



Course Syllabus: Marketing Strategy  
Dillard College of Business  
MKTG 4753 Section 101  
Fall 2021 | August 23 – December 11

Contact Information

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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](#)) or consent of the instructor and chair.

Textbook & Instructional Materials

- Hanlon, Annmarie (2019), *Digital Marketing: Strategic Planning & Integration, 1st ed*, Sage Publications, Ltd.
  - ISBN-13: 9781526426666
  - ISBN-10: 1526426668
  - Referred to as DM throughout the rest of this syllabus.
- *Mimic Pro Digital Marketing Simulation*
  - ISBN: 978-0-9967900-3-1
  - Publisher: Stukent
  - Price USD\$: 59.99
  - Course access link: <https://home.stukent.com/join/706-092>
- Kahoot free online/mobile app
- Other materials provided to you by instructor

Student Handbook

Refer to: [Student Handbook-2020-21](#)

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Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given).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

### Grading

Table 1: Assignments and percentage of final grade

Assignments	Percentage of Final Grade
Chapter Quizzes	30%
Digital Marketing Simulations	30%
Google Digital Marketing Certification	30%
Class Attendance and Participation	10%
Total	100%

Table 2: Total percentages for final grade.

Grade	Percentage
A	89.45% and above
B	79.45% - 89.44%
C	69.45% - 89.44%
D	59.45% - 69.44%
F	Less than 59.45%

### Quizzes

You will take four (4) online quizzes in this course, which are designed to assess your understanding of the content presented in the textbook chapters. These quizzes will be taken outside of class, online in the Course's D2L space. They are open-book, open-notes, and open-internet. However, the answers you submit should reflect your own knowledge, understanding, and ability to find sources. (Read: DO NOT WORK TOGETHER ON THE QUIZZES). Quizzes are due on the dates outlined in the Course Calendar.

### Digital Marketing Simulations

Each student will be assessed on his/her completion of the simulations provided in the Mimic Market Research Simulation package. Though you are welcome to collaborate with your classmates on these simulations and to contribute to each other's learning, please be mindful that each student will be graded individually on the Digital Marketing Simulations and therefore each student must complete his/her own simulations by the assigned due dates.

## Google Digital Marketing Certification

We will work together in class to complete the free [Google Digital Marketing Certification](#) (est. time required = 40 hours). Successful completion of this assignment will provide you with a resume item that will make you more competitive in the marketplace. The class will meet in the MSU STAR Lab during those sessions when we are workshoping the certification (see Course Calendar). You will be told in advance and reminded about this relocation; otherwise please meet in DCoB 175.

Students who have already completed the Google Digital Marketing Certification have two options (you must choose one):

1. Complete the certification again in this class, achieving the course requirement and extending the expiration date of the certification. This is the default; there is no need to inform the instructor if you have already completed the certification and are going to redo it.
2. Submit a copy of your certification and work toward completing up to seven (7) additional free online certifications (which can also be promoted on your resume) in class while others are working on their Google Certification. You must submit a copy of your current certification and receive permission (and the links to the additional certifications) from the instructor to complete this option.

Note: If I discover that you have already completed the Google Digital Marketing Certification and, rather than actively and honestly completing one of the two above options, you are using the class period to complete tasks beyond those of this course, I will suspend you from the course until we meet to discuss the situation. If the situation is not remedied, I will remove you from the course.

## 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.

## Final Exam

There is no final exam in this course.

## Extra Credit

Students who complete the Syllabus and Classroom Health & Safety Agreements posted to D2L by 11:59 p.m. on Sunday, Aug. 29, will receive 5 points of extra credit for each. Please note that I view each of these agreements as a contract, so their completion should not be taken lightly.

Real-World Marketing Strategy: Students may submit links to news stories and/or podcast episodes that are recent (i.e., posted on or after Jan. 1, 2021) and relevant to marketing research topics for up to 5 points of extra credit for each submission. Students must also include a brief explanation of the content of the article/episode and why it is relevant to our discussion of marketing research. Submissions will be accepted throughout the semester until the deadline outlined on the [Course Calendar](#).

Mustang Pantry Donations: Students may participate in the Mustang Food Pantry donation drive during the month of October. Each item donated will be awarded one (1) point of extra credit, for up to five (5) extra credit points.

Online Writing, Marketing, and Professional Development Courses: Links to online writing, marketing, and professional development courses have been posted in the Extra Credit section of D2L and are provided below. Students have the option to upload a screenshot indicating their successful completion of these courses to the associated dropbox on D2L for 5 or 10 points (depending on the amount of time required for completion; points are specified in D2L) of extra credit each. These courses may be completed throughout the semester until the deadline outlined in the [Course Calendar](#).

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/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.*

### Important Dates

- Change of Schedule and Late Registration: Aug. 23 - 26
- Labor Day - No classes: Sept. 6
- Deadline for December graduates to apply for graduation: Sept. 27
- Deadline for May graduates to apply for graduation: Oct. 4
- Spring 2022 Schedule of Classes available online: mid-Oct.
- Last day to withdraw from the class and receive a "W": Oct. 25 @ 4pm (*drops made after 4pm on this date will receive an "F"*)
- Thanksgiving holidays begin: Nov. 23 @ 10pm
- Classes resume: Nov. 29
- Last day of classes: Dec. 3
- Final exams begin: Dec. 4
- Commencement: Dec. 11

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

### 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.

### Online Computer Requirements

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
- Google's Digital Garage
- Mimic Pro Digital Marketing Simulation
- Kahoot online/mobile application

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
- Use Google's Digital Garage
- Complete assignments in Mimic Pro Digital Marketing Simulation
- Use Kahoot online/mobile application

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.

### Instructor Class Policies

In-class announcements and D2L, including News items and emails, is the primary tool that I will use to communicate directly with you during this semester. Therefore, please make sure that you have set up your D2L account to [forward emails and notifications to your preferred email address](#).

Students should communicate with me either through the D2L email platform or by emailing me directly (preferred). I will always try to respond to your emails as quickly as possible, usually within a few hours during normal working hours (M-R 9am-5pm). However, please

allow 1 business day for a response. If you do not hear back from me within 1 business day, please send me a polite reminder email -- I am not ignoring you; I've likely just gotten busy or did not realize that I had the email. Note: If you email me Friday-Sunday, it might be Monday before I respond.

Students will be able to see their grades for and review their responses to Unit Exams immediately upon their completion. I will post Deliverables' grades within one week of their uploads. Extra credit points will be posted throughout the semester and fully tabulated before Finals Week, but will not take priority in grading.

Any questions or issues about grading discrepancies should be brought to my attention immediately and will be addressed immediately thereafter.

### 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.

### 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).

### 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 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](#).

### College Policies

#### Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

#### 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

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University Undergraduate Catalog

### Notice

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

Course Schedule: (Subject to change. If changes are made, students will be informed in-class and via a News posting and email in D2L)

WEEK	DATES	TOPICS	NOTES
1	August 23 – 29	Course Orientation DM Chapter 3: The Digital Marketing Toolbox	<p>Purchase Digital Marketing textbook and register for Stukent account to complete Digital Marketing Simulations. Register for HubSpot and ClassQuestion accounts (free).</p> <p>Class Code for ClassQuestion: MQNNF</p> <p>08/25: Complete the online course <u>Defining Digital Marketing</u> (SkillShare - free; 28 mins)</p> <p>Complete Syllabus &amp; Health/Safety Agreement and Job Resources Connections (5 points extra credit each) by 11:59 pm Sunday, Aug. 29</p>
2	August 30 – September 5	DM Chapter 3	<p>08/30: Watch the video / read the transcript "<u>Perspective is everything</u>" (TEDxAthens; 18 mins)</p> <p>09/01: Complete the online lesson "<u>Developing a Growth Marketing Mentality</u>" (HubSpot - free; 14 mins)</p> <p>Chapter 3 Quiz due Sunday, Sept. 5 @ 11:59 pm.</p> <hr/> <p><i>MSU Part-Time Job Fair: Sept. 2, 11:30am - 1 pm, Comanche Suites, Clark Student Center</i></p>



## Course Schedule

WEEK	DATES	TOPICS	NOTES
3	September 6 - 12	No class Monday: Happy Labor Day  DM Chapter 4: Content Marketing	09/08: Watch the video / read the transcript " <u>How your brain responds to stories and why they're crucial for leaders</u> " (TEDxPurdueU; 14 mins)
4	September 13 - 19	DM Chapter 4	<p>09/13: Complete the lesson "<u>How to think about brand engagement</u>" (HubSpot - free; 14 mins)</p> <p>09/15: Watch the video / read the transcript for "<u>What brands can learn from online dating</u>" (TED@BCG London; 11 mins)</p> <p>Chapter 4 Quiz due Sunday, Sept. 19 @ 11:59 pm.</p> <hr/> <p><i>MSU Academic Workshop - Handling Test Anxiety: Sept. 13, 3:30-5pm, Legacy Multipurpose Room</i></p> <p><i>MSU Academic Workshop - Building Academic Skills: Sept. 14, 3:30-5pm, Legacy Multipurpose Room</i></p> <p><i>MSU Academic Workshop - Improving Time Management Skills: Sept. 15, 3:30-5pm, Legacy Multipurpose Room</i></p> <p><i>MSU Academic Workshop - Exploring Career Interests: Sept. 13, 3:30-5pm, Legacy Multipurpose Room</i></p>
5	September 20 - 26	DM Chapter 9: Strategy & Objectives	<p>09/20: Complete the lesson "<u>Developing a conversational growth strategy</u>" (HubSpot - free; 28 mins)</p> <p>09/22: Watch the video / read the transcript "<u>What physics taught me about marketing</u>" (TEDGlobal 2010; 7 mins)</p> <p>Chapter 9 Quiz due Sunday, Sept 26 @ 11:59 pm.</p>

## Course Schedule

WEEK	DATES	TOPICS	NOTES
6	September 27 - October 3	DM Chapter 10: Building the Digital Marketing Plan	<p>09/27: Watch the lesson "<a href="#"><u>The New Science of Marketing</u></a>" (TEDEd, 2 mins)</p> <p>09/29: Watch the video / read the transcript for "<a href="#"><u>The tribes we lead</u></a>" (TED2009; 17 mins)</p> <p>Chapter 10 Quiz due Sunday, Oct. 3 @ 11:59 pm.</p>
7	October 4 - 10	Workshop: Google Digital Marketing Certification (online success // web presence)	<p>10/04: Complete the lesson "<a href="#"><u>Fundamentals of a great website user experience</u></a>" (HubSpot - free; 21 mins)</p> <p>10/06: Watch the video / read the transcript for "<a href="#"><u>How Amazon, Apple, Facebook, and Google manipulate our emotions</u></a>" (TED Salon: Brightline Initiative; 19 mins. Note: Talk contains graphic language)</p> <hr/> <p><i>MSU Careers in Technology Job Fair: Oct. 6, 2-4 pm, online via Handshake</i></p>
8	October 11 - 17	Workshop: Google Digital Marketing Certification (strategy // search)	<p>10/11: Complete the lesson "<a href="#"><u>Optimizing your website for rich results</u></a>" (HubSpot - free; 28 mins)</p> <p>10/13: Watch the video / read the transcript for "<a href="#"><u>404, the story of a page not found</u></a>" (TED2012; 4 mins)</p>
9	October 18 - 24	Workshop: Google Digital Marketing Certification (SEO // SEM)	<p>10/20: Complete the lesson "<a href="#"><u>Fundamentals of effective SEO</u></a>" (HubSpot - free; 10 mins)</p> <p>10/20: Complete the lesson "<a href="#"><u>Enhancing a website's SEO</u></a>" (HubSpot - free; 27 mins)</p> <hr/> <p><i>MSU Careers in Business Job Fair: Oct. 20, 9am-noon, Dillard 189</i></p>

## Course Schedule

WEEK	DATES	TOPICS	NOTES
10	October 25 – 31	Workshop: Google Digital Marketing Certification (geographic // social)	<p>10/25: Watch the video / read the transcript for “<a href="#">Life lessons from an ad man</a>” (TEDGlobal 2009; 16 mins)</p> <p>10/27: Watch the video / read the transcript for “<a href="#">How to get your ideas to spread</a>” (TED2003; 17 mins)</p> <p>Mimic Pro Simulation Rounds 2-5 due Sunday, Oct. 31 @ 11:59 pm.</p> <p>Note: Simulation Rounds 1 and 2 are identical. You may complete Round 1 for practice (optional), but only Round 2 will be graded.</p> <p><a href="#">Mustang Pantry Donations</a> for extra credit due Wednesday, Oct. 27, at 7 pm.</p>
11	November 1 – 7	Workshop: Google Digital Marketing Certification (mobile // content // email)	<p>11/01: Complete the lesson “<a href="#">Optimizing a website for mobile</a>” (HubSpot - free; 15 mins)</p> <p>11/03: Watch the video / read the transcript for “<a href="#">Choice, happiness, and spaghetti sauce</a>” (TED2004; 17 mins)</p>
12	November 8 – 14	Workshop: Google Digital Marketing Certification (advertising // video)	<p>11/08: Complete the lesson “<a href="#">Understanding email marketing</a>” (HubSpot - free; 27 mins)</p> <p>11/10: Watch the video / read the transcript for “<a href="#">Where are our digital ads really going?</a>” (TED@BCG Berlin; 11 mins)</p>
13	November 15 – 21	Workshop: Google Digital Marketing Certification (analytics // insights // ecommerce)	<p>11/15: Complete the lesson “<a href="#">Understanding digital advertising</a>” (HubSpot - free; 24 mins)</p> <p>11/17: Watch the video / read the transcript for “<a href="#">How to make choosing easier</a>” (TED Salon NY2011; 16 mins)</p>
14	November 22 – 28	No class: Happy Thanksgiving!	N/A

## Course Schedule

WEEK	DATES	TOPICS	NOTES
15	November 29 – December 5	Workshop: Google Digital Marketing Certification (increasing sales // international expansion)	<p>11/29: Complete the lesson "<u>Creating buyer personas</u>" (HubSpot - free; 25 mins)</p> <p>12/01: Watch the video / read the transcript for "<u>How to enhance and expand a global brand</u>" (TED@BCG San Francisco; 9 mins)</p> <p>Mimic Pro Simulation Rounds 6 - 10 due Sunday, Dec. 5 @ 11:59 pm.</p> <p>Remaining <u>extra credit opportunities</u> are due Sunday, Dec. 5, @ 11:59 pm.</p> <hr/> <p><i>MSU Final Exam Academic Workshop - Managing Anxiety over Finals: Nov. 29, 3:30-5pm, Legacy Multipurpose Room</i></p> <p><i>MSU Final Exam Academic Workshop - Building Academic Skills to Succeed on Final Exams: Nov. 30, 3:30-5pm, Legacy Multipurpose Room</i></p> <p><i>MSU Final Exam Academic Workshop - Creating a Time Management Plan for Final Exams: Dec. 1, 3:30-5pm, Legacy Multipurpose Room</i></p> <p><i>MSU Final Exam Academic Workshop - Integrating Course Experiences into Your Career Plan: Dec. 2, 3:30-5pm, Legacy Multipurpose Room</i></p>
16	December 6 - 11	FINALS WEEK	Google Digital Marketing Certification due Wednesday, Dec. 8, @ 11:59pm.