



**Principles of Marketing
Syllabus
Dillard's College of Business
MKTG 3723 Section 101
Fall 2024**

Instructor Information

Professor: Abigail Torres Rico, Ph.D.

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Office Hours: Mon/Wed - 2:00 pm to 3:30 pm; Tues/Thurs - 2:00 pm to 3:00 pm; or by appointment

Course Overview

Course Dates: August 26, 2024 to December 6, 2024

Meeting Time: Tuesday and Thursday, 12:30 pm to 1:50 pm

Location: Dillard College of Business, Room 131

Credit Hours: 3

Course Description:

A description and analysis of business activities designed to plan, price, promote, and distribute products and services to customers. Topics include the marketing environment, consumer behavior, marketing channels, governmental regulations, advertising, and current marketing practices.

Prerequisites: Junior standing or above or consent of the chair, and ECON 2433 or equivalent.

Course Objectives:

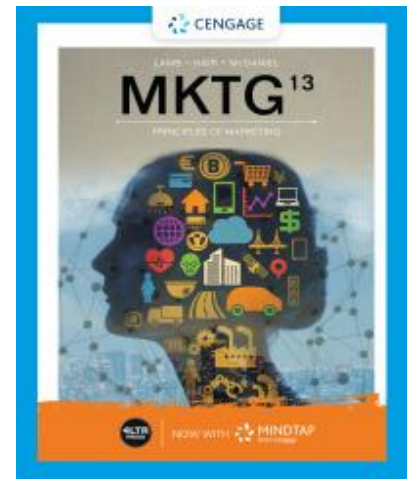
Students who complete this course will be able to:

- **Understand** and apply core marketing principles.
- **Analyze** consumer behavior to target and satisfy customer needs.
- **Develop** effective marketing strategies aligned with organizational goals.
- **Evaluate** marketing mix elements for competitive advantages.
- **Leverage** technology to enhance marketing effectiveness and reach target audiences.

Course Materials:

1. **MindTapV2.0 for Lamb/Hair/McDaniel's MKTG, 13th Edition, [Instant Access] Lamb; Charles W.; Hair; Joe F.; McDaniel; Carl 13th Edition; ISBN:9780357540459**

Note: Students MUST purchase MindTap for this course, which includes the e-book. Please note that previous (12th) or newer (14th) versions of the book will not be accepted.



Course Technology & Skills:

Minimum Technology Requirements:

To be successful in this online course, students will need **at least**:

- Reliable computing device (a laptop or desktop is preferred, but success is possible with a tablet or a smartphone)
- Reliable internet access
- Microsoft Office Suite or Google Docs
- MSU Desire 2 Learn
- Harvard Online Cases

Computer Skills & Digital Literacy:

To be successful in this online course, students must be able to at least:

- Use D2L
- Use email with attachments
- Access presentations on Google Slides
- Create documents in Microsoft Word or Google Docs
- Create presentations in Microsoft PowerPoint or Google Slides

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 or contact your instructor.

Technical Assistance:

Students in need of technical assistance should contact the MSU's Help Desk [Here](#)

Study Hours and Tutoring Assistance

ASC offers a tutoring assistance schedule for selected subjects. Please contact the ASC at (940) 397- 4684, or visit the [Link to ASC homepage](#) for more information.

Course Assignments:

Activities	Points	% of Final Grade
Attendance	40	4%
Participation	60	6%
Learn It Assignments	150	15%
Case Studies (4)	150	15%
Exams (4)	600	60%
Total	1,000	100%
Extra Credit (optional)		Added manually to designated exam*
Final Exam (optional)		Replaces lowest exam score

Disclaimer: *Extra credit earned during an exam period will be applied to the designated exam (e.g., extra credit earned from Ch 9 – 12 will be applied only to exam #2)

Grading Scale

Actual Points	Percentage	Letter Grade
895 and Higher	90 and Above	A
795 to 894	80 to 89	B
695 to 794	70 to 79	C
595 to 694	60 to 69	D
Less than 594	Less than 59	F

Disclaimer: Requests for additional points, the creation of new assignments, or the re-grading of past assignments past their due date made via email or in person will not be approved or entertained.

Assignment Descriptions

Attendance (4%) and Participation (6%). Attendance of lectures and participation in discussions accounts for 10% of your final grade. There are 30 class days in the semester. However, after excluding exam dates, holidays, and other specific events, only 22 class days remain. Of these 22 eligible class days, **20 will be monitored for participation and attendance.** This means **students have two days in which attendance and participation will not be graded.** I will drop these two days at the end of the semester. Please see the course schedule for days that attendance will not be recorded (see *).

Attendance will be taken daily, and class participation will be monitored, with points awarded accordingly. Each day is worth 2.5 points: 2 points for attendance and 0.5 points for participation.

What Counts as Participation?

Participation involves active engagement in class activities and discussions. This includes, but is not limited to:

- Asking relevant questions
- Responding to questions posed by the instructor or classmates
- Contributing to group discussions and activities
- Presenting ideas or perspectives during class
- Providing thoughtful insights related to the course material
- Engaging in any in-class assignments or exercises

Students are encouraged to contribute regularly to enhance their learning experience and that of their peers. **Quality of participation is valued over quantity**, so thoughtful and relevant contributions will be highly regarded.

Learn-It Assignments (15%). MindTap is a personalized program of digital products and services that engages students with interactivity while also offering instructors and students choice in content, platforms, devices and learning tools. “Learn It” are MindTap provided assignments that walk students through each objective in the textbook. For this course, all Learn It assignments will be **due BEFORE class**. Late assignments will be accepted; however, they will receive a **letter grade deduction PER DAY (3 days maximum)** until submitted.

For example: If Learn It assignments for chapter 1 are submitted after class, in which we cover chapter 1, student will receive a 90. If chapter 1 Learn It assignments are submitted the following day, the student will receive an 80. This will continue until the third day, which the student can, at most, receive a 70. After the third day students will no longer be able to submit the assignment.

Case Studies (20%). A series of case studies will be administered throughout the semester to reinforce previously lectured concepts. These case studies are not only used to test students’ understanding of current concepts but also to develop the following skills:

- a. Problem solving
- b. Analytical tools, quantitative and/or qualitative, depending on the case.
- c. Decision making in complex situations.
- d. Coping with ambiguities

Students will be allowed to work in groups of 2 to 3 students per assignment. A rubric will be provided to students (under development). Only one completed assignment will be turned in per group, and only group members in attendance on the day of the assignment may receive credit. These assignments are open book and open note. Each team will submit a single report via D2L for each case.

Exams (60%)

There will be four (4) in-class examinations. The in-class exams are 60% of your final grade or 15% per exam. The exams may include a combination of true/false, multiple choice, and short essay questions. All exams are expected to be taken on the day scheduled.

The points for each exam are distributed based on the number of chapters covered:

- EXAM #1 (Ch 1, 2, 4, 6, 8)
- EXAM #2 (Ch 9 - 12)
- EXAM #3 (Ch 3, 5, 13, 14)
- EXAM #4 (Ch 15 – 17, 19)

Final Exam (optional exam that replaces lowest or missing exam): There will be a comprehensive final exam given during finals week. Any student that misses a regularly scheduled exam during the semester due to a non-emergency will be required to use the final as their make-up exam. The final is optional for students who take each of the four regularly scheduled exams during the semester. Instead, these students may use the final exam to replace their lowest test score during the semester.

Makeup Exam Policy

I generally do not administer makeup exams without proper explanation or documentation. If you miss an exam due to an emergency, you will be asked to provide documentary proof (e.g., medical records, police or fire department reports, insurance claims, court orders, outage notices, or evacuation orders). *The instructor reserves the right to determine when and in what form a makeup exam will be given.*

For this course, an **emergency** is a serious, unexpected, and often dangerous situation requiring immediate action, such as a medical emergency, a family crisis, or other significant unforeseen events that prevent you from attending the exam.

Emergencies **do not include** things that can be prescheduled, such as routine medical appointments, travel plans, or social events. Students must contact the professor immediately or at least one week in advance to reschedule exams for non-emergency-related events. Makeup exams for these events will only be held **before the scheduled** exam date, not after.

Extra credit

If any opportunities for extra credit become available, I will inform the class via a D2L News posting. All extra credit opportunities will be made available to everyone enrolled in the course; Extra credit assignments will meet the same standards and expectations as regular assignments. Requests for the creation, re-grading, or a request for an extension will not be considered.

Instructor's General Class Policies

Rules of Engagement

To foster a positive learning environment, students must exhibit courteous and positive behaviors. Disruptive behaviors will not be tolerated. Adherence to these guidelines is mandatory for all interactions between students and between students and the instructor. Failure to comply will result in a reminder and may ultimately lead to removal from the class.

Because a positive learning environment facilitates learning outcomes, each student is expected to exhibit courteous and positive learning behaviors. There is no tolerance for disruptive behaviors. To that end, the following guidelines for interactions between students and between students and the instructor must be followed. Failure to abide by the rules of engagement will result first in a reminder and could ultimately result in removal from the class.

- Email communications should be professional and well-written. Emails to the instructor that are unprofessional (e.g., those addressing me incorrectly or written using “text talk”) will not receive a response.
- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.

- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think before you type.

Late Work

No late submission will be accepted/graded. Students who experience an emergency should contact the instructor for late submission permission. Valid documentation is required. Personal illness, urgent family business, work-related issues, and other emergencies are the only basis for not submitting an assignment when it is due. Students are required to contact the instructor about these situations ASAP.

Course Incomplete

A student is expected to complete a course of study during a semester. In an emergency, the instructor may assign a grade of “incomplete” with complete documentation for the situation. A student needs to complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

AI Policy

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as ChatGPT or Dall-E 2) on assignments in this course if that use is properly documented and credited. For example, text generated using ChatGPT-3 should include a citation such as: “Chat-GPT-3. (YYYY, Month DD of query). “Text of your query.” Generated using OpenAI. <https://chat.openai.com/>” material generated using other tools should follow a similar citation convention.

Policies & Procedures

[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 to whom credit is given).

Additional guidelines on procedures in these matters may be found in the [Office of Student Conduct](#).

Moffett Library

Moffett Library provides resources and services to support student's studies and assignments, including books, peer-reviewed journals, databases, and multimedia materials accessible both on campus and remotely. The library offers media equipment checkout, reservable study rooms, and research assistance from librarians to help students effectively find, evaluate, and use information. Get started on this [Moffett Library webpage](#) to explore these resources and learn how to best utilize the library.

Attendance

Students are expected to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student's grade where class attendance and class participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should so inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records daily. The instructor must give the student a verbal or written warning before being dropped from the class. Instructor's records will stand as evidence of absences. A student with excessive absences may be dropped from a course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

Online Computer Requirements

Taking an online 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 a 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!!** **There are many places to access your class!** Our online classes can be accessed from any computer in the world that is connected to the internet. 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.

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.

Important [Academic Calendar](#) Dates

Last day for term schedule changes: August 29, 2024

Deadline to file for graduation: September 23, 2024

Last Day to drop with a grade of "W:" November 25, 2024

Refer to: [Drops, Withdrawals & Void](#)

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 an 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.

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 prohibit 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 as 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 the 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](#)

*Notice: Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Course Schedule for MKTG 3723 – Principles of Marketing

Week	Date	Tues/Thurs	Topics	Readings/Learn-Its (Due Before Class)
1	27-Aug	TUES	Welcome & Syllabus Review	
	29-Aug	THURS	Ch 1	Ch 1 Learn Its
2	3-Sep	TUES	Ch 2: Strategic Planning for Competitive Advantage	Ch 2 learn Its
	5-Sep	THURS	Ch 4: The Marketing Environment	Ch 4 learn Its
3	10-Sep	TUES	Ch 6: Consumer Decision Making	Ch 6 learn Its
	12-Sep	THURS	Ch 8: Segmenting and Targeting Markets	Ch 8 learn Its
4	17-Sep	TUES	Review Ch 1, 2, 4, 6, & 8 for Exam #1	
	19-Sep	THURS	Exam #1	Exam #1 Extra Credit
5	24-Sep	TUES	Ch 9: Marketing Research	Ch 9 learn Its
	26-Sep	THURS	Case Study #1	
6	1-Oct	TUES	Ch 10: Product Concepts Ch 11: Developing and Managing Products	Ch 10 & 11 learn Its
	3-Oct	THURS	Case Study #2	
7	8-Oct	TUES	Ch 12: Service & Nonprofit Organization Marketing	Ch 12 learn Its
	10-Oct	THURS	Review Ch 9 - 12	
8	15-Oct	TUES	Exam #2	Exam #2 Extra Credit
	17-Oct	THURS	Ch 3: Ethics & Social Responsibility Ch 5: Developing a Global Vision	Ch 3 learn Its Ch 5 learn Its
9	22-Oct	TUES	Ch 13: Supply Chain Management & Marketing Channels	Ch 13 learn Its
	24-Oct	THURS	Ch 14: Retailing	Ch 14 learn Its
10	29-Oct	TUES	Case Study #3	
	31-Oct	THURS	Review Ch 3, 5, 13, 14	
11	5-Nov	TUES	Exam #3	Exam #3 Extra Credit
	7-Nov	THURS	Ch 15: Marketing Communications	Ch 15 learn its
12	12-Nov	TUES	Ch 16: Advertising, Public Relations, and Sales Promotion	Ch 16 Learn Its
	14-Nov	THURS	Ch 17: Personal Selling and Sales Management	Ch 17 Learn Its
13	19-Nov	TUES	Ch 19: Pricing	Ch 19 Learn its
	21-Nov	THURS	Case Study #4	
14	26-Nov	TUES	No Class - Thanksgiving Break	
	28-Nov	THURS	No Class - Thanksgiving Break	
15	3-Dec	TUES	Review Ch 15 - 17, 19	
	5-Dec	THURS	Exam #4	Exam #4 Extra Credit

Disclaimer: The information in this syllabus was accurate and complete to the best of the instructor's knowledge at the beginning of the semester. However, the instructor reserves the right to modify course content or instructional methods without prior notice. Any changes will be communicated to students, and an updated syllabus will be provided accordingly. **Note:** Weekdays with * are days in which attendance or participation will be taken.