



## MKTG 3723 Section 201 Principles of Marketing Syllabus

### Contact information

<b>Class location:</b>	Dillard College Room 121
<b>Class time:</b>	Monday and Wednesday, 9:30 am to 10:50 am
<b>Instructor:</b>	Eunyoung Jang, Ph.D.
<b>Office:</b>	Dillard College Room 276
<b>Office Hours:</b>	Monday and Wednesday 11:00 am to 12:30 pm, Tuesday 2:00 pm to 4:00 pm; or by appointment
<b>Phone:</b>	940-397-4537
<b>E-Mail:</b>	<a href="mailto:eunyoung.jang@msutexas.edu">eunyoung.jang@msutexas.edu</a>

### Welcome to MKTG 3723 Principles of Marketing Course

This course is designed to introduce you to the basic concepts, practices, and tools of marketing. This course has a broad scope. You will learn about the whole process of how businesses deliver value to consumers by offering a product or service. Specifically, this course will cover such topics as marketing research, targeting, marketing mix (4P, 7P), branding, and service marketing. Regardless of the field you choose to pursue, this course should give you a strong grounding in the marketing discipline. My goal is for you to leave this course not only with basic knowledge of marketing but also with an understanding of how marketing works in practice.

### 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.

### Course prerequisites:

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

### Recommended course materials:

Wilson & Jerry Rackley, Modern Marketing Principles, e-book, Publisher Stukent (ISBN: 978-0-996302-9-7)

\* You can purchase the e-book at this link: <https://home.stukent.com/join/A7C-6ED> or the bookstore.

\* Lecture slides will be available on D2L. Additional materials and instructions for assignments and a group project will be available on D2L.

## Learning Goals:

At the end of the semester, you should be able to

- Define the term “Marketing” and explain its role and importance in an individual firm and the overall economy
- Describe the elements of the marketing mix (4P, 7P)
- Understand the basic outline for marketing planning (marketing research, STP, etc.)
- Understand the role of branding, service marketing, and use of a digital tool in today’s marketing
- Develop a skill to recognize problems of both buyers and sellers and offer a solution from a practical viewpoint
- Enhance oral and written communication skills by presenting marketing ideas and producing a written marketing report

## Expectations

I can expect that you will:

- Be familiar with using D2L
- Set up your D2L account to receive a notification to your preferred email
- Attend all classes
- Submit assignments on time
- Actively participate in class discussions and a group project
- Perform to the fullest of your abilities
- Adhere to Midwestern State University policies on academic honesty
- Ask questions when something is unclear
- Enjoy this course

You can expect that I will:

- Come to class prepared
- Provide you with course materials and assignments on time
- Create assignments that are directly relevant to course expectation
- Be responsive to YOU
- Be fair in grading
- Create a welcoming class environment
- Listen to your concerns and issues
- Do everything in my power to maximize your learning experience

## Communication Expectations:

**All Important** announcements, lecture materials, exams, and grading will be posted via D2L. Therefore, please make sure that you have set up your D2L account to forward emails and notifications to your preferred email address.

Students should communicate with me either through D2L or (preferred) by emailing me directly at [eunyoung.jang@msutexas.edu](mailto:eunyoung.jang@msutexas.edu). **Please specify the course number (MKTG 3723-201) and your name when you email me.** You are also encouraged to use my office hour to discuss the course. The office hour can be held either in-person or virtually.

## Grading:

Students can expect to see grades posted in D2L within a couple of weeks of the assignment due dates. Final grades are based on elements below:

<b>Activities</b>	<b>Points</b>
Exam 1	150
Exam 2	150
Exam 3	200
Marketing simulation	200
Case study	100
In-class activity	50
Attendance	50
<b>Total Course Points</b>	<b>900</b>

<b>Actual Points</b>	<b>Percentage</b>	<b>Letter Grade</b>
810 and higher	90 and above	A
720 to 809	80 to 89	B
630 to 719	70 to 79	C
540 to 629	60 to 69	D
Below 539	Less than 59	F

## Brief Description of Course Requirements

### Exams:

There are three exams, including a comprehensive exam. Each exam will include multiple-choice questions, open-ended questions, and a short essay. More details will be available later.

### Marketing simulation:

You will practice the whole process of launching a new product via a marketing simulation program (Mimic Marketing Principles [MMP]). MMP is a simulation game in which students play roles as marketers at Buhi Supply Co. Buhi is an e-commerce and retail bag supplier. It specializes in backpacks, purses, wallets, satchels, and duffel products. You will launch a tote bag that targets a new demographic in the simulation program. To successfully launch a project, you have to complete multiple missions, including market research, choosing a product design, setting a price, deciding distributors, and choosing channels. The simulation is accessible via this link: <https://home.stukent.com/join/FBC-7F5>.

The evaluation will be based on the revenues and final report. The final report should include a cover page, market research summary, 4P decisions, and sales performances. The format must be double-spaced, Times New Roman, 12 point font, and 1" margins. The final report is due on April 26<sup>th</sup> at 5:00 pm. Specific guidelines will be provided during the term.

**Case Study (Group project):**

You will be given three marketing cases in class. Putting yourself in the shoes of the company, your team should carefully assess the key issue and develop an idea to solve it. Each team should submit a report for each case. Details will be available during the term.

**In-class activity:**

There will be multiple in-class assignments relevant to lecture topics. For example, the topics will include creating a customer persona profile, making an advertisement message, and taking a VALS™ survey.

**Attendance:**

I will randomly check your attendance. If you are absent, 5 points will be taken out from your scores. Students who are forced to miss the class for a legitimate reason (e.g., doctor's appointment, personal crisis, job interview, and illness) must give a written notice (e.g., send email).

**Bonus credit:**

Creative and easy bonus assignments will be given during the term. Don't miss the chance to earn the bonus credit points.

**Course General Rules and Policy****COVID-19 Policies:**

Students may wear facemasks while in the Dillard Building at all times. When you test positive for COVID-19, you must complete the **COVID-19 reporting form for students** (click this link: [https://cm.maxient.com/reportingform.php?MSUTexas&layout\\_id=9](https://cm.maxient.com/reportingform.php?MSUTexas&layout_id=9)). Also, if you are feeling ill (no matter how minor), please do not attend the physical classroom session (you must email me), and we may schedule a meeting to make up for your missing classes. There is no plan to have a Zoom live stream, but I will update you immediately if the plan changes.

**Late Work:**

No late submission will be accepted and graded. Students who experience an emergency need to contact the instructor for late submission permission. Valid documentation is required.

**Makeup Work/Tests:**

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. The student will receive a score of zero for all late assignments, exams, and projects.

Note: The due dates and times for the activities will adhere to the Central Time Zone.

**Final Grade:**

Final grades will be posted via standard University channels and D2L.

**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.

### **Grade Appeal Process:**

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding regular semester to file a written appeal with the dean of the instructor's college in which the course was taught. See the MSU Student Handbook for University policy on grade appeal.

### **Academic Dishonesty:**

With regard to academic honesty, students are referred to the "Student Honor Creed" in the Midwestern State University Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

### **Disability Support Services:**

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs. If a student has an established disability as defined in the Americans with Disabilities Act and would like to request an accommodation, that student should please see me as soon as possible (i.e., within the first two weeks of the semester). Refer to my office hours and phone number is shown on page 1. This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services.

### **Safe Zones Statement:**

The instructor considers the course and course environment to be a place where you will be treated with respect as a human being - regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. The professor expects that all students consider the class a safe environment.

### **Important Dates:**

Change of schedule or late registration: January 10 to 13

Martin Luther King Jr.'s birthday: January 17

Final deadline to file for May graduation: February 14

Spring break: March 14 - 19

Last Day to drop with a grade of "W": 4:00 pm, March 21

Holiday break: April 13 to 15

Last day of classes: April 29

\* It is the student's responsibility to visit with their academic advisor prior to withdrawing from a class.

### **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.

## Course Schedule

<b>Date</b>	<b>Topics</b>	<b>Assignments/Memo</b>
Jan 10	Course orientation	Familiarize yourself with D2L/course syllabus
Jan 12	What is Marketing?	
Jan 17	No class - Martin Luther King's Birthday	
Jan 19	Case study 1: 4P	Case study 1 report due at 5 pm, Jan 21
Jan 24	Marketing Research	
Jan 26	Segmentation and Target	
Jan 31	Positioning	
Feb 2	Buyer behavior process	
Feb 7	Review	
Feb 9	Exam 1	
Feb 14	Marketing simulation 1	Start Simulation R1 -
Feb 16	Product management 1	
Feb 21	Product management 2	
Feb 23	Service marketing	
Feb 28	Distributing products	
Mar 2	Retail	
Mar 7	Case study 2: Retail experience	Case study 2 report due at 5 pm, Mar 8
Mar 9	Case study 2 presentation	
Mar 14	No class - Spring break	
Mar 16	No class - Spring break	

Mar 21	Review	
Mar 23	Exam 2	(Simulation) R1 summary due at 5 pm, Mar 27
Mar 28	Marketing simulation 2	Simulation R2 -
Mar 30	Pricing	
Apr 4	Promotional strategy 1	
Apr 6	Promotional strategy 2	
Apr 11	Brand management 1	
Apr 13	Brand management 2	
Apr 18	Case study 3: Brand Identity	Case study 3 report due at 5 pm, Apr 19
Apr 20	Case study 3 presentation	
Apr 25	Marketing simulation 3	Simulation final report due at 5 pm, Apr 26
Apr 27	Review/Class wrap-up	
May 2-4	Exam 3	

**\* This class schedule is subject to change if necessary**