KELCE
COLLEGE OF BUSINESS
Pittsburg State University

# MKTG 839-65: Marketing Strategy – Fall 2022

**Instructor:**   Dr. Lynn M. Murray, Associate Professor of Marketing
**Office:**        Kelce 101 E
**Hours:**         Mondays, 2:30-4; Tuesdays, 1-3; other times by appointment
**Phone:**         620.235.4586
**E-mail:**        Use Canvas for class queries; lmurray@pittstate.edu for all other

## Course Description

We'll approach marketing from the firm's point of view to examine how a firm competes for customers in a dynamic environment. Discussions, assignments, and exams are used to achieve the learning goals and objectives.

> *Description from the PSU Catalog: 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/972396

## Prerequisite courses, skills, and knowledge

Principles of Marketing (MKTG 330) or a waiver is required for this course. To succeed in this course, you will need to have or to develop:

- Graduate level writing skills
- Technological skills required to use or learn to use Canvas and other technology such as Respondus Monitor (all required technology is embedded in Canvas).
- The ability to use word processing, presentation, and spreadsheet software. Microsoft Office is **STRONGLY** preferred.

## Course and Learning Objectives

Upon completion of this course, students will have acquired a strategic understanding of marketing.

- <u>Learning Objective 1:</u> Students will know how to succeed in the course, how to navigate Canvas, and how to use required technology.
- <u>Learning Objective 2:</u> Students will be able to explain and discuss *marketing* and *marketing strategy* in B2C and B2B contexts.
- <u>Learning Objective 3:</u> Students will be able to explain and discuss *segmentation*, *targeting* and *positioning* in *business-to-consumer* and *business-to-business* settings.
- <u>Learning Objective 4:</u> Students will be able to explain and discuss *consumer behavior* and *customer buying behavior* in B2C and B2B contexts.
- <u>Learning Objective 5:</u> Students will be able to explain and discuss how *business markets* operate.
- <u>Learning Objective 6:</u> Students will be able to explain and discuss *customer management* and identify how organizations attract, retain, and profitable customers.
- <u>Learning Objective 7:</u> Students will be able to explain and discuss *customer value* and identify how firms *deliver and create value* for their customers and themselves.

**Teaching Methods**
This online course requires significant investment of time from you. 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 discussions.

**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 as a class, you need to interact with the course through Canvas regularly – nearly daily.

**Classroom 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 in Week 7**. Assignments and discussions may not be submitted late although you may be provided an opportunity to revise and resubmit an assignment.
- 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.
- Be professional. This is graduate 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. Writing is a habit and a process – your writing assignments for this class are good practice for your professional life. 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 assignments and discussions – partial answers will not receive credit. View the rubrics I provide for you for each assignment to see how you'll be evaluated.

**Communication**
The best way for you to contact me is through Canvas email, as I'll check it at least daily Sunday-Thursday. I aim to respond within 48 hours from Sunday noon-Friday noon. If you email on the weekends, you can expect me to respond sometime on Sunday or Monday.

**Assignments, 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.

While each assignment has a rubric, I summarize my expectations below.

| 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 requirements 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. The answer may or may not be succinct.
- 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 (Article 30, Code of Students Rights and Responsibilities https://studentlife.pittstate.edu/code-of-student-rights-and-responsiblities.html#undefined30), 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 **10/23/2022.**

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.

*A note about Respondus Monitor*
In order to encourage academic integrity, Pitt State uses testing software Respondus Monitor. There are hacking groups that claim to be able to circumvent the system. They don't – and the company behind Respondus Monitor will block your account permanently if you attempt to bypass their protocols. If this happens, there is nothing we can do to reinstate your account. So, please, just spend that extra time studying the assigned readings for our open-note tests.

*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 submitted within 48 hours after the return of the assignment. Your grade may remain the same, improve, or decline. Please appeal only things that are substantive.

| Grading Scale | |
| --- | --- |
| *To earn* | *Minimum Percentage* |
| 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.

**Marketing in Action**  10%

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. These are due on Sundays (note, you can submit earlier).

**Readings: Exercises**  10%

For each reading, you are responsible for completing an assignment or exercise about that reading. Additionally, a comprehensive exercise will be due during the last week of the course. These will be due on Wednesdays at 11:59pm.

**Readings: Discussions**  15%

For each of the assigned readings, you will be responsible for addressing a discussion prompt. These are due on Fridays at 11:59pm.

**Readings: Exams**  60%

For each reading, you will complete an exam comprised primarily of objective (multiple choice, T/F, matching) questions. Each exam is due on Sunday. Each exam is time-limited – you'll typically have 30-45 minutes in which to complete the exam. Each exam must be completed in a single block of time anytime on Friday, Saturday, or Sunday. If you must miss an exam, you may take it during Week 7.

**Getting Started & Wrapping Up**  5%

There are a number of administrative assignments, particularly at the beginning and end of the class that fall into this category.

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

# Marketing Strategy - MKTG 839-65

| Week/Start | | Class Focus | Mon | Tues | Wed | Thurs | Fri | Sat | Sun |
|---|---|---|---|---|---|---|---|---|---|
| 1 | 17-Oct | Introduction | | | Intro discussion | | Syllabus Quiz | | - Canvas Photo<br>- *Academic Integrity*<br>- What is Marketed? Exercise |
| 2 | 24-Oct | Marketing Framework | | | Exercise | | Discussion | | - MKTG in Action (MiA)<br>- Exam |
| 3 | 31-Oct | Segmentation & Targeting | | | Exercise | | Discussion | | - MiA<br>- Exam |
| 4 | 7-Nov | CB | | | Exercise | | Discussion | | - MiA<br>- Exam |
| 5 | 14-Nov | B2B | | | Exercise | | Discussion | | - MiA<br>- Exam |
| 6 | 21-Nov | Customer Management | | | Exercise | | Discussion | | - MiA<br>- Exam |
| 7 | 28-Nov | Customer Value | Make-up Exams Available | | Exercise | Extra Credit Discussion | -MiA<br>-Discussion | | |

*Please indicate agreement with these policies to the appropriate Canvas Dropbox by 10/23/2022*

# POLICY AGREEMENT

I have read and understand all policies and procedures outlined in the syllabus, the student handbook, and the syllabus supplement. I particularly understand the critical nature of the following policies:

## Academic Integrity Policy

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, attempting to bypass testing software and protocols, plagiarism (includes cutting and pasting from multiple websites or publications without properly citing the source), and free-riding on group projects.

## Respondus Monitor Testing Policy

I understand that Pitt State uses testing software Respondus Monitor and that if I attempt to bypass the software, the company behind Respondus Monitor, will block my account permanently. If this happens, there is nothing Pitt State can do to reinstate my ability to take tests for this and any other course.

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