

**Texas A&M University Central Texas
MKTG 4316 – Marketing Strategy (Capstone)**

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Dr. Tyson Ang

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Office Hours: Monday (11 PM – 1 PM; 2:30 PM – 4:30 PM) and Wednesday (11 PM – 1 PM)

Classroom: Founder's Hall 210

Course Web Page: <https://tamuct.instructure.com/login/ldap>

(All announcements, assignment instructions, course materials, and grades will be posted on Canvas)

Required Textbook, Software, and Licenses

Marketing Strategy, Text and Cases, 7th Edition

Ferrell/Hartline

ISBN-13: 978-1337296519

ISBN-10: 1337296511

Recommended Reading

HBR's 10 Must Reads on Strategic Marketing (available on [Audiobook](#))

****additional readings will be announced during class****

COURSE INFORMATION

Course Catalog Description:

A capstone course for marketing majors that deals with planning, formulating and executing strategic marketing campaign.

Course Overview and Description:

Marketing Strategy is a capstone course for marketing majors. This course is an integration of all marketing elements in a strategic marketing framework. The course will provide practical knowledge regarding marketing strategy from planning, formulating, and executing strategic marketing campaign. The topics covered in this course include strategic marketing planning, marketing ethics, marketing research, competitive advantage, segmentation, branding, positioning, marketing mix (4 Ps), marketing implementation, and customer loyalty.

Course Objective (CO):

By completing this course, the students should be able to:

- Familiarize and understand the challenges and opportunities as marketer in today's economy.
 - (Week 2 and 3; assessed by exams, news presentation and group project)
- Be able to develop and create executable marketing plan for competitive advantage, from planning, formulating, and executing strategic marketing campaign.
 - (Throughout the semester; assessed by exams, case analysis, and group project)
- Identify and address the ethical and social responsibility issues currently exist in marketing world.
 - (Week 4; assessed by exams)
- Utilize marketing information, through marketing research process, in creating strategic marketing campaign.
 - (Week 4 and 5; assessed by exams, case analysis and group project)
- Integrate the knowledge of marketing segmentation, positioning and branding into the creation of strategic marketing campaign.
 - (Week 8; assessed by exams and group project)
- Be able to develop and incorporate thoughtful and executable marketing mix into the strategic marketing campaign.
 - (Week 11 and 12; assessed by exams, case analysis, and group project)
- Understand the importance of maintaining long-term customer relationship
 - (Week 15; assessed by exams)

Through in-class discussions, case analysis and group project, the students will learn to:

- Listen, discuss, and respect other students' ideas
- Build persuasive argument for business decisions
- Make sound marketing decisions
- Develop and evaluate marketing strategies

COURSE REQUIREMENTS

Class Format:

The Marketing Strategy course will be a mix of lecture and discussion format. The course will be designed to maximize your learning through the application of marketing strategy concepts and the development of critical thinking. Comprehensive marketing strategy cases will be used to facilitate this type of learning. Thus, you, to be successful in the course, must read the assigned materials prior to class and be prepared to answer questions and even lead discussion about the text and case material.

Case analysis provides a major vehicle for **applying** marketing concepts and theories. Case analysis requires **critical evaluation** (including interpretation) of both facts and logic to allow effective case discussions. Cases also require that students be prepared and **actively involved**

(communication) in class discussions. Cases allow us to learn, from written scenarios, about company situations and predicaments.

This format allows for maximum student involvement and interest. However, all students **must be prepared for each class** to make this form of learning work. My role as your professor is to ask questions that will help you generate ideas that lead to problem solutions. Your role is to identify problems, develop strategies, select strategies, plan for implementation through the integration of strategic methodology and tools, think critically and ask me and, more importantly, ask your classmates questions. If you are prepared before class and participate during class you will be more likely to understand and be able to use the strategic planning process. If you are unwilling to take on these responsibilities you are probably wasting your time taking this class. **Come to class prepared!**

Student-Instructor Interaction:

I am very approachable so please do not hesitate to contact me when you have questions. I completely understand that this course may be one of the most challenging courses you take at TAMUCT and will do my best to help you achieve your academic goals. Feel free to stop by my office during my office hours. If you cannot make it to my office hours, you may email me to schedule a phone or face-to-face meeting. I check my emails daily and am quick in replying emails (within 24-48 hours unless emergency occurs). I also reply promptly to your Canvas messages but emailing to my “tamuct” email address generally yields a quicker response from me.

Note: please do not wait till the last minute to email me and ask questions about tests or assignments. Cramming the night before a due date is not an effective strategy for this course; it may cause you to feel extremely stressed and/or poor grades.

Task and Grading:

| <u>Total Point Schedule</u> | <u>POINTS</u> |
|---|----------------------|
| 1. In-Class Exams (4 exams) | 400 |
| 2. Marketing Plan Group Project | 200 |
| 3. Case Analysis (6 cases) | 300 |
| 4. Individual News Presentation | 50 |
| 5. Attendance, discussions and in-class participation | 50 |
| <hr/> | |
| Total points | 1000 |

Grading

Here is the grade breakdown:

90% - 100% = A

80% - 89.9% = B

70% - 79.9% = C

60% - 69.9% = D

<60% = F

Task Detail:

In-Class Exam (4@100 pts):

There will be four non-cumulative exams during the semester, based on the readings, lecture and discussions in class, and assignments. Questions will focus on your understanding of marketing vocabulary and concepts and your ability to apply these concepts to real-world problems.

Exams must be taken during their scheduled time. If you must miss an exam for a *documented, university-approved* reason, **contact me before as soon as possible (must be before the day of the exam) to make other arrangements**. Only documented university-approved absences will be accepted – if you miss an exam for any other reason, no “make-ups” will be allowed and you will receive a grade of “0” for the exam.

If you are late for an exam, one of the two situations will occur:

- (1) After the first student has submitted his/her exam: receive a grade of “0” for that exam;
- (2) Before the first student’s submission: can still take that exam but NO extra time.

Note: Examples of valid university-approved absences include: (1) participation in an approved, official TAMUCT activity (e.g. debate, AMA conference, etc); (2) confined under doctor’s orders; (3) granted leave of absence from TAMUCT for reasonable cause by the department chair. All approved absences require proper documentation, including absences for medical reasons. All absences must be approved by the instructor prior to the class session that will be missed, except for medical emergencies (however, note that medical emergencies still require documentation.)

Cases (6@50 pts):

There will be six cases that you have to read, analyze, and submit the write-up for this class. The cases should come with your textbook. The instruction for each case will be available through Canvas.

Marketing Plan Group Project (4@50 pts):

I will assign you to a group of **three to four** students (This depends on the size of the class). You will need to brainstorm and come up with a product idea for this project. Once you do so, you will be required to complete four marketing tasks such as analyzing situation and SWOT analysis, developing marketing objectives, identifying target market, create marketing mix and coming up with implementation idea. The details will be available through Canvas. You will utilize Marketing Plan Worksheets to guide you in this process.

Individual News Presentation (50 pts):

You will be required to present **ONE** news presentation related to subjects learned in this class. The details for this assignment will be available through Canvas.

Attendance, Discussions, and In-Class Participation (50 pts):

You are required to attend each class. I will make a note using Canvas. I tend to do this randomly, usually when a lot of students are missing without notifying me in advance. Discussions are vital in this class (especially the case discussions). Make sure you participate.

EMAIL ETIQUETTE:

When communicating via email, be sure to follow the email etiquette standards:

- (1) Begin your message with a greeting,
- (2) Formally address the person you are emailing (e.g., Dr. Ang),
- (3) Identify yourself and state the purpose of your email, and
- (4) Add a signature, including your name and contact information.

These standards also apply to Canvas Messages.

****Rude and unprofessional emails will be ignored****

Continued enrollment in this course indicates agreement with these policies.

OTHER IMPORTANT INFORMATION:**Late Work:**

My experience with teaching university students suggests that, on average, 10 to 15 percent of the class will attempt to turn in assignments later than the time specified. Many reasons are given for late work (computer files corrupted, busy with the corporate job, group member issues, etc.) Trust me, I've heard them all. But no matter what the reason is, the bottom line is that either (a) the work was completed and turned in *when required*, or (b) the work was *not* completed and turned in when required.

Assignments are due on the specified due date. There is no provision for late work on assignments, unless you have a documented, university-approved reason.

Treat your classes like a job – you don't get to miss work deadlines without consequences, and in the corporate world those consequences are often much more serious than missing a grade on one class assignment. And making a reputation for yourself for completing work on schedule is a key to success in one's business career.

Drop Policy:

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the University Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

Academic Integrity

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

The University Writing Center

Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 10am-5pm Monday-Thursday with satellite hours in the University Library on Mondays from 6:00-9:00pm. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu to schedule an online tutoring session. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that

runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu.

Access & Inclusion

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the University's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://www.tamuct.edu/student-affairs/access-inclusion.html) webpage [https://www.tamuct.edu/student-affairs/access-inclusion.html].

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. For more information, please visit <https://www.tamuct.departments/index.php>. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines online](#), please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Tutoring

Tutoring is available to all A&M-Central Texas students, both on-campus and online. On-campus subjects tutored include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Larry Davis at imdavis@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in over forty subject areas. Access Tutor.com through Canvas.

University Library

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](https://tamuct.libguides.com/) [https://tamuct.libguides.com/].

Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system.

Logon to A&M-Central Texas Canvas [https://tamuct.instructure.com].

Username: Your MyCT username (xx123 or everything before the "@" in your MyCT e-mail address)

Password: Your MyCT password

Technology Support.

For log-in problems, students should contact Help Desk Central.

24 hours a day, 7 days a week:

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [http://hdc.tamu.edu]

Please let the support technician know you are an A&M-Central Texas student.

For issues with **Canvas**, select “chat with Canvas support,” submit a support request to Canvas Tier 1, or call the Canvas support line: 1-844-757-0953, links to all are found inside of Canvas using the “Help” link.

For issues related to course content and requirements, contact your instructor.

911 Cellular

Emergency Warning System for Texas A&M University – Central Texas
911Cellular is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in 911 Cellular through their myCT email account.

Connect at [911Cellular](https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management) [https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-related information, regardless of your location.

COURSE OUTLINE AND CALENDAR

| Week/ Date: | Chapters/Supplementary Readings; In-Class Activities; Assignment Deadlines |
|----------------|--|
| Week 1 | |
| 1/15 – 1/21 | Martin Luther King’s Day (NO CLASS) |
| | Syllabus, Case Write-Up, News Presentation and Group Project Overview Group Contract is DUE (Make sure you read the effective team handout) |
| Week 2 | |
| 1/22 – 1/28 | Lecture: Marketing in Today’s Economy (Chapter 1) (CO ₁) |
| | Lecture: Strategic Marketing Planning (Chapter 2) (CO ₂) |
| Week 3 | |
| 1/29 – 2/4 | Lecture: Strategic Marketing Planning (Chapter 2) (CO ₂) |
| | In Class Discussion: Read “Apple’s Winning Marketing Strategy” (Write-up DUE) |
| Week 4 | |
| 2/5 – 2/11 | Lecture: Ethics and Social Responsibility in Marketing Strategy (Chapter 8) (CO ₃) |
| | Lecture: Collecting and Analyzing Marketing Information (Chapter 3) (CO _{2&4}) |
| | Group Project: Your product idea (Write-up DUE) |
| Week 5 | |
| 2/12 – 2/18 | Lecture: Collecting and Analyzing Marketing Information (Chapter 3) (CO _{2&4}) |
| | In Class Discussion: Read “Wyndham Worldwide” (Write-up DUE) |
| Week 6 | |
| 2/19 – 2/25 | <i>Exam 1 (Chapter 1, 2, and 3)</i> |

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|----------------|--|
| | <p>Individual News Presentation Group 1</p> <p>Group Project: Situation and SWOT Analysis (Write-up DUE)</p> |
| Week 7 | |
| 2/26 – 3/4 | Lecture: Developing Competitive Advantage and Strategic Focus (Chapter 4) (CO ₂) |
| | In-Class Discussion: “IKEA slowly expands its US Market Presence” (Write-up DUE) |
| Week 8 | |
| 3/5 – 3/11 | Lecture: Customers, Segmentation, and Target Market (Chapter 5) (CO _{2&5}) |
| | Lecture: Customers, Segmentation, and Target Market (Chapter 5) (CO _{2&5}) |
| | <p>Group Project (Write-up DUE):</p> <ul style="list-style-type: none"> • Developing Competitive Advantage and Strategic Focus • Marketing Goals and Objectives |
| Week 9 | |
| 3/12 – 3/18 | Spring Break (NO CLASS) |
| Week 10 | |
| 3/19 – 3/25 | Individual News Presentation Group 2 |
| | <i>Exam 2 (Chapter 4 and 5)</i> |
| Week 11 | |
| 3/26 – 4/1 | Lecture: The Marketing Program (Chapter 6) (CO _{2&7}) |
| | Lecture: The Marketing Program (Chapter 6) (CO _{2&7}) |
| Week 12 | |
| 4/2 – 4/8 | In-Class Discussion: “Zappos” (Write-up DUE) |

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|----------------|--|
| | <p>Lecture: Branding and Positioning (Chapter 7)</p> <p>Group Project: Marketing Strategy (Write-up DUE)</p> |
| Week 13 | |
| 4/9 – 4/15 | In-Class Discussion: “Starbucks” (Write-up DUE) |
| | <i>Exam 3 (Chapter 6 and 7)</i> |
| Week 14 | |
| 4/16 – 4/22 | Individual News Presentation Group 3 |
| | <p>Lecture: Marketing Implementation and Control (Chapter 9) (CO₂)</p> <p>Group Project: Marketing Implementation, Evaluation, and Control (Write-up DUE)</p> |
| Week 15 | |
| 4/23 – 4/29 | In-Class Discussion: “Groupon” (Write-up DUE) |
| | <p>Lecture: Developing and Maintaining Long-Term Customer Relationships (Chapter 10) (CO₈)</p> |
| Week 16 | |
| 4/30 – 5/6 | Group Project Presentation 1 |
| | Group Project Presentation 2 |
| Week 17 | |
| 5/7 – 5/13 | <i>Exam 4 (Chapter 9 and 10)</i> |

Notes: The schedule is tentative; CO: Course Objective

For the specific DUE DATE for each write-up, please visit CANVAS (I will update it there)