



**Marketing Strategy Syllabus
Dillard College of Business
MKTG 4753 Section 101
Fall 2025**

Instructor Information

Professor: Abigail Torres Rico, Ph.D.

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Office Hours: Tuesday/Thursday (in-person) from 11:30 AM to 12:30 PM and from 2:00 PM to 3:00 PM; Wednesday (online/in-person) from 11 AM to 12 PM

Teaching Assistant (TA) Information

TA: Sonia Pandey

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Course Overview

Course Dates: August 25, 2025, to December 13, 2025

Meeting Time: Tuesday and Thursday, 12:30 pm to 1:50 pm

Location: Dillard College of Business, Room 131

Credit Hours: 3

Course Description:

Marketing Strategy revisits and integrates the major marketing themes discussed in the core marketing curriculum to provide students with a polished and complete view of the entire marketing function in companies of all types.

The objective is not merely to review and repeat prior material but to expand upon and apply foundational marketing concepts and tools in a comprehensive and integrated manner to solve real business problems.

The goal is to develop your ability to analyze, interpret, and apply marketing in a variety of situations and to see the world as marketing professionals see it. In doing so, students should gain a new appreciation for the marketing field and new insights into the execution of marketing strategy in the real world.

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: Junior standing or above or consent of the chair, BUAD 3033 and MKTG 3723

Course Objectives:

Students who complete this course will be able to:

- **Evaluate Marketing's Role:** Evaluate and understand the role of marketing in establishing a customer-centric approach that enhances overall business performance by communicating and delivering customer value.
- **Analyze Competitive Environment:** Examine external and internal factors that influence the firm's strategic decisions, such as market trends, consumer behavior, and competitive actions.
- **Create Strategic Goals:** Establish strategic objectives that align with the firm's mission and vision, incorporating metrics to evaluate success and guide decision-making.
- **Apply STP Process:** Apply segmentation, targeting, and positioning (STP) to establish competitive positioning to meet the needs of customers more effectively.
- **Develop Marketing Plan:** Develop a comprehensive marketing plan, including market research, marketing mix, budget, and financial analysis for implementation.
- **Monitor and Evaluate Marketing Performance:** Use the insights gained to adjust and refine your strategies, ensuring continuous improvement and alignment with business objectives.

Course Materials:

1. Harvard Cases – 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/1327876>
2. **Required Textbook: Marketing Management (6th Edition)**



ISBN:

0357635086

ISBN-13:

9780357635087

Authors:

Dawn Iacobucci

Note: Students can complete the class with the 5th Edition of the book as well.

Important Note for Scholarship Students:

If you are using a scholarship to purchase your textbook, you must purchase it directly through the MSU Bookstore. I understand that processing may take extra time, so extensions will be provided if needed. Please email me if you fall under this situation.

Course Technology & Skills:

Minimum Technology Requirements:

To be successful in this online course, students will need **at least**:

- Reliable computing device (a laptop or desktop is preferred, but success is possible with a tablet or a smartphone)
- Reliable internet access
- Microsoft Office Suite or Google Docs
- MSU Desire 2 Learn
- Harvard Online Cases
- BrightSpace Pulse App
- Grammarly

Computer Skills & Digital Literacy:

To be successful in this online course, students must be able to at least:

- Use D2L
- Use email with attachments
- Access presentations on Google Slides
- Create documents in Microsoft Word or Google Docs
- Create presentations in Microsoft PowerPoint or Google Slides

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Technical Assistance:

Students in need of technical assistance should contact the MSU's Help Desk [Here](#)

Study Hours and Tutoring Assistance

ASC offers a tutoring assistance schedule for selected subjects. Please contact the ASC at (940) 397- 4684, or visit the [Link to ASC homepage](#) for more information.

Course Assignments:

Activities	# of Assignments	Points	% of Final Grade
Exams	3	300	30%
Chapter Quizzes	12/15	150	15%
Case Study Assignments	4/5	100	10%
Marketing Plan Presentation	1	200	20%
Marketing Plan Write-up	6	200	20%
Attendance & Participation	25/30	50	5%
Total	51/60	1,000	100%

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
Less than 599	Less than 59	F

Disclaimer: Requests for additional points, the creation of new assignments, or the re-grading of past assignments past their due date made via email or in person will not be approved or entertained.

Assignment Descriptions**Exams (300 points or 30%)**

There will be three (3) in-class examinations. The in-class exams are 30% of your final grade. The exams may include a combination of true/false, multiple choice, and short essay questions. All exams are expected to be taken on the day scheduled.

The points for each exam are distributed based on the number of chapters covered:

- Exam 1: 150 points (6 chapters)
- Exam 2: 100 points (5 chapters)
- Exam 3: 50 points (3 chapters)

Makeup Exam Policy

I generally do not administer makeup exams without proper explanation or documentation. If you miss an exam due to an emergency, you will be asked to provide documentary proof (e.g., medical records, police or fire department reports, insurance claims, court orders, outage notices,

or evacuation orders. *The instructor reserves the right to determine when and in what form a makeup exam will be given.*

For this course, an **emergency** is a serious, unexpected, and often dangerous situation requiring immediate action, such as a medical emergency, a family crisis, or other significant unforeseen events that prevent you from attending the exam.

Emergencies **do not include** things that can be prescheduled, such as routine medical appointments, travel plans, or social events. Students must contact the professor immediately or at least one week in advance to reschedule exams for non-emergency-related events. Makeup exams for these events will only be held **before the scheduled** exam date, not after.

Ch Quizzes (150 points or 15%)

Students are required to complete 15 Ch quizzes out of the 19 available. Each quiz covers content from the corresponding chapter and must be submitted **prior** to the start of class on the due date. This ensures students are prepared to engage with the material during class discussions.

Case Study Assignments (100 points or 10%)

Five readings will be assigned during the semester, of which only 4 will be graded. The readings will be articles from the professional business press and will help you better understand the concepts we discuss in class. **The paper is due at the beginning of the class** on the date the paper is discussed in class. The grades earned on the write-ups will be averaged for 10% (100 points or 20 points each) of the total course grade.

Format: For each reading, prepare a one-page paper (Times New Roman or Arial 12 font, single space) with at least 3 to 5 key takeaways and a summary paragraph explaining how this article relates to today's topic.

See the Harvard Business Publishing Course Pack for access to these assignments (Link available in Course Material Section).

Group Project – Strategic Marketing Plan & Presentation (400 points or 40%)

A marketing plan project is a group project in which you assess an entity's current environment and develop a marketing plan for the entity. The project will be presented in class, and a document will be submitted at the end of the semester. More details will be provided during the semester.

Multiple peer evaluations will be conducted after major project deliverables are due.

Consistently poor evaluations will result in a letter grade deduction for the individual on all past, current, and future assignments related to the group project. Under extreme circumstances, students may be removed from the group and must submit the remaining group project individually, including the presentation and the final paper.

I strongly suggest that each team sits down and discusses group expectations for contribution and effort as you begin to work together and that you address any conflicts that arise immediately. I will happily serve as a mediator in this process if needed. **Do not wait until the end of the semester and rely solely on the peer evaluations to resolve a problem.**

Attendance and Participation (50 points or 5%)

There are 30 class days in the semester. However, after excluding exam dates and holidays, and other specific events, only 22 class days remain. Of these 22 eligible class days, **20 will be monitored for participation and attendance**. This means **students have two days in which attendance and participation will not be graded**. I will drop these two days at the end of the semester. Attendance will be taken daily, and class participation will be monitored, with points awarded accordingly. Each day is worth 2 points: 1 point for attendance and 1 point for participation.

What Counts as Participation?

Participation involves active engagement in class activities and discussions. This includes, but is not limited to:

- Asking relevant questions
- Responding to questions posed by the instructor or classmates
- Contributing to group discussions and activities
- Presenting ideas or perspectives during class
- Providing thoughtful insights related to the course material
- Engaging in any in-class assignments or exercises

Students are encouraged to contribute regularly to enhance their learning experience and that of their peers. **Quality of participation is valued over quantity**, so thoughtful and relevant contributions will be highly regarded.

Extra credit

If any opportunities for extra credit become available, I will inform the class via a D2L News posting. All extra credit opportunities will be made available to everyone enrolled in the course;

Extra credit assignments will meet the same standards and expectations as regular assignments. Requests for the creation, re-grading, or a request for an extension will not be considered.

Instructor's General Class Policies

Rules of Engagement

To foster a positive learning environment, all students are expected to engage respectfully and professionally. Disruptive or disrespectful behaviors will not be tolerated; violations will result in a reminder and may ultimately lead to removal from the class.

Guidelines:

- *Professional Communication*: Emails must be professional and well-written. Messages that are unprofessional (e.g., incorrect address, "text talk") may not receive a response.
- *Respect and Inclusion*: Treat classmates and the instructor with courtesy at all times, even when opinions differ. Discriminatory or derogatory language based on race, gender, identity, religion, age, disability, or any other protected status will not be tolerated.

Late Work

No late submission will be accepted/graded. Students who experience an emergency should contact the instructor for late submission permission. Valid documentation is required. Personal illness, urgent family business, work-related issues, and other emergencies are the only basis

for not submitting an assignment when it is due. Students are required to contact the instructor about these situations ASAP.

AI Policy

You may use AI tools (e.g., ChatGPT, DALL-E, Grammarly) in this course only for the following purposes:

- Brainstorming & Outlining
- Researching examples & Rewording short phrases (less than three to five words).
- Studying

Documentation Requirement:

If you use AI to generate any material that appears in your submission (beyond grammar checks), you must cite and credit it properly. For example:

ChatGPT-4. (2025, August 21). "Text of your query." Generated using OpenAI.
<https://chat.openai.com/>

AI Overuse Penalty:

Work that demonstrates primary reliance on AI will receive an automatic **20% grade penalty**.

AI Penalty Appeal Process:

If you believe I wrongly penalized you for AI overuse, you may submit a short email explaining your writing process. If you used AI within the allowed purposes listed above, include the AI outputs and your process notes so I can fairly review your work.

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. 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.

Inclement Weather Policy

If the university cancels classes due to inclement weather, all in-person sessions will transition to asynchronous learning. Lectures will be recorded and uploaded to D2L for students to review. Most assignments will still be due as stated on the syllabus unless the instructor decides to make changes, in which case updates will be communicated via D2L announcements and email.

Office hours for in-person classes will be canceled during inclement weather. Students are encouraged to email questions or concerns, and virtual meetings may be arranged if necessary.

Policies & Procedures

[Student Handbook](#)

Academic Misconduct Policy & Procedures

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 to whom credit is given). Additional guidelines on procedures in these matters may be found in the [Office of Student Conduct](#).

Instructor Policy:

In this course, any confirmed act of academic dishonesty will result in a **zero (0) on the assignment or exam in question**, in addition to referral to the Office of Student Conduct for further action.

Moffett Library

Moffett Library provides resources and services to support student's studies and assignments, including books, peer-reviewed journals, databases, and multimedia materials accessible both on campus and remotely. The library offers media equipment checkout, reservable study rooms, and research assistance from librarians to help students effectively find, evaluate, and use information. Get started on this [Moffett Library webpage](#) to explore these resources and learn how to best utilize the library.

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 daily. The instructor must give the student a verbal or written warning before 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.

Online Computer Requirements

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. ***Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered a reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.**

Computers are available on campus in various areas of the buildings as well as the Academic Success Center. ***Your computer being down is not an excuse for missing a deadline!!** **There are many places to access your class!** Our online classes can be accessed from any computer in the world that is connected to the internet. Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into D2L.

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.

Important [Academic Calendar](#) Dates

Last day for term schedule changes: November 1, 2025

Deadline to file for graduation: September 23 for Dec graduation & October 7 for May graduation

Last Day to drop with a grade of "W:" October 9, 2025

Refer to: [Drops, Withdrawals & Void](#)

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) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

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 an application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (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.

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 prohibit 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.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License-to-carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit Campus Carry.

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by the MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled "Run. Hide. Fight." which may be electronically accessed via the University police department's webpage: ["Run. Hide. Fight."](#)

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

Course Schedule for MKTG 4753 – Marketing Strategy

Week	Date	TUES/ THURS	Topics	Readings/Activities/Deadlines *Due Before Class*
1	26-Aug	TUES	Welcome & Syllabus Review	
	28-Aug	THURS	Chapter 1	*Chapter 1 Quiz* *Syllabus Quiz*
2	2-Sep	TUES	No class – Labor Day	
	4-Sep	THURS	Chapter 17	*Chapter 17 Quiz*
3	9-Sep	TUES	Chapter 2	*Chapter 2 Quiz*
	11-Sep	THURS	Note on Sensory Marketing Article	*Case Study Assignment #1*
4	16-Sep	TUES	Group Project Day: Deliverable #1	Deliverable #1 (5 C's)
	18-Sep	THURS	Chapter 3	*Chapter 3 Quiz*
5	23-Sep	TUES	Chapter 4	*Chapter 4 Quiz*
	25-Sep	THURS	Chapter 5	*Chapter 5 Quiz*
6	30-Sep	TUES	Marble Slab Creamery Article	*Case Study Assignment #2*
	2-Oct	THURS	Catch-Up/Exam I Review Group Project Day: Deliverable #2	Deliverable #2 (STP)
7	7-Oct	TUES	Exam #1: Chapters 1 - 5, & 17	
	9-Oct	THURS	Chapter 6	*Chapter 6 Quiz*
8	14-Oct	TUES	Chapter 7	*Chapter 7 Quiz*
	16-Oct	THURS	Chapter 8	*Chapter 8 Quiz*
9	21-Oct	TUES	Crescent Pure Article Group Project Day: Deliverable #3	*Case Study Assignment #3* Deliverable #3 (Product) Peer Evaluation #1
	23-Oct	THURS	Chapter 9	*Chapter 9 Quiz*
10	28-Oct	TUES	Chapter 10	*Chapter 10 Quiz*
	30-Oct	THURS	Saks Article Group Project Day: Deliverable #4	*Case Study Assignment #4*
11	4-Nov	TUES	Catch-Up/Exam II Review	Deliverable #4 (Price & Place)
	6-Nov	THURS	Exam #2: Chapters 6 - 10	
12	11-Nov	TUES	Chapters 11	*Chapter 11 Quiz*
	13-Nov	THURS	Chapters 12	*Chapter 12 Quiz*
13	18-Nov	TUES	BuzzFeed Article Group Project Day: Deliverable #5	*Case Study Assignment #5 Deliverable #5 (Promotion)
	20-Nov	THURS	Chapter 16	*Chapter 16 Quiz*
14	25-Nov	TUES	Catch-Up/Exam III Review	Deliverable #6 (Strategy)
	27-Nov	THURS	No class – Thanksgiving Break	
15	2-Dec	TUES	Exam #3: Ch 11, 12, & 16	
	4-Dec	THURS	Marketing Presentations	Peer Evaluation #2

Disclaimer: The information in this syllabus was accurate and complete to the best of the instructor's knowledge at the beginning of the semester. However, **the instructor reserves the right to modify course content** or instructional methods **without prior notice. Any changes will be communicated to students**, and an updated syllabus will be provided accordingly.