



MKTG 3723 Section X-10 Principles of Marketing Syllabus

Class location/time: Online (Asynchronous)
Professor: Franklin Tillman, Assistant Professor of Marketing
Office: Dillard Building 293
Office Hours: Monday and Wednesday 12:00 pm - 2:00 pm
Tuesday 1:00 pm – 3:00 pm or by appointment
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Message From Your Instructor

Welcome to Principles of Marketing. Marketing is much more than advertising or selling a product. It is about understanding customers, creating value, and making decisions about products, pricing, distribution, and promotion. Throughout this course, we will connect marketing concepts to real companies, current events, and decisions that marketers face in practice.

My goal is for you to leave this course with more than a collection of marketing terms and definitions. I want you to be able to look at a marketing problem, think critically about what is happening, and use what you have learned to develop and support a recommendation. Through cases, discussions, activities, and the marketing simulation, you will have opportunities to apply course concepts and practice making marketing decisions.

* This syllabus is a living document and may be updated as the course develops. Any changes will be communicated to students through D2L.*

Welcome to MKTG 3723 Principles of Marketing

This course introduces the fundamental concepts, practices, and tools of marketing. Because marketing touches nearly every part of an organization, the course has a broad scope. We will examine how organizations understand customers, identify target markets, create and position products and services, establish prices, develop distribution strategies, communicate with customers, and build brands. Topics include marketing research, consumer behavior, segmentation, targeting and positioning (STP), the marketing mix, and branding. Regardless of the field you choose to pursue, this course should provide a strong foundation for understanding how organizations create and deliver value to customers.

Course description (from MSU catalog):

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

Course Materials:

Required: Stukent Marketing Principles Simternship. Students are required to have access to the simulation to complete assigned simulation rounds and the final simulation report. Access and registration information will be provided through D2L. The simulation is accessible through Stukent at this link <https://join.stukent.com/join/583-CEC>

Recommended but Not Required:

Wilson & Jerry Rackley, *Modern Marketing Principles*, e-book, Stukent (ISBN: 978-0-996302-9-7). The textbook is available through [Stukent at this link](#) or the university bookstore.

Course Delivery:

MKTG 3723 X-10 is delivered entirely online and asynchronously through D2L. Course modules include video lectures with closed captions, lecture slides, assignments, discussions, and other course materials. Students should regularly access D2L to review course materials, announcements, assignments, and due dates.

Learning Goals:

Dillard College General Learning Goals - This course supports the following Dillard College of Business Administration General Learning Goals:

- GLG 1 – Critical Thinking: Students will analyze marketing problems, evaluate alternatives, and develop supported recommendations using relevant marketing concepts and information.
- GLG 2 – Communication: Students will communicate marketing ideas, analyses, and recommendations effectively through written assignments, discussions, and other course activities.
- GLG 4 – Ethical Decision-Making: Students will consider ethical issues and stakeholder implications when evaluating marketing decisions and practices.
- GLG 5 – Core Business Knowledge: Students will demonstrate knowledge of fundamental marketing concepts, including marketing research, consumer behavior, segmentation, targeting and positioning, product and service marketing, pricing, distribution, promotion, and branding.

Course Specific Learning Goals - At the end of the semester, you should be able to:

- Define marketing and explain its role and importance within organizations and the broader economy.
- Describe the elements of the marketing mix and explain how they work together to create customer value.
- Explain the role and process of marketing research in marketing decision-making.
- Analyze consumer behavior, including the consumer decision-making process, information processing, and perception.
- Explain and apply fundamental marketing strategies, including segmentation, targeting and positioning (STP), product and service marketing, pricing, distribution, promotion, and branding.
- Apply marketing concepts and frameworks to real-world marketing problems and

situations.

- Communicate marketing analysis and recommendations effectively in written and verbal business contexts.

Expectations:

You can expect that I will:

- Provide relevant course materials and assignments in a timely manner
- Be responsive to questions, concerns, and issues
- Be fair and consistent in grading
- Create a welcoming and inclusive learning environment
- Do my best to maximize your learning experience

I expect that you will:

- Regularly access D2L and keep up with course modules, announcements, and deadlines.
- Complete assigned course materials and activities.
- Submit assignments by the established deadlines.
- Participate thoughtfully and professionally in course discussions and activities.
- Ask questions when something is unclear.
- Adhere to university policies on academic honesty.
- Treat the course, your classmates, and your work professionally.
- Make a genuine effort to engage with and enjoy the course.

Communication Expectations:

D2L is the primary communication tool for this course. Important announcements, course materials, assignments, exams, and grades will be posted through D2L. Students are responsible for regularly checking D2L and should set up notifications to their preferred email address.

Email is my preferred method of communication outside of class. You may contact me directly at franklin.tillman@msutexas.edu. Please include **MKTG 3723 X-10** and your name in your email so that I can quickly identify your course and section. You are also encouraged to visit during office hours, either in person or virtually, or to schedule an appointment.

Grading:

Final grades are based on the elements below:

Activities	Points
Exam 1	150
Exam 2	150
Exam 3	150
Marketing Simulation	100
Marketing Simulation Final Report	100
Case Studies	200 (100 x 2)
Events in Marketing	50
Participation	100
Total Course Points	1000

Grading Scale:

Actual Points	Percentage	Letter Grade
900 and higher	90 and above	A
800 to 899	80 to 89	B
700 to 799	70 to 79	C
600 to 699	60 to 69	D
Below 600	Less than 60	F

Brief Description of Course Requirements**Exams:**

There are three exams during the semester. Exams may include multiple-choice, true/false, open-ended, and short-answer questions. Exams may cover material presented in course lectures, assigned readings, activities, discussions, and other course materials. Additional information regarding exam format and coverage will be provided prior to each exam.

Exam Requirements:

LockDown Browser + Webcam Requirement: This course requires the use of Respondus LockDown Browser and a webcam/microphone for online exams. Students are responsible for ensuring that they have access to the required technology before an exam begins. Additional instructions for accessing and using LockDown Browser will be provided through D2L. A practice exam will be provided to ensure compatibility.

Marketing Simulation:

The Marketing Principles Simternship provides an opportunity to apply course concepts by making marketing decisions for Buhi Supply Co., an e-commerce and retail bag company. Throughout the simulation, you will use market research and customer information to make decisions involving targeting, product design, pricing, distribution, and promotion. The

simulation allows you to see how individual marketing decisions work together and affect marketplace performance. The simulation is accessible through Stukent at this link <https://join.stukent.com/join/583-CEC>

Your performance in the simulation and your final simulation report are graded separately. The simulation grade will be based on your completion and performance in the assigned simulation rounds. After completing the simulation, you will submit a final report analyzing your marketing decisions and results. The report should address your market research, target market, marketing mix decisions, performance, and what you learned from the simulation. Specific requirements and grading criteria will be provided through D2L.

Case Studies:

You will complete two marketing case studies during the semester. Each case will require you to analyze a real-world marketing situation, identify the key issue or decision facing the organization, apply relevant course concepts, and develop a supported recommendation. The goal is not simply to summarize the case, but to use the information provided to determine what the organization should do and explain why. Specific instructions and grading criteria for each case will be provided through D2L.

Events in Marketing: You will identify a current marketing event or issue that interests you and prepare a brief analysis. Topics might include a current marketing campaign, controversy, new product introduction, pricing decision, change in positioning, branding decision, or another event relevant to course material. Your analysis should explain what happened, connect the event to concepts discussed in the course, and discuss why the event is significant from a marketing perspective. Think of this assignment as a case study of your own choosing. Additional instructions will be provided through D2L.

Course Activities, Discussions, & Assignments:

Throughout the semester, activities, discussions, and short assignments will provide opportunities to apply concepts from the course modules. Discussion topics will be posted periodically throughout the semester, and participation in these discussions is expected. Discussions are intended to encourage you to apply course concepts, share your perspective, and engage with the ideas and perspectives of your classmates.

Other activities may involve analyzing marketing decisions, developing customer profiles, evaluating positioning, considering marketing channels, or applying other concepts covered in the course. Activities and discussions will be posted in D2L with specific instructions and due dates. Students are responsible for regularly checking D2L and completing assigned activities and discussions by the posted deadlines.

Bonus Credit:

Opportunities to earn bonus points may be offered throughout the semester. These activities are optional and are intended to provide additional opportunities to engage with marketing concepts and current events. Specific instructions, point values, and deadlines will be provided through D2L.

Course General Rules and Policy

Inclusive Classroom Policy:

This course is intended to provide a welcoming learning environment in which all students are treated with respect. Students may bring different backgrounds, experiences, and perspectives to class discussions, and disagreement is a normal and valuable part of learning. You are encouraged to question ideas, offer different perspectives, and engage critically with course topics while remaining respectful of others.

All course communication, including discussion posts and responses, should be professional and respectful. Critique ideas rather than individuals, and remember that written online communication can sometimes be interpreted differently than intended. Disruptive, disrespectful, threatening, or harassing behavior will not be tolerated.

Late and Makeup Work:

Assignments, discussions, exams, and other course activities are expected to be completed by the posted due date and time. Late work will generally not be accepted without an approved exception. If an emergency or other significant circumstance prevents you from completing coursework on time, contact me as soon as possible. Documentation may be required when appropriate. Approval of late or makeup work is at the discretion of the instructor and will depend on the circumstances.

All deadlines for this course are based on the Central Time Zone unless otherwise stated.

Final Grade:

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

Grade Changes:

No grade except I may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

Academic Dishonesty:

Academic dishonesty, including cheating, collusion, and plagiarism, will not be tolerated. All coursework submitted for grading must represent your own work except where collaboration or the use of outside resources is specifically permitted. Students are responsible for following University policies regarding academic integrity. Additional information regarding academic misconduct and applicable procedures is available through the MSU Office of Student Conduct.

Artificial Intelligence (AI) Policy:

Artificial intelligence tools such as ChatGPT, Microsoft Copilot, Google Gemini, Grammarly, and similar technologies may be used in this course as tools to support learning and the development of your work unless otherwise stated for a particular assignment. Appropriate uses may include brainstorming, generating ideas, improving organization, checking grammar, or receiving feedback on work you have developed.

AI should support your thinking, not replace it. You are responsible for the analysis, decisions, recommendations, and conclusions contained in work submitted for this course. Submitting AI-generated work without meaningful evaluation, revision, and application of

your own judgment does not demonstrate mastery of course material and may result in a reduced grade.

When AI is used substantively in completing an assignment, you should disclose its use in accordance with the instructions for that assignment. You are responsible for verifying the accuracy, relevance, and appropriateness of any AI-generated information. AI tools may produce inaccurate, incomplete, biased, or fabricated information, and the use of AI does not relieve you of responsibility for anything you submit.

Individual assignments or exams may establish additional instructions on the use of AI. When those instructions differ from this general policy, the assignment-specific instructions apply.

Disability Support Services:

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 Student Wellness Center, (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](#).

Emergency Aid Resources for Basic Needs

Unexpected life circumstances can affect anyone. If you are experiencing challenges meeting basic needs—such as housing, utilities, food, transportation, healthcare, technology, textbooks or other life necessities, resources may be available to help. Visit the [Student Emergency Support and Resources webpage](#) to learn more, and explore emergency support opportunities through MSU and how to access them. For additional information, please contact the Office of Student Affairs: Clark Student Center #108, (940) 397-7500, student.affairs@msutexas.edu.

Important Dates:

- Change of schedule or late registration: August 24 - 27
- Final deadline for graduates to file for graduation: September 21
- Last Day for “W”, 4:00 pm: November 23
- **ABM Conference (Limited Instructor Availability): October 12**
- **SMA Conference (Limited Instructor Availability): November 2**
- **Thanksgiving Holiday (No Class): November 24 - 29**
- Last day of classes: December 4
- Final examinations begin: December 5 - 10
- Commencement: December 11

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

Course Schedule *This course schedule is subject to change as necessary*

Date	Topics	Assignments/Memo
Week 1 8/24	• Course Orientation • What is Marketing?	• Familiarize yourself with D2L & course syllabus • What is Marketing? Discussion
Week 2. 8/31	• Marketing Research	
Week 3. 9/7	• STP (Segmentation & Targeting)	
Week 4 9/14.	• STP (Positioning)	
Week 5 9/21	• Review & Exam 1	• Exam 1
Week 6 9/28	• Buyer Behavior Process	• Case Study 1 Report (Due on Sunday at 11:59 pm)
Week 7 10/5	• Product Marketing	• Marketing Simulation Round 1
Week 8 10/12	• Service Marketing • *ABM Conference - Limited Instructor Availability*	• Marketing Simulation Round 2
Week 9. 10/19	• Branding	• Marketing Simulation Round 3
Week 10. 10/26	• Retail	• Marketing Simulation Round 4
Week 11. 11/2	• Exam 2 • *SMA Conference - Limited Instructor Availability*	• Marketing Simulation Round 5
Week 12 11/9	• Pricing	• Case Study 2 (Due on Sunday at 11:59 pm)
Week 13 11/16	• Promotional Mix	• Marketing Simulation Rounds 6 & 7 • Events in Marketing Report (Due Sunday at 11:59 pm)
Week 14 11/23	• Thanksgiving Break	• No Class
Week 15 11/30	• Distribution	• Simulation Final Report (Due Sunday at 11:59 pm)
Week 16 12/7	• Final Exam Week	• Exam 3 - Date TBD