



MKTG 4753 Section 201

Marketing Strategy Course Syllabus

Course Dates: January 11 - April 30, 2021
Meeting Time: Mondays and Wednesdays, 11 am - 12:20 pm
Location: Dillard College of Business, Room 329 ([Course Livestream](#))
Credit Hours: 3
Professor: Andrea Bennett, Ph.D.
Office: Dillard Building 225
E-Mail: andrea.bennett@msutexas.edu
Office Hours: Monday & Wednesday 1:00pm to 3:00pm (in-person); Tuesday & Thursday 1:00pm to 2:00pm (virtual); by appointment (preferred)
[Zoom Link for Virtual Office Hours: https://msutexas-edu.zoom.us/j/7770025761?pwd=KzRtUis4SFVPQUpCdWxDRGNnNmJ0Zz09](https://msutexas-edu.zoom.us/j/7770025761?pwd=KzRtUis4SFVPQUpCdWxDRGNnNmJ0Zz09)

Communication Expectations

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.

Welcome to MKTG 4753 (Marketing Strategy)!

In this course, you will utilize all of the marketing knowledge and skills that you have acquired to develop a Strategic Marketing Plan for a client nonprofit organization. Throughout the semester, you will work in-class to develop an in-depth understanding of the knowledge required to develop a strategic marketing plan while simultaneously working with your client to engage in

the processes of strategic marketing planning. Therefore, though this is not the official capstone course for the degree, you are encouraged to think of and treat it like the capstone for your marketing major, as successful completion of this course will result in your being prepared to apply and interview for marketing positions and to provide potential employers with evidence of your ability to engage in strategic marketing planning.

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 [Link to Course Description for MKTG 3723 Principles of Marketing](#) or consent of the instructor and chair.

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 of both the in-person and virtual office hours outlined at the beginning of this syllabus or to schedule (preferred) and in-person or virtual meeting with me by emailing andrea.bennett@msutexas.edu or contacting me through D2L.

Course Objectives

Upon completion of this should be able to:

1. Understand the key principles of marketing strategy.
2. Understand marketing and strategy concepts and explain them using their own words.
3. Recognize marketing practice in real-world contexts and think critically about those practices and applications.
4. Think strategically and analytically about marketing issues and provide theoretically grounded recommendations related to those issues.
5. Successfully work in a team.
6. Deliver an oral presentation to a client in a professional, engaging manner.
7. Professional, logical, coherent strategic marketing plan that addresses a client's key objectives.

Textbook & Instructional Materials

Required 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.**
- McDonald, Malcolm (2017), **On Marketing Planning: Understanding Plans and Strategy**, 2nd ed., Kogan Page Limited
- ISBN-13: 9780749478216

- ISBN-10: 0749478217
 - Digital ISBN-13: 9780749478223
 - **Referred to as OMP throughout the rest of this syllabus.**
- Other materials provided to you by instructor.

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.

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 se contact the ASC, (940) 397-4684, or visit the [Link to ASC homepage](#) for more information.

Important Dates

- Change of schedule or late registration: Jan. 11 – 13.
- Martin Luther King Jr.'s birthday (observed) - no classes: Jan. 18.
- Deadline to apply for May graduation: Feb. 15.
- Summer and Fall 2021 schedules of classes available online: mid-March
- Holiday break: March 31 (10pm) - April 5 (12 am)
- Last Day to drop with a grade of "W": April 23 @ 4pm (after 4pm, drops will receive grades of "F") lasses: April 23.
- Final exams begin: April 24.
- Commencement: May 1

Note: It is the student's responsibility to visit with their academic advisor prior to withdrawing from a class must come to the Dean of Students office located in the Clark Student Center, room 104, to fill out a withdrawal slip.

Course Activities

Activities	Points
Project deliverables	3 @ 100 points each = 300 points
Unit quizzes	3 @ 100 points each = 300 points
Digital marketing certifications	10 @ 20 points each = 200 points
Final project: Marketing plan	200 points
Total Course Points	1000

Course Scale

Actual Points	Percentage	Letter Grade
900 and Higher	90 and Above	A
900 to 899	80 to 89	B
700 to 799	70 to 79	C
600 to 699	60 to 69	D
Less than 600	Less than 60	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

Project deliverables:

Throughout the semester, you will build the components of your Marketing Plan and submit each element as a Project Deliverable. We will workshop these deliverables in class before their due dates (see the Course Calendar), and I will provide you with feedback on these Deliverables so that you can edit and improve upon them for submission in your Final Project.

Unit Quizzes

You will take three (3) online quizzes in this course, which are designed to assess your understanding of the content presented in Units 1-3. 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 Certifications

I have selected 10 free online digital marketing certification programs that you should complete at your own pace throughout the semester. For each certification, you will upload your certificate of completion to a dropbox on D2L. If you have completed these certifications in other classes, please upload them to the dropbox, and I will determine if their completion was recent enough that you need not do the course again or if there is an additional course you might benefit from. All of the Certifications are due on April 24, but you are advised to complete and upload them throughout the semester, rather than attempting to do them all the last week of class.

Final project:

You will complete a marketing strategy project in this course, which will require you to generate a professional Strategic Marketing Plan for a client from the Wichita Falls community. We will discuss this project in-depth throughout the semester. You will work with your assigned client throughout the semester to develop a Strategic Marketing Plan to meet their needs, and members of the client organization will assess your work to help determine your final grade on the project.

Extra credit:

1. Students who complete the Syllabus and Classroom Health & Safety Agreements posted to D2L by 11:59 pm on Jan 17 will receive 5 points of extra credit for each.
2. As part of your learning experience in this course, you will have the option to participate in research studies related to marketing, logistics, and operations management, available via the University of North Texas' SONA site.

To participate in this extra credit opportunity, you **must** create an account on [UNT's College of Business REP webpage: \(unt-cob.sona-systems.com\)](http://unt-cob.sona-systems.com), which allows you to browse and sign up for available studies. The amount of credit assigned is based on the length of time required to complete the study.

- Short online studies (5-14 mins) earn 1 credit
- Medium online studies (15-29 mins) earn 2 credits
- Long online studies (>30 mins) earn 3 credits
- You may see posting for 5-point in-person studies, but MSU students are not able to participate in those, as they take place on UNT's campus

I will award you one point of extra credit for the course for each REP credit that you earn via study completion. All credits earned will be added to your final course grade at the end of the semester.

Please note: If you take advantage of this extra credit opportunity, please respond to the study items as honestly and accurately as possible. These studies reflect someone's hard work, research, and career -- which is more important than a few course credits. If I find that anyone is being routinely removed from study samples for providing unusable data, your SONA account will be deleted and you will forfeit the right to participate in these research studies/receive these extra credit points.

To sign up, please visit [SONA Account Login: http://unt-cob.sona-systems.com/](http://unt-cob.sona-systems.com/). If you have questions, please contact UNT's behavioral lab manager at rcobrep@unt.edu. I form her that you are an MSU student. Your questions will be answered promptly.

Please remember to:

- Access the studies early and often to ensure you have access to available studies. Once you sign up, the lab manager will notify you periodically about newly posted studies.
- Make sure you assign your credits to the correct course. **This course is MKTG 4753.201**

- If you do not wish to participate in the posted studies, you may complete two-page article critiques for 2 extra credit points each. If you choose this option, please let me know, and I will assign you an article.

Participation deadlines: April 18, 2021 @ 6 pm

3. **Real-World Marketing:** 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 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 strategy.
4. If additional opportunities for extra credit in the course emerge, you will be informed in advance by the instructor.

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 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 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 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.

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 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 on a daily basis. The instructor must give the student a verbal or written warning prior to 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.

COVID-19:

While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused from class. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

If you are experiencing any [symptoms of COVID-19](#) please seek medical attention from the [Vinson Health Center](#) or your health care provider PRIOR to coming to campus. MSU also requires that you complete a [COVID-19 Reporting Form](#) if you think that you have been exposed to the virus. You are also encouraged to download the [MSU Safety app](#) to access any necessary COVID-19 forms and to stay up-to-date about COVID-19 on campus and in the community.

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a computing device with reliable internet access to participate in fully remote portions of the class. Additional required classroom materials for remote learning will be posted to the course's D2L site, if such

action becomes necessary. Information and resources for successful digital learning are available through [MSU's Distance Education Department](#).

Statement on Face Covering:

Face coverings are required in all MSU facilities. Students are required to properly wear face coverings (i.e., over your mouth and nose) during this class. If you are unable to wear a face covering due to a disability, please contact [Disability Services](#) to request an accommodation. MSU face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via the instructor.

Class Recordings & Student Likenesses:

Synchronous (live) sessions in this course will be recorded for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class or outside the D2L Learning Management System, in any form. Failing to follow this restriction is a violation of the MSU Code of Student Conduct and could lead to disciplinary action.

Course Incomplete:

A student is expected to complete the semester. In an emergency, the instructor may assign a grade of "incomplete" with complete documentation for the situation. It is important to note that "incomplete" is rarely given. A student needs to complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

College Policies and Procedures

Refer to College Policies and Procedures Manual.

University Policies/Procedures

Cheating/Plagiarism/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.

"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 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) exists 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.

Grade Appeal Process:

Students who wish to appeal a grade should consult the Midwestern State University [link for 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 on Monday with all of the materials for the week prepared. Thus, students should read, watch, listen to, etc., any assigned materials **BEFORE COMING TO CLASS ON MONDAY OF THE ASSIGNED WEEK.**

Week	Dates	Topics	Notes
1	Jan 11 to 15	Course Orientation UNIT 1: INTO TO DIGITALMARKETING STRATEGY	Final Project teams announced in-class Jan. 13. Team members will serve as resources for one another throughout the semester. Thus, team members should sit near each other in class. Complete Syllabus & Health/Safety Agreement and Job Resources Connections (5 points extra credit each by 11:59 Sunday, Jan. 17)
2	Jan 18 to 22	Jan 18: MLK Jr. Day – no class DM Chapter 3 Complete online course: Defining Digital Marketing (SkillShare – free; 28 mins)	“The function of education is to teach one to think intensively and to think critically. Intelligence plus character, that is the goal of true education.” Dr. Martin Luther King, Jr. Students should come to class on Jan. 20 having completed the SkillShare Digital Marketing Definitions lesson
3	Jan 25 to 29	DM Chapter 3 Complete the online course: Developing a Growth Marketing Mentality (Hubspot: free)	Assignment of Team Member Roles due Sunday, Jan. 24 @ 11:59pm. I will assign roles to members of teams who do not meet the above dealing. Once assigned, these roles cannot be changed. Students should come to class on Jan. 25 having completed the HubSpot Growth Mentality lesson
4	Feb. 1 to 5	DM Chapter 4, 5 Complete online course: An Introduction to Content Marketing (SkillShare: free; 13 mins)	Teams should make contact with their clients this week. Students should come to class on Feb. 1 having completed the SkillShare Content Marketing lesson

5	Feb. 8 to 12	DM Chapter 6, 11 Complete online course: 4 Design Principles to Brand Your Social Media (SkillShare: free; 18 mins)	Students should come to class on Feb. 8 having completed the SkillShare Design Principles lesson
6	Feb. 15 to 19	Workshop Deliverable 1 DM Chapter 8 OMP Chapter 6	Teams should come to class on Feb. 15 with their Rough Draft of Deliverables 1 completed. The workshops provide an opportunity to get feedback and guidance before submitting your Deliverables for grading.
7	Feb. 22 to 26	UNIT 2: SEGMENTATION, TARGETING, & POSITIONING DM Chapter 2	Deliverable 1: Client History, SWOT, Situation & Needs Analyses due @ 11:59pm Sunday, Feb. 28
8	Mar. 1 to 5	OMP Chapter 5, 6 Complete online lesson: Segmenting with Context (HubSpot: free)	Students should come to class on Mar. 28 having completed the HubSpot Segmenting lesson Quiz 1 due @ 11:59pm Sunday, Mar. 7
9	Mar. 8 to 12	No class: Work on Deliverable 2	
10	Mar. 15 to 19	Workshop Deliverable 2	Teams should come to class on Mar. 15 with their Rough Drafts of Deliverable 2 completed. Deliverable 2: segmentation, Targeting, Positioning Plan due @ 11:59pm Sunday, Mar. 21.
11	Mar. 22 to 26	UNIT 3: MARKETING OBJECTIVES & STRATEGIES DM Chapter 9	Quiz 2 due @ 11:59pm Sunday, Mar. 28
12	Mar. 29 to Apr. 2	OMP Chapter 4, 7, 8	Campus closed April 1 & 2
13	Apr. 5 to 9	Workshop Deliverable 3	Teams should come to class on April 5 with their Rough Drafts of Deliverable 3 completed. Deliverable 3: Strategic Marketing Objectives & Strategies due @ 11:59pm Sunday, Apr. 11.

14	Apr. 12 to 16	UNIT 4: THE FINAL STRATEGIC MARKETING PLAN DM Chapter 10 OMP Chapter 9	Quiz 3 due @ 11:59pm Sunday, Apr. 18 Extra Credit Opportunities (not listed earlier) due @ 11:59pm, Apr. 18
15	Apr. 19 to 23	Individual Team Meetings Group 1, 2: Monday Group 3, 4: Wednesday	Digital Marketing Certifications due @ 11:59pm Sunday, Apr. 25
16	Apr. 26 to 30	FINALS WEEK	Students will be notified regarding client and class presentations of their Final Strategic Marketing Plans.