

Dillard College of Business Administration

Graduate Seminar in Marketing 5513



CONTACT INFORMATION

Instructor: Dr. Thuy D. Nguyen

Phone: 940-397-6207

E-mail: thuy.nguyen@msutexas.edu (~ 48 hours response time in most cases)

<https://msutexas-edu.zoom.us/j/6172858399>

REQUIRED MATERIALS

1. Kotler & Keller (2012), Marketing Management, 15th Edition, Pearson-Prentice Hall.
Moffett Library has two copies for borrowing.
 - a. Print ISBN: 9780133856460, 0133856461
 - b. eText ISBN: 9780133856606, 0133856607
 - c. Link to purchase: [Marketing Management 15th edition | 9780133856460, 9780133856606 | VitalSource](#)
2. Harvard Business Cases.
 - a. Case 1: Customer Management at Magellan Savings Bank of Philippines: Product #: W20289-PDF-ENG
 - b. Case 2: Promoting Land and Nature Jerky: Product #: 920563-PDF-ENG
 - c. Case 3: Measuring ROI on Sponsored Search Ads: Product #: CU181-PDF-ENG
 - d. Links to purchase [cases https://store.hbr.org/](https://store.hbr.org/)
3. Supplemental Materials: will be provided by me
4. **Webcam**, computer, cellphone, internet
5. **Access to Flipgrid.com**

COURSE DESCRIPTION

The purpose of this course is to provide an overview of marketing management with special emphasis on the marketing mix, target marketing, and marketing strategy. The course is fundamentally a case course. Cases are selected to highlight important marketing concepts and provide students with experience grappling with decisions commonly encountered by practicing marketing managers.

GENERAL LEARNING GOALS

All DCOBA graduate students should:

1. Exhibit the characteristics of leadership.
2. Conduct themselves professionally in global environments.
3. Produce creative responses to business situations.
4. Integrate knowledge across business disciplines.

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5. Communicate at a professional level.

LEARNING OBJECTIVES

After completing this course, students should:

1. To understand Marketing as a business philosophy that maintains that the best way to reach company objectives is by satisfying consumer needs.
2. To understand the importance of studying marketing management to make marketing decisions.
3. To learn the basic concepts of Marketing Management.
4. To relate theoretical concepts to real-life marketing practices.
5. To define marketing strategies and make decisions.

CLASS POLICY AND CONDUCT

Professionalism

The faculty, staff, and students of the Dillard College of Business Administration are committed to be a "professional" in our words, conduct, and actions. The qualities of a professional include:

- A commitment to the development of specialized knowledge
- Competency in analytical, oral, and written communication skills
- Self-discipline
- Reliability
- Honesty and integrity
- Trustworthiness
- Timeliness
- Accountability for words and actions
- Respect for others and other cultures
- Politeness and good manners
- A professional image (professionals look professional)
- An awareness of their environment and adaptability to different settings
- Confidence without arrogance
- A commitment to giving back to your community

Academic Integrity

Concerning academic honesty, students are referred to the "Student Honor Creed" in the current Midwestern State University Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

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Submitting Assignments

For every 24 hours of late submission, 25% of the earned grade for that assignment will be deducted. Please maintain an electronic copy of all assignments "as submitted," showing the actual date and time of completion. I shall ask for *both* a hard copy and a disk copy when necessary.

Non-submission of Quizzes/Assignments/Extra credit

If you do not complete all the required quizzes/examinations/assignments and extra credit opportunities, you will be denied all doles, curves, etc.

Communication

I believe that frequent and open communication between the professor and students enhances the quality of learning. I urge you to use the university e-mail (outlook) to let me know your concerns or queries. I do not discuss grades during the last two weeks of the semester. At that late stage, I cannot do anything to help you. This course offers sufficient opportunity to make good grades without having to resort to extra credit.

Grade Appeals

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 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. **See the MSU Student Handbook for University policy on grade appeal.**

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.

Awarding and Removal of I

I - incomplete; a non-punitive grade given only during the last one-fourth of a semester and only if a student (1) is passing the course; (2) has a reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. **A student may remove a grade of I within 30 days by completing the stipulated work.**

Final Grades

I will post final grades in D2L. Do not call or stop by the office to ask for your grades.

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General policies

Exam dates are firm. The student is responsible for having all materials prepared on time. Please feel free to contact the instructor as needed. I want to see everyone do well in this course, but a big part of the success depends on the student. I view everyone as an "A" student until proven otherwise. I expect on-time attendance, preparation, participation, and professional effort. Students who have a good attitude and strive to meet these expectations will find me very supportive - I will do whatever I can to help students succeed in this course and beyond.

Campus Carry: 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 concealed carry are appropriately marked in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at this link: <http://mwsu.edu/campus-carry/rules-policies>.

Americans with Disabilities Act

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.

IMPORTANT ADMINISTRATIVE DATES

It is the student's responsibility to keep track of administrative dates and initiate the required paperwork for drops etc. If you withdraw from the class, it is your responsibility to remove your name from the class rolls. If your name is not removed, then you may receive an 'F' for the course at the end of the semester.

GRADING

Your overall semester grade will include evaluations of your performance in the examinations, class participation, and HW assignments.

Table 1: Class Components

| Category | Maximum point | Assignment Notes and Guidelines |
|------------------------|---------------|---|
| | | Check the course calendar for specific due dates and times. |
| 10 Quizzes @ 15 points | 150 | Quizzes are due weekly and during the weekend from 11:30 Friday night to 11:30 Sunday night . There is a total of 11 quizzes. The lowest quiz is dropped. No make-up |

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| Category | Maximum point | Assignment Notes and Guidelines |
|--|----------------|---|
| | | <p>Check the course calendar for specific due dates and times.</p> |
| | | <p>quizzes. Each quiz is 15 multiple choice questions with an allotted time of 20 minutes.</p> <p>Check the course calendar for specific due dates and times.</p> |
| Personal Marketing Strategy ~ Resume | 70 | <p>Resume instruction https://youtu.be/X10rIJ-NT6c Work with the Career Management Center (CMC) contact Stephanie.sullivan@msutexas.edu CMC rubric = 50 points My final review = 20 points</p> |
| Personal Marketing Strategy ~ Elevator pitch | 30 | <p>Elevator pitch instruction https://youtu.be/2aub3ooCLzQ 60-second elevator pitch with audio and video recorded and posted on Flipgrid.</p> |
| 3 Harvard Case Analyses and Discussions @ 100 points | 300 | <p>Harvard cases instructions https://youtu.be/QO3bXrChfs4 Post your discussions here https://flipgrid.com/829715cd</p> |
| Team Marketing Plan: Part 1 | 100 | <p>Team marketing plan https://youtu.be/U-Iq4Aue2wM</p> |
| Team Marketing Plan: Part 2 | 100 | <p>Team marketing plan https://youtu.be/U-Iq4Aue2wM</p> |
| Team Marketing Plan: Part 3 | 100 | <p>Team marketing plan https://youtu.be/U-Iq4Aue2wM</p> |
| Extra credit | 5 | <p>Say hello on Flipgrid https://flipgrid.com/829715cd</p> |
| Extra credit | 15 | <p>LinkedIn Learning Marketing Tools SEO https://www.linkedin.com/learning/marketing-tools-seo-2/using-google-web-dev 1h 37m</p> |
| Extra credit | 25 | <p>LinkedIn Learning Google Analytics https://www.linkedin.com/learning/google-analytics-essential-training-5/understanding-your-digital-customers-with-google-analytics 2h 36m</p> |
| TOTAL | 850-895 | |

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Table 2: Grade System

| Percentage | Letter grade |
|------------|--------------|
| 90% + | A |
| 80-89% | B |
| 70-79% | C |
| 60-69% | D |
| <60% | F |

Please remember that grades are *earned* not negotiated, and you should consistently perform well for a good grade in the class. If you are having difficulties with the class, come see me early on. There is not much I can do to help you improve your grade if you wait until the end of the semester.

****To help students, keep track of their progress toward course objectives, the instructor for this class will provide a Midterm Progress Report through each student's Web World account. Only at-risks students' grades are reported at midterm. Midterm grades will not be reported on the students' transcript, nor will they be calculated in the cumulative GPA. They simply give students an idea of where they stand at the midpoint of the semester. Students earning below a C at the midway point should schedule a meeting with the professor to discuss the performance improvement plan.

CLASS COMPONENTS

Quizzes

- Quizzes are opened book and opened notes
- There are 11 quizzes in total. These quizzes are designed for you to check your comprehension of the lessons. There are **no make-up** quizzes. The lowest quiz is dropped.
- You will get a total of **20 minutes** to answer 15 multiple-choice questions. You will only have one chance to answer these questions. This is because you are being *tested* on the material. You will not get to see the correct answers (to restrict plagiarism).

Harvard Cases Analyses and Discussions

[Harvard cases instruction https://youtu.be/QO3bxcHfs4](https://youtu.be/QO3bxcHfs4)

Objectives:

The purpose of this assignment is for you to develop your critical thinking, problem-solving, and communication skills while learning from your classmates' perspectives, thought processes, and ideas.

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The cases are designed for students to apply the concepts learned from the class to real-world scenarios. One of the primary challenges in this course is to not only effectively *analyze* a case, but efficiently and clearly *communicate* the analysis and recommendations.

Go to <https://info.flipgrid.com/> > use code 829715cd to sign in the class with your Microsoft or Google mail.

Grading Rules:

1. You must perform on all three roles to earn a maximum of 150 points.
2. Failure to perform any of the roles will result in zero points for this component of the class. If you have received 100 points for the first two roles, but failed to complete the third role, your final grade will be 0/ 150 points.
3. Each role is awarded a maximum of 50 points. Although the workload for each role has different weights, your grade is equally divided in all three roles.
4. Grades earned for the analyzer, critiquer, and evaluator are independent of each other. For example, I do not use the critiquer's critique and evaluator's evaluation of the analyzer to grade the analyzer.
5. The grading rubric is the same for each role.

Harvard Cases: [Cases https://store.hbr.org/](https://store.hbr.org/) to buy any cases using “search box” function.

Case 1: Customer Management at Magellan Savings Bank of Philippines:

Product #: W20289-PDF-ENG

Case 2: Promoting Land and Nature Jerky: Product #: 920563-PDF-ENG

Case 3: Measuring ROI on Sponsored Search Ads: Product #: CUI81-PDF-ENG

Team Marketing Plan (Chapter 2)

[Team Marketing Plan https://youtu.be/U-Iq4Aue2wM](https://youtu.be/U-Iq4Aue2wM)

😊😊😊😊 (one smiley face for each team member)

Objectives:

This *three-project team assignment* aims to encourage you to create a marketing plan for a brand. This brand can be existing in the marketplace or a business venture generated by you. If you choose an existing brand, I suggest that you either choose a brand from a company that you are currently working for or aspire to work for after your MBA completion.

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Overall Instructions:

Submission: Submit one typed report via the Dropbox on D2L per group. You need to write complete sentences with clear headings as indicated in the project outlines.

Project 1: Section A, B, C, D of the Marketing Plan

Project 2: Section E, F, G of the Marketing Plan

Project 3: Section H, I, J, K, L of the Marketing Plan: *COMBINE project parts one, two, and three in one submission.*

Format: double-spaced, 1-inch margin, 12 fonts, with page numbers. Be sure to include a cover page (with your product/brand name, team member names, course name, my name, current semester) and a table of content.

Be sure to use in-text citations and provide references for each project.

Goals of Projects: the three projects are designed to help you to create a **comprehensive marketing plan** for your chosen brand.

Your challenge is to drive awareness of your brand against a primary *new target market*, assuming there will be some spillover between different target markets. You will educate these consumers, driving search and purchase intent for your brand. While you are not tasked with developing sales objectives, the goal is that favorable awareness will lead to brand searching, checking, and purchasing of *your brand*.

Your marketing strategy (based on research) should determine how *your brand* can be reached and be relevant to your target market demographic. What benefits/messaging will persuade them to want to buy *your brand* and to sustain these behaviors as they journey through their lives.

Specifically, you will develop an integrated marketing communications plan that will encourage awareness for *your brand* among *your new target market*. By the end of year 3, at the minimum, the following two objectives will be met:

1. 30% unaided awareness of your brand as a preferred brand
2. 40% increase in brand searching and checking for your brand; or in other words, 2 in 5 of your target market check for your brands when purchasing, (up from 1 in 5)
3. *Add any other objectives that make sense to your brand*

Your marketing annual budget is approximately 5-15% of your gross revenues. Your three-year marketing plan should cover a 12-month period beginning January 2021 through December 2021. Year one should be considered the launch year. Provide an additional two years of awareness and brand searching projections assuming a continuation of your strategy, including how your campaign will be modified for years 2 and 3.

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Please note that *your brand* wants to make authentic and meaningful connections with consumers but must be mindful of creative tone (PG-13 - no profanity, nudity, violence, etc.), and media publisher/influencers and content alignment due to federal oversight (avoid politics, social issues/causes, sensitive topics, etc.)

Resume

[Resume instruction https://youtu.be/XI0rIJ-NT6c](https://youtu.be/XI0rIJ-NT6c)

The Resume Project requires you to develop a resume to address the anticipated needs of a prospective employer. To complete the resume, you will develop career goals and inventory your job skills. This exercise will help you evaluate yourself as a marketable product for a job or internship application.

Instructions

You are required to do the following:

1. Submit a copy of your aspired job description / responsibility. You can find the job description on any career website, indeed.com or linkedin.com
2. Schedule with Career Center Management to improve your resume according to your aspired job description at stephanie.sullivan@msutexas.edu
3. Create a LinkedIn account and include the link in your resume prior to resume submission.
4. Connect with all your classmates in LinkedIn.
5. Submit your final resume and job description/responsibility on D2L by due date (see class calendar).

As part of the project, your resume will be reviewed by an MSU Career Center counselors. A member of the Career Center will be evaluating your resume. You must work with Career Center Management until your resume achieves a grade of 50 points / 60 points. The due date is listed on the class schedule.

Elevator Pitch [Elevator pitch instruction https://youtu.be/2aub3ooCLzQ](https://youtu.be/2aub3ooCLzQ)

The elevator pitch is an **intriguing invitation to have further conversation**. The elevator pitch is designed to help you “think on your feet” to sell yourself in your career.

An “elevator pitch”—so called because you should be able to give it within the course of an elevator ride—serves as your introduction. You may have a 15 second version to use at a party, a 30 second version for someone you sit next to at an alumni dinner, or a full minute to kick off an informational interview at networking events. The questions below are designed to help you craft your pitch.

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SUBMISSION

Every 24-hour delay beyond the assigned due date and time will result in a deduction of 25% in the grade for that submission only. Every 1-hour delay will result in a deduction of 5 points.

Works submitted for this class must be, in fact, done in this class. Repackaging older assignments without complete disclosure will be considered plagiarism and treated as such.

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CLASS CALENDAR: TENTATIVE SCHEDULE

| # | Date | Topic | Lesson | Project | Quiz |
|---|------|---|--------|--|--|
| 1 | 1.11 | <p>Understanding Marketing Management</p> <p><i>Defining Marketing for the New Realities</i></p> | Chp. 1 | <p>Go to https://info.flipgrid.com/ > use code 829715cd to sign in the class with your Microsoft or Google mail.</p> <p>The hello instruction video is a “standard” video. It used the Consumer Behavior class as an example. The actual link for the class is listed above.</p> <p>Download Harvard cases https://store.hbr.org/ using the search box function.</p> | 1 due @11:30 pm on 1.16. All quizzes are opened book and opened notes. |
| 2 | 1.13 | <p>Understanding Marketing Management – Knowing Your Company and Brand</p> <p><i>Developing Marketing Strategies and Plans</i></p> | Chp. 2 | <p>Team contract due @ 11:30 pm on D2L</p> <p>Reach out to Stephanie.sullivan@msutexas.edu to work on your resume.</p> <p>MKTG plan: A, B</p> | Quiz 1 |
| 3 | 1.18 | <p>Understanding Marketing Management – Knowing Your Company and Brand</p> <p><i>Case 1: Chateau Margaux: Launching the third wine</i></p> | Chp. 2 | <p>MKTG plan: C</p> <p>Situation analysis</p> <p>https://youtu.be/U83Hb0fJcMA</p> <p><i>Mandatory meeting with Dr. Nguyen to answer any questions you have,</i></p> | 2 due @11:30 pm on 1.23 |

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| # | Date | Topic | Lesson | Project | Quiz | | | | | | | | | | | | |
|----------|------|---|---------|---|-------------------------|------|---------|---|----------|---|----------|---|----------|---|----------|---|--|
| | | Developing Marketing Strategies and Plans | | <p><i>according to this schedule.</i></p> <table border="1"> <thead> <tr> <th>Time</th> <th>Team</th> </tr> </thead> <tbody> <tr> <td>9:45 am</td> <td>1</td> </tr> <tr> <td>10:00 am</td> <td>2</td> </tr> <tr> <td>10:15 am</td> <td>3</td> </tr> <tr> <td>10:30 am</td> <td>4</td> </tr> <tr> <td>10:45 am</td> <td>5</td> </tr> </tbody> </table> | Time | Team | 9:45 am | 1 | 10:00 am | 2 | 10:15 am | 3 | 10:30 am | 4 | 10:45 am | 5 | |
| Time | Team | | | | | | | | | | | | | | | | |
| 9:45 am | 1 | | | | | | | | | | | | | | | | |
| 10:00 am | 2 | | | | | | | | | | | | | | | | |
| 10:15 am | 3 | | | | | | | | | | | | | | | | |
| 10:30 am | 4 | | | | | | | | | | | | | | | | |
| 10:45 am | 5 | | | | | | | | | | | | | | | | |
| 4 | 1.20 | <p>Understanding the Market</p> <p><i>Collecting Information and Forecasting Demand</i></p> | Chp. 3 | MKTG plan: C | 3 due @11:30 pm on 1.30 | | | | | | | | | | | | |
| 5 | 1.25 | <p>Understanding the Competitive Landscape</p> <p><i>Harvard case: Sandlands Vineyards</i></p> <p><i>Addressing competition and driving growth</i></p> | Chp. 12 | MKTG plan: C | | | | | | | | | | | | | |
| 6 | 1.27 | <p>Understanding the Competitive Landscape</p> <p><i>Addressing competition and driving growth</i></p> | Chp. 12 | MKTG plan: C | 4 due @11:30 pm on 1.30 | | | | | | | | | | | | |
| 7 | 2.1 | <p>Knowing the Consumers – Primary Research</p> <p><i>Conducting Marketing Research</i></p> | Chp. 4 | <p><i>Case 1 analyzer due @ 11:30 pm on Flipgrid.</i></p> <p>MKTG plan: D</p> <p><u>Primary research</u> https://youtu.be/XIcr25941T8</p> <p><u>Designing Questionnaire and Coding in Excel</u></p> | | | | | | | | | | | | | |

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| # | Date | Topic | Lesson | Project | Quiz |
|----|------|---|------------|--|------------------------|
| | | | | https://youtu.be/0tDtibn2xmw | |
| 8 | 2.3 | Knowing the Consumers – Primary Research <i>Conducting Marketing Research</i> | Chp. 4 | <i>Case 1 critiquer due @ 11:30 pm on Flipgrid</i> MKTG plan: D | 5 due @11:30 pm on 2.6 |
| 9 | 2.8 | Knowing the Consumers – Primary Research <i>Conducting Marketing Research</i> | Supplement | <i>Case 1 evaluator due @ 11:30 pm on Flipgrid.</i> MKTG plan: D Questionnaire due @ 11:30 pm on D2L | |
| 10 | 2.10 | Knowing the Consumers – Primary Research <i>Conducting Marketing Research</i> | Supplement | MKTG plan: D | |
| 11 | 2.15 | Knowing the Consumers – Consumer Behaviors <i>Case 2: Promoting land and nature jerky</i> <i>Making stick-Stick: The Business of Behavioral Economics</i> <i>Analyzing Consumer Markets</i> | Chp. 6 | MKTG plan: E Last day to vote out non-performing team members for Project 1 Survey results entered in Excel and upload due @ 11:30 pm on D2L | 6 |

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| # | Date | Topic | Lesson | Project | Quiz |
|----|------|---|------------|--|-------------------------|
| 12 | 2.17 | Knowing the Consumers – Consumer Behaviors <i>Analyzing Consumer Markets</i> | Chp. 6 | Project 1 (A, B, C, D) due @ 11:30 pm on D2L MKTG plan: E | due @11:30 pm on 2.20 |
| 13 | 2.22 | Knowing the Consumers – Consumer Behaviors <i>Analyzing Consumer Markets</i> | Supplement | <i>Case 2 analyzer due @ 11:30 pm on Flipgrid.</i> MKTG plan: E <u>Target market</u> https://youtu.be/NsfimlyHcq8 | |
| 14 | 2.24 | Creating Values – Segmentation <i>Identifying Market Segments and Targets</i> | Chp. 9 | <i>Case 2 critiquer due @ 11:30 pm on Flipgrid.</i> MKTG plan: E | 7 |
| 15 | 3.1 | Creating Values – Segmentation <i>Identifying Market Segments and Targets</i> | Chp. 9 | <i>Case 2 evaluator due @ 11:30 pm on Flipgrid.</i> MKTG plan: E | 7 due @11:30 pm on 2.27 |
| 16 | 3.3 | | | Catch up with the MKTG plan | |
| 17 | 3.8 | Conquering the Consumer's Mind <i>Crafting the Brand Positioning</i> | Chp. 10 | MKTG plan: F <u>Current position</u> https://youtu.be/t8di3sW4Z_w | 8 |
| 18 | 3.10 | Conquering the Consumer's Mind <i>Crafting the Brand Positioning</i> | Chp. 10 | MKTG plan: G <u>Marketing strategy</u> https://youtu.be/_zGoD19BXGA | due @11:30 pm on 3.13 |

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| # | Date | Topic | Lesson | Project | Quiz |
|----|------|---|---------|---|-------------------------|
| | | | | Last day to vote out non-performing team members for Project 2 | |
| 19 | 3.22 | <p>Creating Tangibility – Product</p> <p><i>Harvard case: Protean Electric</i></p> <p>Setting Product Strategy</p> | Chp. 13 | <p>Project 2 (E, F, G) due @ 11:30 pm on D2L</p> | 9 |
| 20 | 3.24 | <p>Creating Tangibility – Price</p> <p>Developing Pricing Strategies and Programs</p> <p>[LinkedIn Learning provides a one-month free subscription. Please plan your schedule accordingly to learn these for lessons for free!]</p> | Chp. 16 | <p>MKTG plan: H</p> <p><u>Marketing tactics</u> <u>https://youtu.be/R5s1BhbH6Zk</u></p> <p><u>https://www.linkedin.com/learning/google-ads-essential-training/the-power-of-google-ads</u> <u>https://www.linkedin.com/learning/marketing-tools-seo-2/using-google-web-dev</u> <u>https://www.linkedin.com/learning/google-analytics-essential-training-5/understanding-your-digital-customers-with-google-analytics</u> <u>https://www.linkedin.com/learning/advanced-google-analytics-4/gain-a-better-understanding-of-your-data</u></p> | 9 |
| 21 | 3.29 | <p>Creating Tangibility – Place</p> <p><i>Case 3: Measuring ROI on sponsored search ads</i></p> | Chp. 17 | <p>MKTG plan: H</p> | 9 due @11:30 pm on 3.27 |

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| # | Date | Topic | Lesson | Project | Quiz |
|----|------|--|------------|--|--------------------------|
| | | <i>Designing and Managing Integrated Marketing Channels</i> | | | |
| 22 | 3.31 | Communicating to the Consumers – Promotion <i>Designing and Managing Integrated Marketing Communications</i> | Chp. 19 | <i>Case 3 analyzer due @ 11:30 pm on Flipgrid.</i> MKTG plan: H | 10 |
| 23 | 4.5 | Communicating to the Consumers – Promotion <i>Designing and Managing Integrated Marketing Communications</i> | Chp. 19 | <i>Case 3 critiquer due @ 11:30 pm on Flipgrid.</i> | 10 due @11:30 pm on 4.3 |
| 24 | 4.7 | Financial Projections | Supplement | MKTG plan: I <u>Financial projections</u> <u>https://youtu.be/Efg34wGhEgk</u> <i>Case 3 evaluator due @ 11:30 pm on Flipgrid.</i> | |
| 25 | 4.12 | Reaching the Consumers – Global Market <i>Tapping into Global Markets</i> | Chp. 8 | MKTP plan: J, K, and L <u>Implementation</u> <u>https://youtu.be/UljNrReT3GI</u> Last day to vote out non-performing team members for Project 3 | 11 due @11:30 pm on 4.10 |
| 26 | 4.19 | Review and catchup | | Project 3 (H, I, J, K, L and combine with Project 1 & 2) due @ 11:30 pm on D2L | |
| 27 | 4.21 | Review and catchup | | Resume due @ 11:30 pm on D2L | |

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| # | Date | Topic | Lesson | Project | Quiz |
|----|------|------------------------|--------|--|------|
| 28 | 4.26 | Review and catchup | | Elevator Pitch due @ 11:30 pm on Flipgrid | |
| 29 | 4.29 | There is no final exam | | Enjoy your Summer! | |