MKTG 5513 Section Y-10 Grad Seminar in Marketing Syllabus

Class location/time: Dillard College Room 129
Class Time: Thursday 7:00 pm – 8:20 pm
Professor: **Franklin Tillman**, Assistant Professor of Marketing
Office: Dillard Building 211B
Office Hours: Monday and Wednesday 1:00pm - 3:00 pm;
Thursday 5:00 pm-7:00pm or by appointment
Phone: 940-397-6227
Email: franklin.tillman@msutexas.edu

Message From Your Instructor:

Welcome everyone. I am glad that you have decided to continue to explore the rewarding world of marketing. My goal as an instructor is to equip you with practical knowledge and skills in sales so you can continue your career and the next chapter of life. I want you to be successful in this learning process and thrive with new skills and knowledge. Teaching and Marketing are my passions in life. I hope you have the best learning experience and find excitement in this subject, as I do. As we determine the optimum goals for this course, please be aware that *This syllabus is a living document and is subject to change as we develop the course*

Welcome to MKTG 5513 Grauate Seminar in Marketing:

A managerial approach to the study of marketing. Emphasis is on the nature and scope of marketing managers' responsibilities and on marketing decision making. This course is designed to teach students marketing principles and their application in today's rapidly evolving business environment.

Course description (from MSU catalog):

An intensive study of specific marketing concepts, theories, and strategies used to market goods and services. Emphasis is placed on reading current journal articles and other related marketing publications.

Prerequisites: BUAD 5006 or MKTG 3723 or equivalent and consent of the Graduate Coordinator.

Course materials (Required):

Cases and HBR Articles 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/1204472**

Textbook: Marketing Management 16th Edition (2023) by Kotler, Keller, and Chernev. Pearson, E-Book ISBN-13: 9780138170820, Print ISBN-13: 9780137962907.

MKTG 5513 is delivered via a hybrid of a tradional face-to-face classroom, zoom, and through D2L components. Each modules PowerPoint lecture slides will be available as PDF files. Assignments and discussion topics will be posted to D2L.

Learning Goals:
At the end of the semester, you should be able to
- Consider the effects of (political, environment, laws, culture) on businesses in the global context
- Recognize Global opportunities and threats
- Understand the differences in global cultural customs
- To design and implement marketing strategy and tactics such that value is generated for businesses, customers, and other stakeholders.
- To evaluate multifaceted managerial and marketing problems and generate solutions
- through systematic application of frameworks and concepts learned in the course
- Understand the essentials of developing and qualifying potential marketing plans
- Apply the learned concepts to real problems and situations.

Expectations:
You can expect that I will:
- Provide you with course materials and assignments on time
- Create assignments that are directly relevant to course expectation
- Be responsive to YOU
- Be fair in grading
- Create a welcoming and inclusive class environment
- Listen to your concerns and issues
- Do everything in my power to maximize your learning experience

I can expect that you will:
- Be familiar with using D2L
- Set up your D2L account to receive a notification to your preferred email
- Attend classes and Zoom sessions
- Submit assignments on time
- Actively participate in discussions
- Perform to the fullest of your abilities
- Adhere to Midwestern State University policies on academic honesty
- Ask questions when something is unclear
- Enjoy this course

Communication Expectations:
The primary communications tools are the classroom, zoom, email, and D2L. All important announcements, lecture materials, exams, and grading will be posted via D2L. Therefore, please ensure that you have set up your D2L account to forward emails and notifications to your preferred email address.

Students should communicate with me either <u>by emailing me (preferred) directly at this email address</u> <u>franklin.tillman@msutexas.edu</u> or through D2L. Please specify the course number (MKTG 5513) and your name when you email me. You are also encouraged to use my office hours to discuss the course. The office hours can be held either in person or virtually.

Grading:

Final grades are based on the elements below:

• Activities	• Points
• **Exam 1**	• **150**
• **Exam 2**	• **150**
• **Exam 3**	• **150**
• **Case Studies**	• **300**
• **Events in Marketing**	• **150**
• **Class Discussion / Participation**	• **100**
• **Total Course Points**	• **1000**

Grading Scale:

• Actual Points	• Percentage	• Letter Grade
• **900 and higher**	• **90 and above**	• **A**
• **800 to 899**	• **80 to 89**	• **B**
• **700 to 799**	• **70 to 79**	• **C**
• **600 to 699**	• **60 to 69**	• **D**
• **Below 599**	• **Less than 59**	• **F**

Brief Description of Course Requirements

- **Exams:**

There are three exams, including a comprehensive exam. Each exam can include multiple-choice questions, true/false questions, open-ended questions, and short essays. ALL materials covered in class are potential test areas. More details will be available later.

- **Case Studies:**

Six cases are assigned for the course. Each student should read each assigned case carefully and upload in assigned folder in D2L, a *3–5 page* case report (Word document (single or double-spaced), Times New Roman 12 font) by the case due date (see course schedule table for assignments and due dates). As for the content of the case report please see "How to Analyze a Case" at the end of this syllabus. Course Pack can be found here: https://hbsp.harvard.edu/import/1085174

- **In-Class activities, discussions, & assignments:**
There will be activities, discussions or assignments relevant to lecture topics posted at appropriate times during the semester. These assignments will be announced in class and D2L. The topics will include creating a customer persona profile, choosing marketing channels, developing a promotional plan, and designing a brand identity.

Zoom link: https://msutexas-edu.zoom.us/j/91266822002

- **Events in marketing:**
Each student will identify a current trend, campaign, event, controversy relating to marketing that a company is experiencing. A 3-5 page report will be due by the assigned date. Essentially think of this of a case study of your own design, More details will be discussed in class and posted to D2L.

Course General Rules and Policy

- **Inclusive Classroom Policy:**
All students should feel comfortable, safe, and happy in the class, regardless of gender orientation, race, ethnicity, education, income, national origin, religious affiliation, political beliefs, age, or ability. Everyone will be treated with respect as a human being. The classroom (virtual/face-to-face) is an environment where civility, human dignity, and respect are maintained. I ask that all students work with me to create a welcoming environment that is respectful of all forms of diversity. Any variation from this, for example, yelling or saying profanity at an instructor or another person in the classroom or any other loud, lewd, belligerent, or obnoxious behavior resulting in a disruption from teaching and learning will not be tolerated. Failure to abide by the rules could ultimately result in removal from the class. In this class, you are expected to:
    - 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.
    - Communicate professionally.
    - Use your critical thinking skills to challenge other people's ideas instead of attacking individuals.
    - Think before you type. Keep in mind that online posts can be permanent.
    - Avoid disruptive behaviors (e.g., yelling, bullying, other intimidating behavior, interrupting other students or the instructor, etc.).
    - Be a human.

- **Late Work:**
No late submission will be accepted and graded. Students who experience an emergency need to contact the instructor for late submission permission. Valid documentation is required.

- **Makeup Work & Tests:**
All course activities must be submitted before or on set due dates and times. If the student cannot abide by the due dates and times, it is their responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. The

student will receive a score of zero for all late assignments, exams, and projects. Note that the due dates/times for the activities will adhere to the Central Time Zone.

- **Final Grade:**
Final grades will be posted via standard University channels and D2L.

- **Grade Changes:**
No grade except **I** may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

- **Course Incomplete:**
A student is expected to complete a course during a 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.

- **Grade Appeal Process:**
Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding regular semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details.

- **Academic Dishonesty:**
Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and a referral to the Dean of Students for disciplinary action, which may result in expulsion from the University. Please refer to "[Student Honor Creed](#)" in the [Midwestern State University Undergraduate Catalog](#).

All coursework submitted for grading must be your own effort. Cheating, collusion, and plagiarism will not be tolerated. The term "cheating" includes, but is not limited to:
    - Copying someone's homework and submitting it as your own.
    - Allowing another student to copy your solutions.
    - Looking or glancing at another student's answer sheet during an exam or quiz.
    - Using a programmable calculator or electronic device during an exam or quiz.

- **AI Policy**
Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as Grammarly, 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. **Be aware that use of AI will be evaluated for accuracy of all content. It is the student's responsibility to verify accuracy & relevancy of information on all assignments.**

- **Disability Support Services:**

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs. If a student has an established disability as defined in the Americans with Disabilities Act and would like to request an accommodation, that student should please see me as soon as possible.

- **Important Dates:**
  - Change of schedule or late registration: August 27-29
  - Labor Day (No classes): September 2
  - Final deadline for December graduates to file for graduation: September 23
  - Sales Competition Week (No Class) October 30 – November 3
  - Last Day for "W", 4:00 pm: November 25
  - Thanksgiving Holiday: November 27 – December 1
  - Last day of classes: December 6
  - Final examination week: December 9-13, 8:00 am
  - Commencement: December 14

 * It is the student's responsibility to visit with their academic advisor prior to withdrawing from a class.

- **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 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.

Course Schedule *This course schedule is subject to change as necessary*

• Date	• Topics	• Assignments/Memo
Week 1 August 29	• **Course Orientation** • **What is Marketing?**	• **Familiarize yourself with D2L** •
Week 2. Sept 5	• **Intro to MKTG Management & Marketing Plans**	•
Week 3. Sept 12	• **Customer Behavior**	• **Case Study – What does your corporate brand stand for?**
Week 4. Sept 19	• **Marketing to Business**	•
Week 5. Sept 26	• **Marketing Research**	• **Case Study – Modelo: Finding a fighting spirit**
Week 6. Oct 3	• **Exam 1**	•
Week 7. Oct 10	• **Market Segment and Target Customers**	• **Case Study – Domino's Pizza Japan**
Week 8. Oct 17	• **Value Proposition and Positioning**	•
Week 9. Oct 24	• **Designing and managing products and services**	•
Week 10. Oct 31	• **No Class - Sales Competition** • **Building Strong brands**	• **Case Study – Pricing the Epipen**
Week 11. Nov 7	• **Building Strong brands**	• **Exam 2**
Week 12. Nov 14	• **Pricing and Sales Promotions**	• **Case Study – Should Unilever Launch Shampoo**
Week 13 Nov 21	• **Marketing Communications**	• **Case Study – Avocados from Mexico**
Week 14 Nov 28	• **No Class**	• **Thanksgiving Holiday**
Week 15 Dec 5	• **Chap 18 New market offerings**	•
Week 16 Dec 12	• **Final Exam Week**	• **Exam 3 (TBD)**

* This class schedule is subject to change if necessary