



MKTG 5513 X20 Graduate Seminar in Marketing Syllabus

Course Dates: January 17, 2023 to May 13, 2023

Location: Online via course D2L platform

Credit Hours: 3

Professor: Ashok Bhattarai, Ph.D.

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Office Hours: Monday 11:00 AM to Noon; Tuesday and Thursday 10:00 AM to Noon; or by appointment

Course Description:

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 data-driven 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 related marketing publications.

Prerequisites: MKTG 3723 Principles of Marketing, BUAD 5006 Foundations for the MBA or consent of the Graduate Coordinator.

Communication Expectations

I will primarily use D2L, including News items and emails, 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 try to respond to your emails as quickly as possible, usually within a few hours during normal working hours (Monday through Thursday, 9:00 am-5:00 pm). However, please allow one business day for a response. If you do not hear back from me within one business day, please send 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 through Sunday, it might be Monday before I respond.

I will make every effort to return graded work to you within one week and at least one day before the next similar assignment is due. Any questions or issues about grading discrepancies should be brought to my attention immediately and will be addressed immediately thereafter.

Course Structure

This course relies heavily on your reading, understanding, and analysis of the assigned cases and readings. The course will be conducted asynchronously (i.e., there is no set meeting time).

Students are welcome to take advantage office hours outlined at the beginning of this syllabus or to schedule meeting with me by emailing ashok.bhattarai@msutexas.edu or contacting me through D2L.

General Learning Objectives

All DCOBA graduate students should:

- Conduct themselves professionally in global environments.
- Produce creative responses to business situations.
- Integrate knowledge across business disciplines.

Course Objectives

After completing this course, students should be able:

- To understand the role and significance of marketing in managing enterprises.
- 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.
- To communicate your solutions and understanding of marketing related topics.

Textbook & Instructional Materials

Required Materials:

- 5 Cases + 10 HBR Articles – 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/1019044>

Textbook (Not Required):

Marketing Management 16th Edition (2022) by Kotler, Keller, and Chernev. Pearson

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
- Harvard Online Cases

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 MS Word or Google Docs

Technical Assistance:

Students in need of technical assistance should contact [MSU's Help Desk](#)

For D2L support, please [visit this link](#).

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.

Important Dates

- Deadline to apply for December graduation: February 20
- Last Day to drop with a grade of "W": March 27 @ 4pm
- Final exams begin: May 6
- Commencement: May 13

Course Activities

Activities	Points	% of Final Grade
Cases (5 @ 20 points each)	100 points	50%
Readings (10 @ 10 points each)	100 points	50%
Total Course Points	200 points	100%

Grading Scale

Actual Points	Percentage	Letter Grade
180 and Higher	90 and Above	A
160 to 179	80 to 89	B
140 to 159	70 to 79	C
120 to 139	60 to 69	D
Less than 119	Less than 60	F

Brief Descriptions of Course Activities

Cases:

Five 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.

*Each case report worth **20 points**.*

Readings:

Ten Harvard Business Review (HBR) articles are assigned for the course. For each article, students should submit a one-page Word document (single or double-spaced, Times New Roman 12 font) summarizing their key takeaways. What did you learn from reading the article? What did you find interesting? To what extent you agree or disagree with the article? A bullet point format is recommended for your one-page key takeaways document, but you can use any format you like.

*Each key takeaway document worth **10 points**.*

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 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.

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.

Course Incomplete

A student is expected to complete a course of study during a semester. In an emergency, the instructor may assign a grade of “incomplete” with complete documentation for the situation. 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:

"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 the course and course environment to 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) exist 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.

Campus Carry Statement

Senate Bill 11 Handgun Policy - Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from licensed concealed carry are appropriately marked, in accordance with state law (Penal Code 30.06 signage). Please note, open carry of handguns, whether licensed or not, and the carrying of all other firearms (rifles, shotguns, etc.), whether open or concealed, are prohibited on campus. For more information regarding campus carry, please refer to the University's webpage at: [Campus Carry](#).

Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University [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.

Schedule (subject to change if necessary)

Week / Dates	Topic	Lecture and Readings	Assignments (Due Sundays at 11:59 PM)
Week 1 Jan 17-22	Intro to Marketing Management	1- Watch Recorded Course Overview and Lecture	Online Discussion (Introduce yourself)
Week 2 Jan 23-29	Intro to Marketing Management	1- Watch Recorded Lecture 2- Read HBR Article #1: The Needs-Adaptive Consumer: Understanding How and Why People Shop	Submit Article #1 Takeaways to D2L drop box
Week 3 Jan 30- Feb 5	The Customer	1- Watch Recorded Lecture 2- Read HBR Article #2: The Elements of Value	Submit Article #2 Takeaways to D2L drop box
Week 4 Feb 6-12	The Customer	1- Watch Recorded Lecture 2- Read Case #1: DOMINO'S PIZZA JAPAN	Submit Case Report #1 to D2L drop box
Week 5 Feb 13-19	Marketing Strategy	1- Watch Recorded Lecture 2- Read HBR Articles #3: Consumer Behavior Online: A Playbook Emerges	Submit Article #3 Takeaways to D2L drop box
Week 6 Feb 20-26	Marketing Strategy	1- Watch Recorded Lecture 2- Read HBR Articles #4: Net Promoter 3.0	Submit Article #4 Takeaways to D2L drop box
Week 7 Feb 27- Mar 5	Products and Services	1- Watch Recorded Lecture 2- Read HBR Article #5: Why Customer Loyalty Programs Can Backfire	Submit Article #5 Takeaways to D2L drop box
Week 8 Mar 6-12	Products and Services	1- Watch Recorded Lecture 2- Read Week 8 supplemental material 3- Read Case #2: KIA MOTORS IN INDIA	Submit Case Report #2 to D2L drop box

Week / Dates	Topic	Lecture and Readings	Assignments (Due Sundays at 11:59 PM)
Mar 13-19	Spring Break		
Week 9 Mar 20-26	Brands	1- Watch Recorded Lecture 2- Read HBR Article #6: What Does Your Corporate Brand Stand For?	Submit Article #6 Takeaways to D2L drop box
Week 10 Mar 27- Apr 2	Brands	1- Watch Recorded Lecture 2- Read Case #3: THE HILLSHIRE FARM BRAND	Submit Case Report #3 to D2L drop box
Week 11 Apr 3-9	Pricing and Sales Promotions	1- Watch Recorded Lecture 2- Read HBR Article #7: When Customer Are- and Aren't- OK with Personalized Prices	Submit Article #7 Takeaways to D2L drop box
Week 12 Apr 10-16	Pricing and Sales Promotions	1- Watch Recorded Lecture 2- Read Case #4: BEWOOD	Submit Case Report #4 to D2L drop box
Week 13 Apr 17-23	Marketing Communications	1- Watch Recorded Lecture 2- Read HBR Article #8: How to Keep Complaints from Spreading	Submit Article #8 Takeaways to D2L drop box
Week 14 Apr 24-30	Marketing Communications	1- Watch Recorded Lecture 2- Read Case #5: WENDY' S	Submit Case Report #5 to D2L drop box
Week 15 May 1-7	Distribution Channels	1- Watch Recorded Lecture 2- Read HBR Article #9: How to Make the Most of Omnichannel Retailing? 3- Read HBR Articles #10: How B2B Firms Can Price with Confidence as Inflation Rises	Submit Article #9 and #10 Takeaways to D2L drop box
Week 16 May 8-13	Finals Week		

How to Analyze a Case

A case is a collection of facts and data based on a real or hypothetical business situation. The goal of a case study is to enhance your ability to solve business problems, using a logical framework. The issues in a case are generally not unique to a specific person, firm, or industry, and they often deal with more than one strategy element. Sometimes, the material presented in a case may be in conflict. For example, two managers may disagree about a strategy or there may be several interpretations of the same facts.

In all case studies, you must analyze what is presented and state which specific action(s), in your view, would best resolve major problems and challenges indicated in the case. These actions must reflect the information in the case and make sense!

Steps in Analyzing a Case and Preparing the Case Report

Analysis should include these sequential steps:

1. Summarizing the **key facts and important numbers** in the case. (1-2 Paragraphs)
2. Identification of the **key issues/challenges**. (1-2 Paragraphs)
3. Developing and listing **alternative courses of action** that could be taken. (1 Page)
4. **Evaluation** of alternative courses of action. (1 Page)
5. Recommendation of **the best course of action** from the alternatives listed. (1-2 Paragraphs)

Presentation of the Facts Surrounding the Case

It is helpful to study a case until you are comfortable with the information in it. Re-readings often are an aid to comprehending facts, possible strategies, or questions that need clarification and were not apparent earlier. In studying a case, assume you are a marketing consultant hired by the firm. While facts should be accepted as true, statements, judgments, and decisions made by the individuals in a case should be questioned, especially if not supported by facts—or when one individual disagrees with another.

During your reading of the case, you should identify crucial facts, interpret figures and charts, critically review the comments made by individuals, judge the rationality of past and current decisions, and prepare questions whose answers would be useful in addressing the key issue(s).

Identification of the Key Issue(s)

The facts stated in a case often point to the key issue(s) facing a firm, such as new opportunities, a changing environment, a decline in competitive position, or excess inventories. Identify the characteristics and ramifications of the issue(s) and examine them, using the material in the case and the text. Sometimes, you must delve deeply because the key issue(s) and their characteristics may not be immediately obvious.

Listing Alternative Courses of Action That Could Be Taken

Next, alternative actions pertaining to the key issue(s) in the case are listed. Consider courses of action based on their suitability to the firm and situation. Proposed courses of action should take into account such factors as the business category, goals, the customer market, the overall strategy, the product assortment, competition, legal restrictions, economic

trends, marketplace trends, financial capabilities, personnel capabilities, and sources of supply.

Evaluation of Alternative Courses of Action

Evaluate each potential option, according to case data, the key issue(s), the strategic concepts in the text, and the firm's environment. Specific criteria should be used, and each option analyzed on the basis of them. The ramifications and risks associated with each alternative should be considered.

Recommendation of the Best Course of Action

Be sure your analysis is not just a case summary. You need to show a good understanding of both the principles of strategic marketing management and the case. Be precise about which alternative is more desirable for the firm in its current context. Remember, your goal is to apply a logical reasoning process to marketing management.