



## **MKTG 5513 Section X30 Graduate Seminar in Marketing Syllabus Summer 2026**

**Class location/time:** Online via D2L platform  
**Class Time:** N/A  
**Professor:** Franklin Tillman, Ph.D.  
**Office:** Dillard 293  
**Office Hours:** By appointment or via Zoom  
**Phone:** 940-397-6227  
**Email:** [franklin.tillman@msutexas.edu](mailto: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 marketing knowledge and strategic decision making skills that will support your professional development and future career success. 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 Graduate Seminar in Marketing:**

A managerial approach to the study of marketing with emphasis on strategic analysis and marketing decision making. Focus is placed on consumer behavior, branding, and the development of sustainable competitive advantage within today's dynamic business environment. The course emphasizes the application of marketing concepts to contemporary business challenges through case analysis, discussion, and evaluation of current marketing practices. This course emphasizes discussion-driven learning, strategic interpretation, and the application of marketing frameworks to evolving real-world business situations.

### **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/1415833>

Textbook (Optional): Marketing Management 17th Edition (2026) by Kotler, Keller, and Chernev. Pearson, ISBN-13: 9780138184889.

MKTG 5513 is delivered via D2L. Each module's PowerPoint lecture slides will be available as PDF files. Assignments and discussion topics will be posted to D2L.

**General Learning Goals (Graduate)**

- Leadership. Students develop leadership skills through managerial case analysis, strategic decision making, team discussions, and the evaluation of complex marketing challenges. The course emphasizes leadership perspectives related to customer relationships, organizational strategy, ethical decision making, and market positioning.
- Global context. Students examine marketing issues within a global business environment by analyzing international markets, cultural influences, global competition, and evolving consumer trends. Course discussions and case studies emphasize how firms adapt marketing strategies across diverse economic, cultural, and technological environments.
- Creative responses. Students are expected to develop creative and strategic responses to contemporary marketing problems. Through case analysis, current events discussions, and applied projects, students evaluate alternative solutions and propose innovative managerial recommendations supported by marketing concepts and business reasoning.
- Knowledge integration. This course requires students to integrate knowledge from multiple business disciplines, including marketing, management, consumer behavior, analytics, strategy, communication, and ethics. Students apply concepts from prior coursework to analyze real world business situations and develop comprehensive marketing recommendations.
- Communication. Students develop professional written communication skills through case analyses, strategic marketing evaluations, and written discussions of contemporary marketing issues. Emphasis is placed on clear organization, analytical depth, professional writing quality, and the ability to support managerial recommendations with evidence and marketing concepts.

**Course Learning Goals:**

At the end of the semester, you should be able to

- Evaluate marketing opportunities, threats, and competitive positioning within dynamic domestic and global markets.
- Analyze consumer behavior and market research insights to support managerial decision making.

- Design strategic marketing recommendations that create value for firms, customers, and stakeholders.
- Apply marketing frameworks and concepts to complex business problems through case analysis.
- Develop professional written analyses supported by evidence, theory, and managerial reasoning.
- Assess the influence of cultural, legal, political, and technological environments on marketing strategy.

### **Expectations:**

You can expect that I will:

- Provide you with course materials and assignments on time.
- Create assignments that are directly relevant to course expectations.
- Respond to student questions and concerns in a timely manner.
- 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.
- Remain actively engaged with weekly course materials, discussions, and assignments.
- Submit assignments on time.
- Contribute meaningfully to class discussions and peer engagement.
- Perform to the fullest of your abilities.
- Engage with course material from a managerial and strategic perspective rather than relying solely on descriptive summaries.
- 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 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 through D2L or **by emailing me (preferred) directly at this email address [franklin.tillman@msutexas.edu](mailto:franklin.tillman@msutexas.edu)**. 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:

• <b>Activities</b>	• <b>Points</b>
• <b>Exam 1</b>	• <b>150</b>
• <b>Exam 2</b>	• <b>150</b>
• <b>Case Studies</b>	• <b>200</b>
• <b>Class Discussion / Participation</b>	• <b>100</b>
• <b>Total Course Points</b>	• <b>600</b>

**Grading Scale:**

• <b>Actual Points</b>	• <b>Percentage</b>	• <b>Letter Grade</b>
• <b>540 and higher</b>	• <b>90 and above</b>	• <b>A</b>
• <b>480 to 539</b>	• <b>80 to 89</b>	• <b>B</b>
• <b>420 to 479</b>	• <b>70 to 79</b>	• <b>C</b>
• <b>360 to 419</b>	• <b>60 to 69</b>	• <b>D</b>
• <b>Below 359</b>	• <b>Less than 59</b>	• <b>F</b>

**Brief Description of Course Requirements**

- **Exams or Quizzes:**

There are two exams. 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. The exams will require the use of a the Respondus Lockdown Browser + Webcam. A practice exam is provided to ensure compatibility. Exams will be available during the assigned module week and must be completed by the posted deadline.

- **Case Studies:**

Four case studies are assigned during the course. Students are expected to carefully read each assigned case and submit a 4–6 page (maximum), double-spaced case analysis in PDF format through the appropriate D2L assignment folder by the assigned due date (see course schedule for deadlines). Written submissions should use 12-point Times New Roman font and demonstrate professional graduate-level writing.

Specific questions for each case are provided within the assignment details and must be addressed in conjunction with the guidelines outlined in the “How to Analyze a Case” document. Strong case analyses move beyond surface-level observations and demonstrate

thoughtful application of marketing concepts, strategic reasoning, and managerial insight. Statements such as “Company XYZ should conduct market research” without explanation, justification, or implementation detail are considered underdeveloped and will result in reductions in grade. Excessive reliance on bullet points or list-based writing styles is also discouraged in favor of clear, analytical discussion and professional business writing.

Students are expected to engage with ambiguity, evaluate competing strategic alternatives, and develop evidence-based managerial judgments rather than searching for a single “correct” answer.

- **Participation, “In-Class activities”, discussions, & assignments:**

There will be discussions, or assignments relevant to lecture topics posted at appropriate times during the semester. These assignments will be announced via D2L. The topics will include various topics related to the case studies, current events, course content, and other subjects/events relevant to the course. The discussion posts are intended to spark conversation regarding current trends in marketing, involving current course content and topics. These discussion posts will be a graded component of your participation grade and are intended to be completed on a weekly basis.

## **Course General Rules and Policy**

- **Inclusive Classroom Policy:**

All students should feel comfortable, safe, and able to engage fully in this class. Every individual will be treated with respect as a human being. The classroom, whether virtual or face-to-face, is a professional learning environment where civility, human dignity, and mutual respect are always expected. I ask that all students work with me to create an atmosphere that supports learning and respectful academic exchange.

Disruptive behavior will not be tolerated. This includes, but is not limited to, yelling, using profanity toward the instructor or other students, bullying, intimidation, repeated interruptions, or any loud, lewd, belligerent, or obnoxious conduct that interferes with teaching and learning. Failure to comply with these expectations may result in removal from the class and referral to appropriate university procedures.

In this course, students are expected to communicate respectfully and professionally with the instructor and classmates in all settings, including online discussions and face-to-face interactions, even when opinions differ. Academic disagreement is encouraged when it is grounded in critical thinking and evidence; however, personal attacks are not acceptable. Students should focus on evaluating ideas rather than individuals, communicate thoughtfully, and exercise care in written and online communication, recognizing that such communication may be permanent. Basic courtesy, professionalism, and respect for the learning environment are required at all times.

- **Late Work:**

Late submissions are generally not accepted. Students experiencing documented emergencies must contact the instructor as soon as possible to discuss potential accommodations. Students who fail to submit assignments, exams, or projects by the deadline may receive a grade of zero. All deadlines follow 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.

- **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 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. Students are highly encouraged to verify the sourcing of any AI citations and find a supporting citation. Also, any AI should be clearly identified in your written submissions. **Be aware that use of AI will be evaluated for accuracy of all content. AI tools may support brainstorming, editing, or idea development, but they should not replace original managerial analysis, critical thinking, or strategic evaluation. Students are responsible for verifying the accuracy, quality, and appropriateness of all AI-assisted content submitted in this course. Inaccurate information, fabricated citations, or failure to properly disclose AI use may result in significant grade penalties or academic integrity violations. Failure to properly cite AI use will result in a zero for the assignment.**

- **Disability Support Services:**

Midwestern State University is committed to providing equal access for qualified students with disabilities in accordance with the Americans with Disabilities Act (ADA). Students seeking accommodations should contact Disability Support Services and notify the instructor as early as possible to facilitate appropriate arrangements.

- **Important Dates:**

- Final deadline for August graduates to file for graduation: June 22
- Last Day for "W", 4:00 pm: June 17
- Last day of classes: July 2
- Final examinations: July 2

\* 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**

Information contained in this syllabus was to the best knowledge of the instructor, considered correct and complete when distributed for use at 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. Students will be informed of changes, if any

**\*This course schedule is subject to change as necessary\***

• <b>Date</b>	• <b>Lecture, Topics, &amp; Readings</b>	• <b>Assignments/Memo (Due Sundays at 11:59 PM)</b>
Week 1 June 1	<ul style="list-style-type: none"> <li>• <b>Course Orientation &amp; Case Study Overview</b></li> <li>• <b>Chap 1 - Defining Marketing for New Realities</b></li> <li>• <b>Chap 2 - Marketing Planning &amp; Mgmt.</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Online Discussion - What is Marketing?</b></li> </ul>
Week 2. June 8	<ul style="list-style-type: none"> <li>• <b>Chap 3 - Analyzing Consumer Markets</b></li> <li>• <b>Chap 5 - Conducting Marketing Research</b></li> <li>• <b>Chap 6 - Identifying Market Segments and Customers</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Case Study 1 - Corporate Brand Identity</b></li> <li>• <b>Online Discussion</b></li> <li>• <b>Exam 1</b></li> </ul>
Week 3. June 15	<ul style="list-style-type: none"> <li>• <b>Chap 7 - Value proposition and positioning</b></li> <li>• <b>Chap 8 - Designing and managing products</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Case Study 2 – Generative AI in Marketing</b></li> <li>• <b>Online Discussion</b></li> </ul>
Week 4 June 22	<ul style="list-style-type: none"> <li>• <b>Chap 10 - Building Strong Brands</b></li> <li>• <b>Chap 11 - Managing Pricing and Promotions</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Case Study 3 – Crocs</b></li> <li>• <b>Online Discussion</b></li> </ul>
Week 5 June 29	<ul style="list-style-type: none"> <li>• <b>Chap 12 - Marketing Communications</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Case Study 4 - Ferrari</b></li> <li>• <b>Exam 2</b></li> </ul>