



Course Syllabus: MKTG 3723 – Principles of Marketing
College of Business Administration
X20 Online Asynchronous
Spring 2025

Contact Information

Instructor: Jamie M. Chen, Ph.D., Assistant Professor of Marketing

Office room: Dillard 261

Office hours: Tuesday/Thursday 9:00 - 11:00am; Wednesday 12:00 - 1:00pm (by Zoom/in-person appointment via email)

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Course Description

This course introduces students to the four basic areas of marketing: product, price, place, and promotions. You will also be exposed to consumer behavior and strategic marketing issues. This course provides students with a basic coverage of marketing theories, models, and tools. The goal of this course is to build a basic framework to enable students to evaluate, describe, and design marketing activities with practical insights into the real world. By the end of the course, students will have a solid understanding of the major decision areas under marketing responsibility, the basic inter-relationships of those decision areas, and an appreciation of how to apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses. In combination, the course should help students to develop insight into the creative selection of target markets and blending decisions related to product, price, promotion, and place (i.e., the marketing mix) to meet the needs of a target market.

In addition to book chapters and academic journal articles, you are encouraged to read current issues of the business press such as the Wall Street Journal, Advertising Age, Forbes, Fortune, Business Week, Brand Week, and Media Week.

Textbook & Instructional Materials

Lamb, C. W., Hair, J. F., McDaniel, C. (2020). Principles of Marketing, 13th ed. Cengage | Mindtap. Available at MSU Bookstore/Follett Discover.

Tutoring Assistance

Tutoring assistance: by Zoom/in-person appointment via email.

Notice of Changes

Changes in the syllabus, assignment, and schedule may be made at the discretion of the instructor. It is your responsibility to check notifications on D2L.

Grading

Table 1: Points allocated to each task

Tasks	Quantity	Points
Quiz	10	10*30
Exams	2	2*200
Case study reflection paper	1	300
Total Points		1000

Table 2: Total points for final grade.

Grade	Points
A	900 and above
B	800 to 899
C	700 to 799
D	600 to 699
F	Less than 600

Quizzes

Quizzes help students to keep up with the assigned course materials. Each quiz is worth 30 points (3 multiple choice and true/false questions). The 10 quizzes contribute 300 points to the final grade. You are required to take the quiz in class, no RESIT if you miss any quizzes.

Exams

There are 2 exams for this course with 200 points each, 400 points in total. Each exam includes 20 multiple choice and true/false questions. The exam covers the lecture slides and textbook chapters. Students are required to take the exam in class via the D2L, no RESIT if you miss any exams.

Case study

The case study reflection paper is the major component of the course and contributes 300 points to the overall grade. The reflection paper is your summative analysis of the marketing knowledge you learned from this course. You are required to submit the case study paper before 11:59 pm on the due date (May 12) via D2L. The paper should be more than 10 double-spaced pages including a title page, citations, and references in the APA style with the text font of Times New Roman 12.

It is a very straightforward paper, and you could discuss how the business is offering the goods and services. You can describe the background and environment of the business marketing. From the perspective of the marketing strategy (e.g., marketing mix, customer orientation, segmentation, targeting, and positioning), you can use charts and diagrams to show some of the interesting indicators and patterns of business marketing. The expectation is that you will relate your observations and study with the marketing knowledge you learned in this course as much as possible. You may include general sections as below:

- Overview. Introduce the overview of the business background about products, services, etc.
- Marketing environment. Describe the marketing environment in terms of the external environment, social factors, technology, competition, etc.
- Successful marketing strategy. Discuss how (un)successful has the business marketing been over the years using charts and diagrams based on the data you collect.
- Implications. Discuss and conclude with your insights regarding the future directions.

Extra Credit

There are 100 bonus points to encourage interactions with the instructor in class and with the virtual teaching assistant “Chatbot”, <https://huggingface.co/spaces/zlmqi/mrkt2>.

Late Work

No RESIT if you miss the time window of the tasks.

Attendance

MKTG - 3723 - X20 is an online asynchronous course, no attendance required. You just need to follow the weekly schedule and complete all assignments before the deadline. Campus closures have no impacts on this course schedule.

Tentative Course Schedule

Week	Activities	Tasks/Deadlines
Week 1 1/21 to 1/24	Course Orientation and Introduction to Principles of Marketing	Chapter 1
Week 2 1/27 to 1/31	Strategic Planning for Competitive Advantage	Chapter 2 quiz 1 due 11:59 pm CST Sunday (2/2)
Week 3 2/3 to 2/7	Ethics and Social Responsibility	Chapter 3 quiz 2 due 11:59 pm CST Sunday (2/9)
Week 4 2/10 to 2/14	Marketing Environment	Chapter 4 quiz 3 due 11:59 pm CST Sunday (2/16)
Week 5 2/17 to 2/21	Developing A Global Vision	Chapter 5 quiz 4 due 11:59 pm CST Sunday (2/23)
Week 6 2/24 to 2/28	Consumer Decision Making	Chapter 6 quiz 5 due 11:59 pm CST Sunday (3/2)
Week 7 3/3 to 3/7	Business Marketing	Chapter 7
Week 8	Spring Break	
Week 9 3/17 to 3/21	Review and Midterm Exam	due 11:59 pm CST Sunday (3/23)
Week 10 3/24 to 3/28	Segmenting and Targeting Markets	Chapter 8 quiz 6 due 11:59 pm CST Sunday (3/30)
Week 11 3/31 to 4/4	Marketing Research	Chapter 9 quiz 7 due 11:59 pm CST Sunday (4/6)
Week 12 4/7 to 4/11	Product Concepts	Chapter 10 quiz 8 due 11:59 pm CST Sunday (4/13)
Week 13 4/14 to 4/17	Developing and Managing Products	Chapter 11 quiz 9 due 11:59 pm CST Sunday (4/20)
Week 14 4/21 to 4/25	Services and Nonprofit Organization Marketing	Chapter 12
Week 15 4/28 to 5/2	Supply Chain Management and Marketing Channels	Chapter 13 quiz 10 due 11:59 pm CST Sunday (5/4)
Week 16 5/5 to 5/9	Review and Final Exam	due 11:59 pm CST Sunday (5/11)
Final Week	Case study reflection paper	Submission due 11:59 pm CST Monday (May 12)

Computer Requirements

Taking this class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. ****Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.*** Computers are available on campus in various areas of the buildings as well as the Academic Success Center. ****Your computer being down is not an excuse for missing a deadline!!*** Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

College Policies

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit [Campus Carry](#).

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled “*Run. Hide. Fight.*” which may be electronically accessed via the University police department’s webpage: [“Run. Hide. Fight.”](#)

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

Student Handbook

Refer to: [Student Handbook](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual’s to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

[Office of Student Conduct](#)