me directly at franklin.tillman@msutexas.edu. Please include MKTG 5513 in the subject line and your name in your email. You are also encouraged to visit during office hours, either in person or virtually, or schedule an appointment.

Grading:

Final grades are based on the elements below:

• Activities	• Points
• Exam 1	• 150
• Exam 2	• 150
• Exam 3	• 150
• Case Studies (5 x 60)	• 300
• Events in Marketing	• 150
• Class Discussion / Participation	• 100
• Total Course Points	• 1000

Grading Scale:

• Actual Points	• Percentage	• Letter Grade
• 900 and higher	• 90 and above	• A
• 800 to 899	• 80 to 89	• B
• 700 to 799	• 70 to 79	• C
• 600 to 699	• 60 to 69	• D
• Below 600	• Less than 60	• F

Brief Description of Course Requirements

- **Exams:**

There are three exams in this course, all of which will be administered online through D2L using Respondus LockDown Browser. Exam 3 is comprehensive. Exams may include multiple-choice questions, true/false questions, open-ended questions, and short essays. All materials covered in the course are potential test areas.

A practice exam will be available in D2L so that students can install and test Respondus LockDown Browser before the first exam. Students are expected to complete the practice exam in advance and are encouraged to use it before each exam to ensure that their device, software, and internet connection are working properly..

- **Case Studies:**

Case studies are a major component of this course and are designed to develop your ability to apply marketing concepts to complex managerial situations. Each student should carefully read the assigned case and prepare a 4–6 page case analysis. Your analysis should go beyond summarizing the case. You are expected to identify the central marketing issue or decision, apply relevant concepts and frameworks from the course, evaluate the available alternatives, and provide a well-supported recommendation. For this course you will be assigned five case studies worth 60 points each.

Case reports should be uploaded to the assigned D2L folder by the due date. Additional guidance regarding case analysis and expectations is provided in the “How to Analyze a Case” document available in D2L. The Course Pack can be found here:

<https://hbsp.harvard.edu/import/1442460>

- **Participation, In-Class activities, discussions, & assignments:**

Participation is a critical component of this graduate seminar and reflects your preparation, analytical engagement, and professionalism throughout the semester. Participation is not based on attendance alone. Students are expected to arrive prepared, having completed assigned readings and cases, and to contribute meaningfully to class discussions.

High-quality participation includes offering thoughtful insights grounded in course concepts, critically evaluating case material, engaging respectfully with differing viewpoints, and helping

advance the collective learning of the class. Contributions should demonstrate depth of analysis rather than repetition of case facts. Quality of engagement is valued more than frequency of comments.

Participation is evaluated continuously over the semester. Students who are consistently unprepared, disengaged, or unwilling to contribute to discussion should not expect to receive full participation credit. Additional activities and discussions relevant to course topics may be incorporated throughout the semester and will contribute to participation as appropriate. These assignments will be announced in class and D2L.

- **Events in Marketing:**

The Events in Marketing assignment is a major applied component of this course and serves as an opportunity for you to independently analyze a current, real-world marketing issue. Each student will identify a recent marketing-related event, campaign, controversy, or strategic challenge facing a company or organization. This may include, but is not limited to, issues related to branding, pricing, promotion, consumer response, regulation, ethics, sustainability, technology, or global markets.

You will develop a 5–7 page analytical report that functions as a case study of your own design. The report should clearly identify the central marketing problem or opportunity, apply relevant frameworks and concepts from the course, evaluate alternative courses of action, and provide a well-supported managerial recommendation. Strong papers will go beyond description and demonstrate critical thinking, integration of course material, and managerial judgment.

Additional expectations, including evaluation criteria and submission details, will be discussed in class and posted to D2L.

Course Rules and Policy

- **Inclusive Classroom Policy:**

This course should provide a welcoming learning environment in which everyone is treated with respect. Students are expected to contribute to an environment that supports civil discussion, professional behavior, and respect for differences in backgrounds, experiences, and perspectives. Disruptive, threatening, intimidating, or disrespectful behavior that interferes with teaching or learning will not be tolerated.

In this class, you are expected to:

- Treat your instructor and classmates with respect in all communication, even when you disagree.
- Communicate professionally.
- Challenge ideas rather than attack individuals.
- Avoid disruptive or intimidating behavior that interferes with teaching or learning.
- Think before you post or communicate online, recognizing that online communication may be permanent.
- Treat others with basic courtesy and professionalism.

- **Late and Makeup Work:**

All assignments, exams, and other course activities must be completed by the stated due date and time. Late work will generally not be accepted. If an emergency or other documented circumstance prevents you from completing coursework on time, contact me as soon as possible. Exceptions may be made when circumstances warrant, and appropriate documentation may be required. Any approved makeup work or alternative deadline must be arranged with the instructor.

All due dates and times for this course are based on the Central Time Zone.

- **Final Grade:**

Final grades will be posted via standard University channels and D2L.

- **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.

- **Course Incomplete:**

A student is expected to complete a course 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.

- **Grade Appeal Process:**

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 and university policies for further details.

- **Academic Dishonesty:**

Academic dishonesty, including cheating, collusion, and plagiarism, will not be tolerated. All coursework submitted for grading must represent your own work except where collaboration or the use of outside resources is specifically permitted. Students are responsible for following University policies regarding academic integrity. Additional information regarding academic misconduct and applicable procedures is available through the MSU Office of Student Conduct.

- **AI Policy**

Artificial intelligence (AI) tools may be used in this course when permitted by the instructor. AI can be useful for brainstorming, research, preparation, practice, and improving communication; however, it should support rather than replace your own thinking, judgment, and skill development.

You are responsible for the accuracy, relevance, and quality of all work you submit, including work created with the assistance of AI. When AI is used in completing an assignment, its use

should be disclosed or documented as directed by the instructor. Individual assignments may include additional requirements or restrictions regarding the use of AI.

- **Disability Support Services:**

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

- **Important Dates:**

- Change of schedule or late registration: August 24 - 27
- Final deadline for graduates to file for graduation: September 21
- Last Day for "W", 4:00 pm: November 23
- **ABM Conference (No Class if Professor Attending): October 14**
- **SMA Conference (No Class): November 4**
- **Thanksgiving Holiday (No Class): November 24 - 29**
- Last day of classes: December 4
- Final examinations begin: December 5 - 10
- Commencement: December 11

* It is the student's responsibility to visit with their academic advisor prior to withdrawing from a class.

- **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 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.

Recording Classes

****Recording classes is generally prohibited without the professor's explicit permission.***

Such recordings, when permitted, are for personal use only and may not be uploaded to the internet or otherwise shared, transmitted, or published without the professor's prior consent. Some faculty may not permit recordings of their classes. When it is feasible and appropriate, students may record classes to accommodate disabilities under the Americans With Disabilities Act, with prior approval of Disability Support Services. Such recordings may not be uploaded to the internet or otherwise shared, transmitted, or published.

Emergency Aid Resources for Basic Needs

Unexpected life circumstances can affect anyone. If you are experiencing challenges meeting basic needs—such as housing, utilities, food, transportation, healthcare, technology, textbooks or other life necessities, resources may be available to help. Visit the [Student Emergency Support and Resources webpage](#) to learn more, and explore emergency support

opportunities through MSU and how to access them. For additional information, please contact the Office of Student Affairs: Clark Student Center #108, (940) 397-7500, student.affairs@msutexas.edu.

Student Handbook:

Students are responsible for following applicable University policies and procedures. Please refer to the Midwestern State University Student Handbook for additional information.

Course Schedule *This course schedule is subject to change as necessary*

• Date	• Topics	• Assignments/Memo
Week 1 8/26	• Course Orientation • What is Marketing?	• Familiarize yourself with D2L
Week 2. 9/2	• Intro to Marketing Management & Marketing Plans	•
Week 3. 9/9	• 3 - Customer Behavior	• Case Study 1 – What does your corporate brand stand for?

• Date	• Topics	• Assignments/Memo
Week 4 9/16.	• 4 - Marketing to Business	•
Week 5 9/23	• 5 - Marketing Research	• Case Study 2 – Albertsons
Week 6 9/30	• Exam 1	• Exam 1
Week 7 10/7	• 6 - Market Segment and Target Customers	•
Week 8 10/14	• ABM Conference? - No Class?	• Case Study 3 - Crocs
Week 9. 10/21	• 7 - Value Proposition and Positioning	•
Week 10. 10/28	• 8 & 9 - Designing and managing products and services	• Case Study 4 – Ferrari
Week 11. 11/4	• SMA Conference • Exam 2	• Exam 2 • No Class
Week 12 11/11	• 10 - Building Strong Brands	•
Week 13 11/18	• 11 - Pricing and Sales Promotions	• Case Study 5 – Eli Lilly
Week 14 11/25	• Thanksgiving Break	• No Class
Week 15 12/2	• 12 - Marketing Communications	• Events in Marketing Paper
Week 16 12/9	• Final Exam Week	• Exam 3 – Date TBD

* This class schedule is subject to change if necessary