



Course Syllabus: MKTG 5513 – Graduate Seminar in Marketing
College of Business Administration
X10
Fall 2024 and Online Asynchronous

Contact Information

Instructor: Jamie M. Chen, Ph.D., Assistant Professor of Marketing

Office room: Dillard 261

Office hours: Tuesday/Thursday 9:00 - 11:00am; Wednesday 12:00 - 1:00pm (by Zoom/in-person appointment via email)

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Course Description

Marketing is one of the most exciting areas of business. Every day, all around us, the use of various media to inform, persuade, and influence our purchase decisions. In studying marketing, you will learn how marketers identify and exploit sources of influence—from learning how we think and process information to examining our relationships with others—and then attempt to shape product choices and decision-making. The graduate seminar in marketing is intended to acquaint you with what, as a marketer, you need to know in the development of marketing strategy. After taking this course, you should have a better understanding of how to apply marketing theories and tools to analyze and solve marketing problems and challenges. You will also receive a course certificate of Simternship (simulation+internship), so you should have a greater appreciation for the role of marketers. In addition to the textbook and the Simternship program, you are encouraged to read current issues of the business press such as the Wall Street Journal.

Textbook & Instructional Materials

Sullivan, T. (2022). Marketing Management Today. Stukent, 9781736017975

Study Hours and Tutoring Assistance

Suggested study hours: 1.5 hour/week

Tutoring assistance: by Zoom/in-person appointment via email

Notice of Changes

Changes in the syllabus, assignment, and schedule may be made at the discretion of the instructor. It is your responsibility to check notifications on D2L.

Grading

Table 1: Points allocated to each assignment

Assignments	Points
Quizzes (5 at 40 pts each)	200
Simternship (8 at 100 pts each)	800
Total Points	1000

Table 2: Total points for final grade.

Grade	Points
A	900 and above
B	800 to 899
C	700 to 799
D	600 to 699
F	Less than 600

Quizzes

There are 5 quizzes for this course with 40 points each, 200 points in total. Each quiz includes 10 multiple choice and true/false questions. The quiz covers the lecture slides and textbook chapters to help students keep up with the assigned course materials. Students are required to take the quiz via the D2L before the due time.

Simternship

The main purpose of this project is to give you a chance to apply the marketing knowledge and skills you have learned during the class. Students are required to participate in an 8-week-long simulation and internship (Simternship). The simternship includes 8 research rounds (100 points each, 800 points in total) to be completed. This simternship is the major component of the course and contributes 800 points to the overall grade (out of 1000 points). Once all 8 rounds are completed, you will get a certificate "Marketing Management Simternship" to enhance your career in marketing.

Extra Credit

There are 100 bonus points to encourage interactions with the virtual teaching assistant "Chatbot" (details will be available in the module "Chatbot" on D2L).

Late Work

No RESIT if you miss the time window of the tasks.

Attendance

MKTG 5513 X10 is an online asynchronous course, no attendance required. You just need to follow the weekly schedule and complete all the assignments before the deadline.

Course Schedule

Week	Activities	Due Date
Week 1 8/26 to 8/30	Orientation & Chapter 1	Activate SKUKENT account for the textbook and Simternship
Week 2 9/2 to 9/6	Chapter 2-3	Quiz 1 due 11:59 pm CST Sunday (Sep 8)
Week 3 9/9 to 9/13	Chapter 4-5	Quiz 2 due 11:59 pm CST Sunday (Sep 15)
Week 4 9/16 to 9/20	Chapter 6-7	Quiz 3 due 11:59 pm CST Sunday (Sep 22)
Week 5 9/23 to 9/27	Chapter 8-9	Quiz 4 due 11:59 pm CST Sunday (Sep 29)
Week 6 9/30 to 10/4	Chapter 10-11	Quiz 5 due 11:59 pm CST Sunday (Oct 6)
Week 7 10/7 to 10/11	Reviewing Textbook and Preparing for Simternship	
Week 8 10/14 to 10/18	8-round Simternship	Round 1 due 11:59 pm CST Sunday (Oct 20)
Week 9 10/21 to 10/25		Round 2 due 11:59 pm CST Sunday (Oct 27)
Week 10 10/28 to 11/1		Round 3 due 11:59 pm CST Sunday (Nov 3)
Week 11 11/4 to 11/8		Round 4 due 11:59 pm CST Sunday (Nov 10)
Week 12 11/11 to 11/15		Round 5 due 11:59 pm CST Sunday (Nov 17)
Week 13 11/18 to 11/22		Round 6 due 11:59 pm CST Sunday (Nov 24)
Week 14 11/25 to 11/29		Round 7 due 11:59 pm CST Sunday (Dec 1)
Week 15 12/2 to 12/6		Round 8 due 11:59 pm CST Sunday (Dec 8)
Week 16	Course Certificate	Granted by Dec 9

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 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 which 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](#).

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.

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.

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 has 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 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](#)

Student Handbook

Refer to: [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’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](#)