



MKTG 3723 Section X30 Principles of Marketing Syllabus

Class location/time: Online
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Message From Your Instructor

Welcome everyone. I am glad that you have started a fascinating journey of learning Marketing. My goal as an instructor is to equip you with practical knowledge and skills in Marketing so you can be prepared for your career and the next chapter of life. Marketing benefits both consumers and businesses by helping organizations deliver value while connecting people with products and services that meet their needs and wants. Importantly, marketing is very interesting because it examines issues we all face as consumers. I want you to be successful in this learning process and thrive with new skills and knowledge. I hope you have the best learning experience and find excitement in this subject, as I do.

This syllabus is a living document and is subject to change as we develop the course

Welcome to MKTG 3723 Principles of Marketing

This course introduces the fundamental concepts, practices, and tools of marketing. Students examine how organizations create value through marketing strategy, consumer understanding, branding, pricing, promotion, and distribution decisions. Emphasis is placed on applying marketing concepts to real business situations and understanding how marketing operates within contemporary organizations.

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: There is a simulation component of the course that is required. The simulation is accessible through Stukent at this link <https://join.stukent.com/join/80A-951>

(Recommended):

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

* You can purchase the book at [Stukent at this link](#) or the bookstore.

MKTG 3723-X30 is delivered via D2L. Each module's PowerPoint lecture slides will be available as PDF files. Assignments and discussion topics will be posted to D2L.

General Learning Goals

- Problem solving and decision making. Students practice problem-solving and decision-making skills during the in-class discussions and the simulation. Assessment occurs during case analysis, and the simulation.
- Our graduates will be able to demonstrate competency in writing for common business scenarios. This course develops written communication skills through case studies, professional reports, and analysis.
- Our students will be technologically prepared. This course incorporates business technologies such as D2L, marketing simulations, AI-supported learning tools, and digital communication applications. Students are expected to utilize technology in a professional and responsible manner for business problem solving and communication.
- Our students will be ethical decision-makers. Ethical reasoning is incorporated through discussion of marketing ethics, consumer responsibility, branding decisions, sales practices, digital communication, and managerial decision making. Students evaluate ethical challenges within business environments and consider the impact of decisions on customers, organizations, and society.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills and competencies that graduates carry with them into their careers. Through the assessment of these learning goals, Dillard College evaluates the effectiveness of its academic programs. These assessments assist the college in continuously improving curriculum design, instruction, and student learning outcomes.

Course 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 process of marketing research
- Explain consumer behavior in terms of a decision-making process, information processing, and perception
- Understand the essentials of marketing strategies, such as segmentation, targeting, positioning, product and service marketing, distribution, pricing, promotion, and branding
- Apply the learned concepts to real marketing problems and situations

- Demonstrate competency in speaking and writing for common business scenarios.

Expectations:

You can expect that I will:

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

I can expect that you will:

- Be familiar with using D2L
- Set up your D2L account to receive a notification to your preferred email
- Remain actively engaged with weekly course materials, discussions, and assignments
- Submit assignments on time
- Actively participate in discussions
- 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

Communication Expectations:

The primary communications tools are the classroom and D2L. All important announcements, lecture materials, exams, and grading will be posted via D2L. Therefore, please ensure 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 **by emailing me (preferred) directly at this email address franklin.tillman@msutexas.edu**. Please specify the course number (MKTG 3723) and your name when you email me. You are also encouraged to use my office hours to discuss the course. The office hours can be held either in person or virtually.

Grading:

Final grades are based on the elements below:

Activities	Points
Exam 1	150
Exam 2	150
Marketing simulation & report	200 (100 x 2)
Case studies	200 (100 x 2)
Participation	100
Total Course Points	800

Grading Scale:

Actual Points	Percentage	Letter Grade
720 and higher	90 and above	A
640 to 719	80 to 89	B
560 to 639	70 to 79	C
480 to 559	60 to 69	D
Below 479	Less than 59	F

Brief Description of Course Requirements**Exams:**

There are two exams. Each exam can include multiple-choice questions, true/false questions, open-ended questions, and short essays. ALL materials covered in class are potential test areas. More details will be available later.

Marketing simulation:

You will practice the whole process of launching a new product via a marketing simulation program. Marketing Principles Simternship is a simulation in which you play roles as a marketer 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 targeted toward a new consumer demographic within the simulation. To successfully launch a project, you have to complete multiple tasks, including market research, choosing a product design, setting a price, deciding distributors, and choosing channels. The simulation is accessible through Stukent at this link <https://join.stukent.com/join/D3D-81C>.

The evaluation will be based on the scores within the simulation related to accuracy of responses to colleagues, selection of reports purchased, decisions made during the simulation rounds, and final report. The final report should include a cover page, market research summary, 4P decisions, and sales performance. The format must be double-spaced, in Times New Roman, 12-point font with 1" margins. Specific guidelines will be provided during the term on D2L.

Case Study:

You will be given two marketing cases. Putting yourself in the shoes of the company, you should carefully assess the key issue and develop an idea to solve it. You should submit a report for each case. Successful case analyses should apply marketing concepts discussed in class rather than simply summarize the case. Students are expected to support recommendations with course concepts, examples, and reasoning. Professional writing quality and organization are important components of the assignment evaluation. Details will be available in D2L.

Participation, “In-Class” activities, discussions, & assignments:

There will be activities, **discussions** or assignments relevant to lecture topics posted at appropriate times during the semester. These assignments will be announced via D2L. The topics may include creating a customer persona profile, choosing marketing channels, developing a promotional plan, and designing brand identity.

Bonus credit:

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

Course General Rules and Policy**Inclusive Classroom Policy:**

All students should feel comfortable, safe, and able to engage fully in this class. Every individual will be treated with respect as a human being. The classroom, whether virtual or face-to-face, is a professional learning environment where civility, human dignity, and mutual respect are always expected. I ask that all students work with me to create an atmosphere that supports learning and respectful academic exchange.

Disruptive behavior will not be tolerated. This includes, but is not limited to, yelling, using profanity toward the instructor or other students, bullying, intimidation, repeated interruptions, or any loud, lewd, belligerent, or obnoxious conduct that interferes with teaching and learning. Failure to comply with these expectations may result in removal from the class and referral to appropriate university procedures.

In this course, students are expected to communicate respectfully and professionally with the instructor and classmates in all settings, including online discussions and face-to-face interactions, even when opinions differ. Academic disagreement is encouraged when it is grounded in critical thinking and evidence; however, personal attacks are not acceptable. Students should focus on evaluating ideas rather than individuals, communicate thoughtfully, and exercise care in written and online communication, recognizing that such communication may be permanent. Basic courtesy, professionalism, and respect for the learning environment are required at all times.

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 cannot abide by the due dates and times, it is their 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 that the due dates/times for the activities will adhere to the Central Time Zone.

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.

Course Incomplete:

A student is expected to complete a course during a semester. In an emergency, the instructor may assign a grade of "incomplete" with complete documentation for the situation. It is important to note that "incomplete" is rarely given. 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. Refer to the Undergraduate Catalogue for further details.

Academic Dishonesty:

Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and a referral to the Dean of Students for disciplinary action, which may result in expulsion from the University. Please refer to "[Student Honor Creed](#)" in the [Midwestern State University Undergraduate Catalog](#).

All coursework submitted for grading must be your own effort. Cheating, collusion, and plagiarism will not be tolerated. The term "cheating" includes, but is not limited to:

- Copying someone's homework and submitting it as your own.
- Allowing another student to copy your solutions.
- Looking or glancing at another student's answer sheet during an exam or quiz.
- Using a programmable calculator or electronic device during an exam or quiz.

AI Policy

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as Grammarly, 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. Students are highly encouraged to verify the sourcing of any AI citations and find a supporting citation. Also, any AI should be clearly identified in your written submissions. **Be aware that use of AI will be evaluated for accuracy of all content. Students are responsible for verifying the accuracy, quality, and appropriateness of all AI-assisted content submitted in this course. Inaccurate information, fabricated citations, or failure to properly disclose AI use may result in significant grade penalties or academic integrity violations. Failure to properly cite AI use will result in a zero for the assignment.**

Disability Support Services:

Midwestern State University is committed to providing equal access for qualified students with disabilities in accordance with the Americans with Disabilities Act (ADA). Students seeking accommodations should contact Disability Support Services and notify the instructor as early as possible to facilitate appropriate arrangements.

Important Dates:

- Final deadline for August graduates to file for graduation: June 22
- Last Day for "W", 4:00 pm: June 17
- Last day of classes: July 2
- Final examinations: July 2

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

Date	Topics	Assignments/Memo
Week 1 June 1	<ul style="list-style-type: none"> • Course Orientation • Chap 1 - What is Marketing? • Chap 2 - Marketing Research • 3 -STP (Segmentation & Targeting) 	<ul style="list-style-type: none"> • Familiarize yourself with D2L & course syllabus • Simulation discussion and familiarization
Week 2. June 8	<ul style="list-style-type: none"> • 4- STP (Positioning) • 5 -Buyer Behavior Process • Review and Exam 1 	<ul style="list-style-type: none"> • Exam 1 June 14 • Marketing Simulation Rounds 1 & 2 Due June 14 11:59 pm
Week 3. June 15	<ul style="list-style-type: none"> • 6- Product & Service Marketing • 8 – Brands 	<ul style="list-style-type: none"> • Case Study 1 Due on Sunday, June 21 at 11:59 pm • Marketing Simulation Rounds 3 & 4 Due June 21 11:59 pm
Week 4. June 22	<ul style="list-style-type: none"> • 10 – Pricing • 11 – Promotions & Advertising 	<ul style="list-style-type: none"> • Case Study 2 Due on Sunday, June 28 11:59 pm • Marketing Simulation Rounds 5 & 6 Due June 28 11:59 pm
Week 5. June 29	<ul style="list-style-type: none"> • 14 – Distribution • Review & Exam 2 	<ul style="list-style-type: none"> • Exam 2 – July 2 11:59 pm • Marketing Simulation Round 7 & Report Due July 2 11:59 pm
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* This class schedule is subject to change if necessary