



MKTG 4753 Section 101

Marketing Strategy Syllabus

Course Dates: August 22, 2022 to December 9, 2022

Meeting Time: Monday and Wednesday, 2:00 PM to 3:20 PM

Location: Dillard College of Business, Room 131

Credit Hours: 3

Professor: Ashok Bhattarai, Ph.D.

Office: Dillard Building 227

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Office Hours: Monday and Wednesday 10:00 AM to Noon; Tuesday 11:00 AM to Noon; or by appointment

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. However, the goal is not simply to review and repeat prior material, but rather to expand upon and apply those basic marketing concepts and tools learned in prior courses in a comprehensive, integrated approach to solve an actual business problem. 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 new appreciation for the field of marketing 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 Structure

The course combines lectures, readings, class discussions, quizzes, 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.

Students are welcome to take advantage office hours outlined at the beginning of this syllabus or to schedule meeting with me by emailing ashok.bhattarai@msutexas.edu or contacting me through D2L

Course Objectives

Students who successfully complete this course will be able to:

- Understand the role of marketing in communicating and delivering customer value, and how a marketing orientation drives firm value.
- Analyze the environment in which the firm is operating, including the competitive environment.
- Establish strategic goals at appropriate levels and with measurable outcomes.
- Segment and target customers and establish competitive positioning (STP).
- Develop a plan to use market research to monitor performance, including measuring customer satisfaction.
- Establish an effective marketing mix, including product (goods/services) design and innovation efforts; pricing strategies and price promotions; distribution systems; and promotional efforts.
- Create a budget for plan implementation.
- Conduct financial analyses for plan implementation, including cash flow projections and return on investment.

Textbook & Instructional Materials

Required Materials:

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/954948>

Required Textbook:

Iacobucci (2018), Marketing Management, 5th Edition, Cengage
ISBN: 9780357688687

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, perhaps, a smart phone)
- 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

Technical Assistance:

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

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](#) for more information.

Important Dates

- Change of schedule or late registration: August 22-25
- Labor Day - No classes: September 5
- Deadline to apply for December graduation: September 26
- Spring 2023 schedules of classes available online: mid-October
- Last Day to drop with a grade of "W": October 24 @ 4pm
- Thanksgiving Break begins at 10 pm: November 22
- Classes Resume: November 28
- Last day of classes: December 2
- Final exams begin: December 3
- Commencement: December 10

Course Activities

Activities	Points	% of Final Grade
Exams (3 exams @ 150 points each)	450 points	45%
Reading Assignments (5 @ 40 points each)	200 points	20%
Marketing Plan	250 points	25%
Attendance & Participation	100 points	10%
Total Course Points	1,000 points	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

Please note: In the case of decimals, I will follow the rules of basic mathematics and round down decimals <.5. I will round up .5 and greater. For example, a 79.5% would round up to 80% (B), but 79.4% would round down to 79 (C)

Brief Descriptions of Course Activities

Exams

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. In general, I do not administer make-up exams. You are allowed to miss an exam only for medical reasons or for extraordinary family circumstances and you will be asked to supply documentary proof in either case. The instructor will make exceptions only in the case of prior notification and reserves the right to determine when and in what form a make-up exam will be given.

Reading Assignments

Five readings will be assigned during the semester. The readings will be articles from professional business press and will help you better understand concepts we discuss in class. For each reading, you will prepare a two-page paper (Ariel 12 font) consisting of summary and key takeaways. 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 20% of the total course grade.

Group Project – Strategic Marketing Plan:

Marketing plan project is a group project in which you assess an entity's current environment and come up with 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.

Peer evaluations will be collected at the end of the semester to identify free-riders in the group projects. If necessary, individual grades for the group projects will be adjusted on the basis of the peer evaluations to reflect individual effort and contribution.

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 be happy to 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. Ideally, any conflicts will be resolved to everyone's satisfaction before the peer evaluations are collected and thus no grade adjustments will be necessary.

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, then the assignment is late also. No late assignments will be accepted - no excuses.

(That means you shouldn't rely totally on someone else in your team to turn in an assignment, when their failure to be punctual may significantly damage your grade! Every team member should take responsibility for getting to class on time with an extra copy of whatever is due that day in hand, ready to turn in as a backup.)

Attendance and Participation

Students are expected to come to class, to be on time and prepared, and to contribute to the class discussion. I will take attendance daily and will monitor students' class participation, awarding points accordingly.

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 (i.e., no individual opportunities for extra credit will be provided).

Instructor General Class Policies

Rules of Engagement

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.

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.

College Policies and Procedures

Refer to [College Policies and Procedures Manual.](#)

University Policies/Procedures

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) exist 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.

Campus Carry Statement

Senate Bill 11 Handgun Policy - Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from licensed concealed carry are appropriately marked, in accordance with state law (Penal Code 30.06 signage). Please note, open carry of handguns, whether licensed or not, and the carrying of all other firearms (rifles, shotguns, etc.), whether open or concealed, are prohibited on campus. For more information regarding campus carry, please refer to the University's webpage at: Campus Carry.

Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University [undergraduate catalog](#).

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.

NOTE: Students are expected to arrive in class with all of the materials prepared. Thus, students should read, watch, listen to, etc., any assigned materials **BEFORE COMING TO CLASS THE ASSIGNED DAY.**

Schedule (subject to change if necessary)

Week/ Date:	Topics	Readings/Activities/Deadlines
Aug 22	Welcome, Introductions, Course Overview, Syllabus Review	
Aug 24	Chapter 1 Discussion – Marketing Management Importance	
Aug 29	Chapter 2 Discussion – Customer Behavior	
Aug 31	Chapter 2 Discussion – Customer Behavior	
Sep 5	Sep 5: Labor Day	
Sep 7	Chapter 3 Discussion – Segmentation ○ Final day to submit group information	Reading Assignment 1 Consumer Behavior Online: A Playbook Emerges
Sep 12	Chapter 4 Discussion – Targeting	
Sep 14	Chapter 5 Discussion - Positioning	
Sep 19	EXAM 1 Review	
Sep 21	EXAM 1: Chapters 1, 2, 3, 4, and 5	
Sep 26	Chapter 6 Discussion – Goods/Services	
Sep 28	Chapter 7 Discussion – Brands	Reading Assignment 2 A Better Way to Map Brand Strategy
Oct 3	Chapter 7 Discussion – Brands	
Oct 5	Chapter 8 Discussion – New Products	
Oct 10	Chapter 8 Discussion – New Products	
Oct 12	Chapter 9 Discussion – Pricing	Reading Assignment 3 What is Disruptive Innovation?

Week/ Date:	Topics	Readings/Activities/Deadlines
Oct 17	Chapter 9 Discussion – Pricing	
Oct 19	Chapter 10 Discussion – Distribution Channels and Logistics	
Oct 24	Chapter 10 Discussion – Distribution Channels and Logistics	
Oct 26	EXAM 2 Review	Reading Assignment 4 How to Make the Most of Omnichannel Retailing?
Oct 31	EXAM 2: Chapters 6, 7, 8, 9, 10	
Nov 2	Chapter 16 Discussion – Marketing Strategy	
Nov 7	Chapter 16 Discussion – Marketing Strategy	
Nov 9	Chapter 17 Discussion – Marketing Plans	
Nov 14	Chapter 11 Discussion – Advertising Messages/Mktg Communication	
Nov 16	Chapter 12 Discussion – Integrated Mktg Communication/Media	Reading Assignment 5 How to Keep Complaints from Spreading
Nov 21	Group Work day: Work with your group on Marketing Plan	
Nov 23	Thanksgiving Break	
Nov 28 & 30	Marketing Plan Presentations All Marketing Plan Reports Due (NOTE: Final Reports are DUE for ALL teams at start of class Wednesday, Nov 30, no matter which day you are presenting.)	
FINAL EXAM WEEK (Dec 5 to 10)		
Exam 3: Chapters 11, 12, 16, and 17		