



MKTG 839-01: Marketing Strategy – Spring 2023

**Monday and Wednesday, 2-3:15pm
215 Kelce**

Instructor: Dr. Lynn M. Murray, Associate Professor of Marketing
Office: 101 E Kelce
Hours: Mondays, 10-11:30; Tuesdays, 1-4; Wednesdays, 9:30-11:30
You may stop by or [book time with me](#)
Other times by appointment
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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 its customers and uses the various marketing mix tools available to compete in a dynamic environment. Discussions, reports, exams, and projects 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: We'll be using multiple resources in this course. Links to privacy and accessibility policies for all technologies used in the course (where available) can be found with our syllabus in Canvas.

1. HBR Course Pack: <https://hbsp.harvard.edu/import/1004314>
2. Other readings as identified in Canvas. Typically, these will be available through AXE Library.

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 Respondus Monitor – all embedded in Canvas.
- ◆ The ability to use word processing, presentation, and spreadsheet software (Microsoft Office, for example).

Course Goals and Objectives

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

- ◆ Learning Objective 1: Students will be able to define, explain, and discuss *marketing* and *marketing strategy* in B2C and B2B contexts.
- ◆ Learning Objective 2: Students will be able to discuss *segmentation, targeting and positioning* in business-to-consumer and business-to-business settings.
- ◆ Learning Objective 3: Students will be able to define, explain, and discuss *consumer*

behavior and *customer buying behavior* in B2C and B2B contexts.

- ◆ Learning Objective 4: Students will be able to define, explain, and discuss how *business markets* operate.
- ◆ Learning Objective 5: Students will be able to discuss *customer management* and identify how organizations attract, retain, and profitable customers.

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

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

Goal 3: Upon completion of this course, students will be able to collaborate effectively.

- ◆ Learning Objective 1: Students will be able to plan collectively team actions.
- ◆ Learning Objective 2: Students will be able to collectively prepare and execute marketing activities.
- ◆ Learning Objective 3: Students will be able to professionally evaluate team and individual performance.

Teaching Methods

Pittsburg State University's motto is "By Doing, Learn", or experiential learning. We follow that tradition as this a *problem-based learning* course. This means that you will be presented with fuzzy marketing problems and will develop solutions for those problems.

To solve these problems, you must have a working knowledge of key marketing concepts. You will refresh or gain this knowledge through readings and exercises drawn primarily from the Harvard Core readings. (note, there may be supplemental material I provide through Canvas).

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

Learning in this class requires your presence on a regular basis (leaving early or arriving late may count as an absence). Because we will incorporate team projects in this course, your presence is necessary as your teammates depend on you. However, the health and safety of your classmates also depends on you. Please use common sense – if you aren't feeling well, if you've been told to quarantine or isolate, or if you have been exposed to COVID-19 but haven't been told to isolate or quarantine, DON'T COME TO CLASS! Because of the uncertainties surrounding this semester, absences identified through Campus Life and Auxiliary Services will not count as official absences. If you miss in-class exercises and other activities, I will provide alternatives.

I don't play referee regarding the validity of why you are here or not – **there is no such thing as an excused or unexcused absence**. While I recognize there are legitimate reasons for missing class (illness, job interview), you are an adult and must make these decisions and trade-offs yourself. While I do appreciate notification about an absence, it is not necessary.

For illnesses or injuries requiring prolonged absence from class, you should call Student Life at (620) 235-4231 to report these absences. Student Life will then communicate to instructors after an absence of three or more days. Notification by the Student Life ***does not relieve*** you of the responsibility of discussing the absence with me. Therefore, you are encouraged to communicate with me about any prolonged absences.

In the event that we have to go remote, we will meet online **synchronously** unless otherwise noted.

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 chapters, do any assigned work, and take exams as scheduled.
- ◆ Be punctual. Turn in assignments and take tests as scheduled. There will be **no** extensions of time for assignments.
- ◆ 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 Master's 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.

Writing and the Writing Center

Your customers, colleagues and supervisors will form their perceptions and evaluations of you based in large part on your writing skills. I will as well. Much of the writing in this class is to be targeted to a BUSINESS rather than academic audience.

Your analysis and other significant writing assignments will be examined for plagiarism using Turnitin. There is nothing you have to do to submit – it is handled automatically through Canvas.

If you struggle with expressing yourself in writing (see my standards for grading writing later in this document), 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. There is extra credit for submitting to the Writing Center.

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. If you have not done so by **1/24/2023**, you may be dropped from the course.

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:

- ◆ Refrain from class disturbances.
- ◆ Arrive on time and remain until dismissed at all class sessions and to notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- ◆ Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- ◆ 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.
- ◆ Dress appropriately, avoiding clothing that is revealing, provocative, or includes offensive language or visuals. Dress as a professional when appropriate at ceremonies and interviews.
- ◆ Respect University property and use resources in the most effective and efficient manner.
- ◆ 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, information about disabilities, and severe weather information.

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. Note, if you miss an exam, you may take it during Dead Week (5/1-5/3).

Readings (Goal 1)

60%

This category includes exams (30%) over the content and learning activities (30%) surrounding that content.

Projects (Goals 1 and 3)

30%

Two projects are planned – one a group project with a live client, the other an individual industry report. Each will be rolled out later in the term. This category also includes collaboration and teaming exercises, as well as team evaluations.

Professional Development (Goal 2)

10%

The purpose of these assignments is to encourage you to begin working on your post-Pitt State life. You'll create a professional development portfolio (e.g., resume, cover letter, Linked-In profile) and participate in some professional development activities of your choosing. More information about these are on Canvas. Additionally, the Getting Started and Wrapping Up assignments will be included here.

Note

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

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

Please submit to the appropriate Canvas Dropbox by 1/24/2023

POLICY AGREEMENT

Academic Integrity Policy

I have read and understand all policies and procedures outlined in the syllabus for Marketing Strategy Spring 2023. 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.

Attendance Policy

I have read and understand the policy statement, including (but not limited) to the policy regarding missed class periods.

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