



MKTG 3723 Section X20 Principles of Marketing Syllabus

Contact information

Instructor: Eunyoung Jang, Ph.D.
Office: Dillard College Room 276
Office Hours: Monday and Wednesday 11:00 am to 12:30 pm;
Tuesday 2:00 pm to 4:00 pm; or by appointment
Phone: 940-397-4537
E-Mail: eunyoung.jang@msutexas.edu

Welcome to MKTG 3723 Principles of Marketing

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 (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.

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

MKTG 3723-X20 is delivered entirely online through D2L. Each module has YouTube video lectures (with closed captions) and PowerPoint lecture slides presented as pdf files.

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
- Watch all lecture videos
- 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

You can expect that I will:

- 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:

The primary tool of communication is D2L. 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 this email address: eunyoung.jang@msutexas.edu. Please specify the course number (MKTG 3723x20) 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:

| Activities | Points |
|----------------------------|---------------|
| Exam 1 | 150 |
| Exam 2 | 150 |
| Exam 3 | 200 |
| Marketing simulation | 200 |
| Case study | 100 |
| Weekly discussion | 100 |
| Total Course Points | 900 |

| Actual Points | Percentage | Letter Grade |
|----------------------|-------------------|---------------------|
| 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 ONLINE exams, including a comprehensive exam. Each exam will include multiple-choice questions, open-ended questions, and a short essay. You are required to use LockDown Browser and a webcam for exams. 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 at this link: <https://home.stukent.com/join/D1C-E1B>.

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 22nd at 11:59 pm. Specific guidelines will be provided during the term.

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. Details will be available during the term.

Weekly discussions/assignments:

There will be weekly discussions or 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. You should check D2L on a regular basis and submit your answers by every Sunday at 11:59 pm.

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**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.

LockDown Browser + Webcam Requirement:

This course requires the use of LockDown Browser and a webcam/microphone for online exams. The webcam/microphone can be the type that's built into your computer or one that plugs in with a USB cable. Please Note: At this time, Chromebooks are not compatible.

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. 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. 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 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. It is the professor's expectation 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

Deadline to file for May graduation: February 14

Spring break: March 14 to 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

| Date | Topics | Assignments/Memo |
|-------------------------------|--|--|
| Week 1 (Jan 10 to 14) | <ul style="list-style-type: none"> • Course orientation • What is Marketing? | <ul style="list-style-type: none"> • Familiarize yourself with D2L/course syllabus |
| Week 2. (Jan 17 to 21) | <ul style="list-style-type: none"> • Marketing Research | <ul style="list-style-type: none"> • Weekly assignment 1 |
| Week 3. (Jan 24 to 28) | <ul style="list-style-type: none"> • STP 1 (Segmentation, targeting) • STP 2 (Positioning) | <ul style="list-style-type: none"> • Weekly assignment 2 |
| Week 4. (Jan 31 to Feb 4) | <ul style="list-style-type: none"> • Buyer behavior process | <ul style="list-style-type: none"> • Weekly assignment 3 • Case study 1 report by 11:59 pm, Feb 4 |
| Week 5. (Feb 7 to 11) | <ul style="list-style-type: none"> • Exam 1 | <ul style="list-style-type: none"> • Exam 1 due at 11:59 pm, Feb 11 |
| Week 6. (Feb 14 to 18) | <ul style="list-style-type: none"> • Product management | <ul style="list-style-type: none"> • Weekly assignment 4 |
| Week 7. (Feb 21 to 25) | <ul style="list-style-type: none"> • Service marketing | <ul style="list-style-type: none"> • Weekly assignment 5 |
| Week 8. (Feb 28 to Mar 4) | <ul style="list-style-type: none"> • Place | <ul style="list-style-type: none"> • Weekly assignment 6 |
| Week 9. (Mar 7 to 11) | <ul style="list-style-type: none"> • Exam 2 | <ul style="list-style-type: none"> • Exam 2 due at 11:59 pm, Mar 11 |
| Week 10. (Mar 14 to 18) | <ul style="list-style-type: none"> • No class - Spring break | <ul style="list-style-type: none"> • Enjoy your break! |
| Week 11. (Mar 21 to 25) | <ul style="list-style-type: none"> • Marketing simulation week 1 | <ul style="list-style-type: none"> • Simulation R1 - R2 • Research summary due at 11:59 pm, Mar 25 |
| Week 12. (Mar 28 to Apr 1) | <ul style="list-style-type: none"> • Price | <ul style="list-style-type: none"> • Case study 2 report due at 11:59 pm, Apr 1 |
| Week 13 (Apr 4 to 8) | <ul style="list-style-type: none"> • Promotion • Digital marketing | <ul style="list-style-type: none"> • Weekly assignment 7 |
| Week 14 (Apr 11 to 15) | <ul style="list-style-type: none"> • Marketing simulation week 2 | <ul style="list-style-type: none"> • Simulation R3 - R7 |

| | | |
|---------------------------|---|---|
| Week 15 (Apr 18 to 22) | <ul style="list-style-type: none"> • Branding 1 | <ul style="list-style-type: none"> • Simulation final report due at 11:59 pm, Apr 22 |
| Week 16 (Apr 25 to 29) | <ul style="list-style-type: none"> • Branding 2 | <ul style="list-style-type: none"> • Weekly assignment 8 |
| Week 17 (May 2 to 6) | <ul style="list-style-type: none"> • Final exam week | <ul style="list-style-type: none"> • Exam 3 due at 11:59 pm, May 3 |

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