



**MIDWESTERN**  
STATE UNIVERSITY

A Member of the Texas Tech University System

**Marketing Strategy Syllabus**  
**Dillard College of Business**  
**MKTG 4753 Section 101**  
**Fall 2024**

## Instructor Information

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**Professor:** Abigail Torres Rico, Ph.D.

**Office:** Dillard Building 227

**Phone:** 940-397-6207

**Email:** abigail.torresrico@msutexas.edu

**Office Hours:** Mon/Wed - 2:00 pm to 3:30 pm; Tues/Thurs - 2:00 pm to 3:00 pm; or by appointment

## Course Overview

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**Course Dates:** August 26, 2024 to December 6, 2024

**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

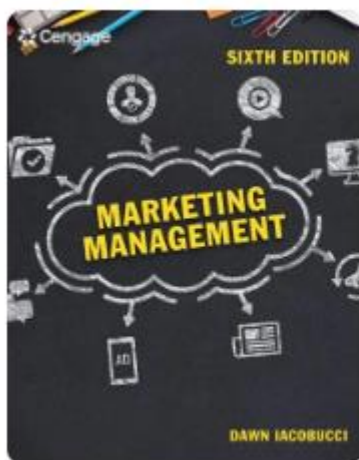
## Course Objectives:

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/coursepacks/1189441>
2. **Required Textbook: Marketing Management (6<sup>th</sup> Edition)**



ISBN:

0357635086

ISBN-13:

9780357635087

Authors:

Dawn Iacobucci

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

## 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

### 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	450	45%
Reading Assignments	5	100	10%
Marketing Plan Presentation	1	200	20%
Marketing Plan Write-up	1	200	20%
Attendance & Participation	20	50	5%
Total	30	1,000	100%

### Grading Scale

Actual Points	Percentage	Letter Grade
895 and Higher	90 and Above	A

795 to 894	80 to 89	B
695 to 794	70 to 79	C
595 to 694	60 to 69	D
Less than 594	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 (450 points or 45%)

There will be three (3) in-class examinations. The in-class exams are 45% 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: 200 points (6 chapters)
- Exam 2: 150 points (5 chapters)
- Exam 3: 100 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.

### Reading Assignments (100 points or 10%)

Five readings will be assigned during the semester. 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 50 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.**

Note that all project deliverables at all stages must be turned in at the beginning of class the day they are due. Note that if you are late to class, the assignment is also late. No late assignments will be accepted - no excuses.

## **Attendance and Participation (50 points or 5%)**

There are 30 class days in the semester. However, after excluding exam dates, 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. Please see the course schedule for days that attendance will not be recorded (see \*).

Attendance will be taken daily, and class participation will be monitored, with points awarded accordingly. Each day is worth 2.5 points: 2 points for attendance and 0.5 points 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

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### Rules of Engagement

To foster a positive learning environment, students must exhibit courteous and positive behaviors. Disruptive behaviors will not be tolerated. Adherence to these guidelines is mandatory for all interactions between students and between students and the instructor. Failure to comply will result in a reminder and may ultimately lead to removal from the class.

Because a positive learning environment facilitates learning outcomes, each student is expected to exhibit courteous and positive learning behaviors. There is no tolerance for disruptive behaviors. To that end, the following guidelines for interactions between students and between students and the instructor must be followed. Failure to abide by the rules of engagement will result first in a reminder and could ultimately result in removal from the class.

- Email communications should be professional and well-written. Emails to the instructor that are unprofessional (e.g., those addressing me incorrectly or written using “text talk”) will not receive a response.
- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think before you type.

### 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.

### **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 projects.

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

### **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.

### **AI Policy**

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as ChatGPT or Dall-E 2) on assignments in this course if that use is properly documented and credited. For example, text generated using ChatGPT-3 should include a citation such as: “Chat-GPT-3. (YYYY, Month DD of query). “Text of your query.” Generated using OpenAI. <https://chat.openai.com/>” material generated using other tools should follow a similar citation convention.

## **Policies & Procedures**

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### **[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](#).

#### **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: August 29, 2024

Deadline to file for graduation: September 23, 2024

Last Day to drop with a grade of "W:" November 25, 2024

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](#)

\*Notice: Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

## Course Schedule for MKTG 4753 – Marketing Strategy

Week	Date	Tues/Thurs	Topics	Readings/Activities/Deadlines (Due Before Class)
1	27-Aug	TUES*	Welcome, Introduction, Course Overview, & Syllabus Review	
	29-Aug	THURS	Chapter 1	Read Chapter 1
2	3-Sep	TUES	Chapter 17	Read Chapter 17
	5-Sep	THURS	Chapter 2	Read Chapter 2
3	10-Sep	TUES	Note on Sensory Marketing Article	Reading Assignment #1 Deliverable #1 (5 C's)
	12-Sep	THURS	Chapter 3	Read Chapter 3
4	17-Sep	TUES	Chapter 4	Read Chapter 4
	19-Sep	THURS	Chapter 5	Read Chapter 5
5	24-Sep	TUES	Marble Slab Creamery Article	Reading Assignment #2
	26-Sep	THURS	Catch-Up/Exam I Review	Deliverable #2 (STP)
6	1-Oct	TUES*	<b>Exam #1: Chapters 1 - 5, &amp; 17</b>	
	3-Oct	THURS	Exam #1 Results Chapter 6	Read Chapter 6
7	8-Oct	TUES	Chapter 7	Read Chapter 7
	10-Oct	THURS	Chapter 8	Read Chapter 8
8	15-Oct	TUES	Crescent Pure Article	Reading Assignment #3 Deliverable #3 (Product)
	17-Oct	THURS	Chapter 9	Read Chapter 9
9	22-Oct	TUES	Chapter 10	Read Chapter 10
	24-Oct	THURS	Saks Article	Reading Assignment #4
10	29-Oct	TUES	Catch-Up/Exam II Review	Deliverable #4 (Price & Place)
	31-Oct	THURS*	<b>Exam #2: Chapters 6 - 10</b>	
11	5-Nov	TUES	Exam #2 Results Chapter 11	Read Chapter 11
	7-Nov	THURS	Chapter 11 (Cont) Chapter 12	Read Chapter 12
12	12-Nov	TUES	BuzzFeed Article	Reading Assignment #4 Deliverable #5 (Promotion)
	14-Nov	THURS	Chapter 16 Study Work Day #1	Read Chapter 16
13	19-Nov	TUES*	Student Work Day #2	Deliverable #6 (Strategy)
	21-Nov	THURS	TBD	
14	26-Nov	TUES*	No Class - Thanksgiving Break	
	28-Nov	THURS*	No Class - Thanksgiving Break	
15	3-Dec	TUES*	Marketing Presentations	
	5-Dec	THURS*	Last Day of Class <b>Final Exam: Chapters 11, 12 &amp; 16</b>	

**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. Note: Weekdays with \* are days in which attendance or participation will be taken.