



MKTG 839: Marketing Strategy – Fall 2022

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Office: Kelce 101 E Kelce
Hours: Tuesdays and Wednesdays 1-3; other times by appointment and announcement
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Course Description

In this course, we approach marketing from the firm's point of view and examine how a firm chooses and manages its customers to compete in a dynamic environment. Discussions, assignments, and exams are used to achieve the learning goals and objectives.

Catalog Description: Management-oriented approach to marketing analysis and planning emphasizing the behavioral sciences, and economics and marketing theory. Prerequisite: MKTG 330 Principles of Marketing, or waiver.

Learning Resources

Required: Harvard Business School Course Pack: <https://hbsp.harvard.edu/import/962965>

Prerequisite courses, skills, and knowledge

To enroll in this course, you must have passed Principles of Marketing (MKTG 330) or have received a waiver. Skills you will need to succeed in this course include:

- ◆ Graduate level and above writing skills
- ◆ Technological skills required to use or learn to use Canvas and other technology such as Office 365, Respondus Monitor, and Turnitin – all embedded in Canvas.
- ◆ The ability to use word processing, presentation, and spreadsheet software (Microsoft Office, for example).

Course Learning Goals and Objectives

Goal 1: Upon completion of this course, students will have acquired a strategic understanding of marketing. Specifically, students will be able to

- ◆ Learning Objective 1: Identify the critical elements of the course and how to be successful in the course
- ◆ Learning Objective 2: Define, explain, and discuss *marketing* and *marketing strategy* in B2C and B2B contexts.
- ◆ Learning Objective 3: Define, explain, and discuss *segmentation, targeting, and positioning* in B2C and B2B contexts.
- ◆ Learning Objective 4: Define, explain, and discuss *consumer behavior* and *customer buying behavior* in B2C and B2B contexts.
- ◆ Learning Objective 5: Define, explain, and discuss how *business markets* operate.
- ◆ Learning Objective 6: Define, explain, and discuss *customer management* in B2C and B2B contexts and identify how organizations attract and retain profitable customers.
- ◆ Learning Objective 7: Define, explain, and discuss how companies can create *value* for their customers.
- ◆ Learning Objective 8: Demonstrate mastery of the key elements of marketing strategy.

Goal 2: Upon completion of this course, students will have furthered their career.

- ◆ Learning Objective: Students will have participated in or completed two professional development activities

Teaching Methods

This online course requires significant investment of time from you. In addition to the individual work, we will also prepare a marketing mix plan for a live client. While I will provide some supplementary information in the form of short videos, you need to thoroughly understand the reading material. To help reinforce your understanding of the readings, I'll provide assignments and a study guide for each reading.

Canvas

Announcements, assignments, and other resources for your use will be posted on Canvas. Regularly check CANVAS for announcements and assignments. If you are having trouble accessing Canvas, contact Gorilla Geeks: geeks@pittstate.edu or 620.235.4600.

Attendance Policy

While we will not meet face-to-face, you need to interact with the course through Canvas regularly. Your interaction within the course is tracked and I'll be checking this regularly.

Course Conduct

Your learning in this course is dependent upon your efforts. Here are my expectations of you:

- ◆ Commit to performing the necessary work. You are ultimately responsible for your learning. I expect you to read the readings, do any assigned work, and take exams as scheduled.
- ◆ Be punctual. Turn in assignments and take tests as scheduled. **If you do miss an exam, you may make it up during Dead Week.** Assignments and discussions may not be made up.
- ◆ Participate. Use the tools and opportunities I've provided for you to grasp the information. Engaging with the materials and your classmates makes the course much more valuable and enjoyable.
- ◆ Use Canvas. I expect you to interact with our class through Canvas on nearly a daily basis. You will be responsible for participating in discussions actively, and you will work with your classmates collaboratively in acquiring knowledge.
- ◆ Be professional. This is Masters level course. I expect you to behave as you would in a professional work-setting. For communicating with me and your fellow learners, you should adhere to the following guidelines:
 - ◆ Be polite and positive in your emails, discussion posts and responses. You can disagree with someone without being disagreeable.
 - ◆ Use proper language, format and grammar. When writing, imagine you are writing for your boss or even your boss's boss.
 - ◆ Be succinct. Your answers should be complete but as short as possible – don't make me or any other reader read words that don't add anything.
 - ◆ Avoid acronyms, texting abbreviations and most emoticons out of the discussions.
 - ◆ Avoid using all-caps in your replies as this is heard as shouting by your reader.
 - ◆ Keep the language G-rated.
 - ◆ Review your posts for tone, grammar, and spelling.
 - ◆ Follow directions in the discussions – partial answers will not receive credit.

Communication

The best way to contact me is through Canvas email. You can expect a response from me typically within 24 hours from Monday-Friday noon. On the weekends, you can expect me to respond within 48 hours (noon Friday-Sunday).

Writing and the Writing Center

If you struggle with expressing yourself in writing (my standards for grading writing are below), contact the Writing Center @ PSU, located in AXE Library. This is a free service offered to all Gorillas. Contact them in time to allow you the opportunity to edit your work. They will conduct electronic consultations. Their website is http://www.pittstate.edu/office/writing_center/ . I suggest making an appointment early.

MBA GRADING STANDARDS

A: An A is an exceptional effort - above what I would expect for MBA students or what a typical MBA student would submit. Specifically:

- ◆ Writing style and structure would be appropriate for the audience. There would be very few, if any, mechanical issues in the writing.
- ◆ Claims made would be supported by research and by data from multiple sources and sources would be credible and properly documented.
- ◆ All prompts or requirement for the assignment would be addressed thoroughly, accurately, convincingly, but succinctly.
- ◆ Synthesis of concepts, information, and data is clearly occurring, even if not specifically asked for in the assignment.

B: A B is the standard for performance of a typical MBA student.

- ◆ Writing style and structure is generally appropriate, although there may be some minor issues that could be easily addressed by a visit to the writing center. There are some minor mechanical issues that are noticeable but not at a level to be too distracting to the reader
- ◆ Claims are often supported by research and data with a few sources. These sources are documented mostly properly.
- ◆ All prompts or requirements for the assignment are addressed thoroughly. Mostly accurately and convincingly. May or may not be succinctly.
- ◆ Synthesis of concepts, information, data occurs if asked for.

C: A C is sub-standard performance for a typical MBA student

- ◆ Writing style and structure is marred by issues, some major, some minor. A writing center visit would dramatically improve this. Mechanical issues in grammar, paragraphing and other areas distract the reader.
- ◆ Claims are rarely sufficiently supported by research or data. Few sources are cited. While an attempt may be made to documents sources, rarely is the citation complete or appropriate
- ◆ Most prompts or requirements for the assignment are addressed, some thoroughly and seemingly accurately. Rarely convincingly. Either too short or too long
- ◆ Synthesis of concepts, information, data rarely occurs even if asked for

D: A D is performance wholly unacceptable for a typical MBA student

- ◆ Major issues in writing style, structure and mechanics prevent reader comprehension
- ◆ Claims are offered without research or data. No sources are cited
- ◆ Prompts are addressed haphazardly, rarely thoroughly, accurately, or convincingly. All are either too short or too long
- ◆ No attempt is made to synthesize concepts, data, information

F: An F means a substantive attempt at the assignment (or this part of the assignment) is missing

Academic Integrity

Academic honesty is fundamental to the activities and principles of a university. Academic integrity can be boiled down to five words:

YOUR WORK MUST BE YOURS!

Any effort to gain an advantage not given to all students is dishonest regardless of the success or failure of the effort. Following University guidelines (<http://www.pittstate.edu/audiences/current-students/policies/rights-and-responsibilities/academic-misconduct.dot>), my response to academic dishonesty will be one of the following:

- ◆ You will fail the assignment;
- ◆ You will fail the class;
- ◆ You will fail the class and your transcript will show an XF, indicating failure due to academic dishonesty.

Additionally, if I suspect wide-spread dishonesty in the course, I will rescind any extra credit provided and any positive adjustment in exams or other homework for the entire class.

A statement is attached indicating that you understand this policy regarding academic integrity. You must indicate via the Canvas dropbox your agreement with this policy by **August 24, 2022**.

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students shall:

- ◆ Prepare for and participate in all classes.
- ◆ Treat fellow students, staff, faculty and administrators with respect.
- ◆ Prepare assignments and exams honestly.
- ◆ Avoid plagiarism or unacknowledged appropriation of another's work in any academic work.
- ◆ Refrain from giving or receiving inappropriate assistance.
- ◆ Be fair and constructive in the evaluation of faculty.
- ◆ Obey the policies, regulations, and laws of the United States of America, The State of Kansas, The Kansas Board of Regents, Pittsburg State University and the Kelce College of Business.

Other information:

Please see the Syllabus Supplement for this semester on Canvas, including critical dates in the University calendar and information about disabilities.

Course Evaluation

You earn your own grade in this course. While I can empathize with issues you may have in your life and will be happy to help where I can, I cannot in fairness to the class consider these issues in grading.

You may appeal grading of an exam or other assignment by providing a reasoned, written appeal. All appeals must be made within a week after the return of the assignment. Your grade may remain the same, improve, or decline. Please appeal only things that are substantive.

Grading Scale	
<i>To earn</i>	<i>Minimum Percentage</i>
A	90
B	80
C	70
D	60

Course Components

More information about the specific assignments will be available on Canvas. I've provided an overview of each element below.

Readings

65%

Exercises & Marketing in Action

15%

For each reading, you are responsible for completing an assignment or exercise about that reading. Additionally, you will complete a Marketing in Action memo for each reading. The purpose of these assignments is to provide you with an opportunity to see the application of marketing and marketing concepts in the world. An additional purpose is to help you improve your business writing skills.

Exams

50%

For each reading, you will complete an exam comprised primarily of objective (multiple choice, T/F, matching) questions. A final comprehensive exam is planned as well. Each exam is due on Saturday. Each exam is time-limited – you'll typically have 45-60 minutes in which to complete the exam.

Research Project

30%

Teaming

5%

You will have individual and group teaming exercises throughout the project.

Discussions, Exercises, and Milestones

15%

You and your teammates will participate in a series of guided discussions and exercises aimed at facilitating your completion of a milestone assignment. You will also have individual prep assignments here.

Report-Out

10%

This is your report and recommendations for the client.

Professional Development, Beginning, and End

5%

Note: I reserve the right to change to amend and reorganize this syllabus at any time.

Please submit to the appropriate Canvas Dropbox by 8/29/2022

POLICY AGREEMENT

Academic Integrity Policy

I have read and understand all policies and procedures outlined in the syllabus for Marketing Strategy Fall 2022. I assert that ALL work I submit in this course will be MY work, and that examinations will be taken by me and me alone. I agree to abide by the policies of Pittsburg State University and Dr. Murray in regards to academic integrity for this course:

Any effort to gain an advantage not given to all students is **DISHONEST *regardless of the success or failure of the effort.*** Following University guidelines in response to academic dishonesty, I will reward dishonesty with an F for the work, an F for the semester, or an XF (indicating academic dishonesty on a transcript) for the semester. When in doubt about plagiarism, paraphrasing, quoting or collaboration, see me.

Examples of academic dishonesty include (but are not limited to): collaborating on examinations, plagiarism (includes cutting and pasting from multiple websites or publications without properly citing the source), and free-riding on group projects.

You may signify your agreement and acceptance of these policies on the appropriate Canvas assignment dropbox. Failure to do so may result in you being dropped from the course.