



Dillard College of Business Administration.

SYLLABUS: Principles of Marketing.

MKTG 3723-X10 (Online).

Fall 2021.

Contact Information.

Instructor: Dr. Phillip H. Wilson, Emeritus Associate Professor of Marketing.

Office: Dr. Wilson is retired and teaches as an adjunct. He lives in Colorado and does not maintain an office in the Dillard Building. If you need to speak with him, please contact Ms. Trigg (940.397.4625) in the Department of Management and Marketing. She will schedule a time for video or telephone conferences.

Phone: If you wish to speak to Dr. Wilson via telephone, please send an email or contact Ms. Trigg (940.397.4625).

E-mail: phillip.wilson@msutexas.edu.

Course Materials.

MKTG11 by Lamb, Charles W., Joseph F. Hair, Jr., and Carl McDaniel, Mason, Ohio: Cengage. (*MKTG12* will also work.)

Additional readings may be posted on Desire2Learn.

Course Description.

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

MKTG 3723-X10 is delivered completely online through *Desire2Learn*. Each of the seventeen modules presented has YouTube video lectures (with closed captions) and the PowerPoint lecture slides presented as pdf files.

Course Prerequisite(s).

Completion of Business Core requirements or consent of department chair and instructor.

Learning Goals.

General Learning Goals.

- *Problem solving and decision-making abilities through critical analysis, evaluation, and interpretation of business information.* Students will practice problem solving and decision-making skills during mini-project assignments (Some examples of activities are methods of market segmentation; selecting methods of marketing research; designing new products; and chain pricing). Assessment will occur during course examinations and mini-project assignments.
- *Understanding of the influence of global and multicultural issues on business activities.* Instruction of multicultural issues will occur during course topics of consumer behavior, product development, integrated marketing communications, and market segmentation. Instruction in global issues will occur during sessions that cover the impact of globalization. Students are assessed on cultural and global influences during regularly scheduled exams or mini-project assignments.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates carry into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College assesses its programs. The assessments assist us as we improve our curriculum and curriculum delivery.

Course Specific Learning Goals.

After completing this course, students should be able to:

- Define and discuss marketing and the marketing concept;
- Recognize and discuss how environmental factors affect marketing activities;
- Identify and describe the factors involved in consumer decision making;
- Segment markets and develop the profile of a target market;
- Integrate product, distribution, promotion, and pricing strategies to satisfy the objectives of the organization and the needs of the customer;
- Recognize the ethical, economic, international, legal, social, and technological implications of marketing actions.

Course Content and Outline.

- I. The World of Marketing.
 - A. An Overview of Marketing.
 - B. Strategic Planning.
 - C. The Marketing Environment.
- II. Global Marketing
- III. Analyzing Marketing Opportunities.
 - A. Consumer Decision Making.
 - B. Business Marketing.
 - C. Segmentation and Targeting.
 - D. Marketing Research.
- IV. Marketing Mix.
 - A. Product Decisions.
 1. Product Concepts.
 2. New Product Development.
 3. Services Marketing.
 - B. Distribution Decisions.
 1. Marketing Channels and Supply Chain Management.
 2. Retailing.
 - C. Integrated Marketing Communications.
 1. Advertising.
 2. Sales Promotion.
 3. Professional Selling.
 4. Public Relations.
 - D. Pricing Decisions.
 1. Price Setting.
 2. Price Elasticity.
 3. Chain Pricing.
 4. Break Even Point.

Grading and Evaluation.

Student performance is assessed using the following elements.

Exams (3).

Each exam will consist of approximately 65 multiple-choice questions, short answer questions, problems, and 2-4 essay questions. Lectures, discussions, readings, and handouts are the sources of the examination questions. More details concerning examinations will follow.

Mini-projects (5).

Each mini project focuses on a particular strategic marketing management decision. Students are assigned a scenario pertinent to their stated major. The projects involve decisions in segmentation, marketing research, as well as product, distribution, promotion, and pricing strategies.

Please go to the *Mini-project* area in D2L for more information regarding the mini-projects.

Exam and mini-project points are allocated using the following scheme.

Table 1 - Grade Elements.

Element.	Points.
Exam 1.	200.
Exam 2.	200.
Exam 3.	200.
MP 1 (Segmentation).	50.
MP 2 (Market Research).	50.
MP 3 (Product Strategy).	50.
MP 4 (Promotion Strategy).	50.
MP 5 (Pricing Strategy).	50.
Total points.	850.

Table 2 - Requisite Letter Grade Points.

Letter Grade.	Points Needed.
A.	765-850.
B.	680-764.
C.	595-679.
D.	510-594.
F	<510.

The grade ranges are firm. For example, a 679 is a "C". Semester grades are reported through normal University channels with no exceptions.

Other Related Policies.

Missed Examination Policy.

Only students with authorized excuses (see University Class Attendance Policy) may make up missed examinations.

Class communication.

Students are encouraged to communicate with the instructor via University e-mail. Dr. Wilson will provide course updates, readings, handouts, examination reviews, and other communication through Desire2Learn. Students may also check their grades via Desire2Learn.

Academic Integrity.

Regarding 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.

Americans with Disabilities Act.

If a student has an established disability as defined in the **Americans with Disabilities Act** and desires 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. (Please see Midwestern State University Undergraduate Catalog.)

Syllabus Change Policy:

This syllabus is a guide for the course and is subject to change. Syllabus changes are communicated via *Desire2Learn*.

Additional Information:

Grade Appeals.

Any student who believes a grade was awarded inequitably 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.*

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.

Awarding and Removal of *I*.

I - incomplete; a non-punitive grade given only during the last one-fourth of a semester and only if a student: (1) is passing the course; (2) has reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course later by completing specific requirements that the instructor must list on the grade sheet. *A student may remove a grade of I within 30 days by completing the stipulated work.*

Final Grades.

Final grades are posted through *WebWorld*. Students may track their progress through D2L but the final grade is posted in *WebWorld*.

General policies.

Exam Dates.

Exam dates are firm. Please feel free to contact the instructor as needed.

Concealed Carry.

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's Concealed Carry webpage.

Tentative schedule.

(See attached.) Please keep this syllabus as a reference! Students are responsible for all information contained in the syllabus and for any changes to the syllabus, which are announced in class or on Desire2Learn.

Principles of Marketing Schedule

MKTG 3723 – X10

Fall 2021

Table 3 – Fall 2021 Schedule of Activities

Date (Week of)	Modules, Mini-projects, Exams , and Special Notices	Topics
Aug 23	Module 00 Module 01	Introduction to Marketing An Overview of Marketing
Aug 30	Module 02	Strategic Planning and the Marketing Mix
Sept 6	Labor Day Holiday (No classes)	
Sept 6	Module 04	The Marketing Environment
Sept 13	Module 05	Developing a Global Vision
Sept 20	Module 06	Consumer Decision Making
Sept 27	Last day for December graduates to file for graduation!	
Sept 27	Module 07	Business Marketing
Oct 1	Exam 1	Modules 01, 02, 04, 05, 06, and 07
Oct 4	Last day for May graduates to file for graduation!	
Oct 4	Module 08	Segmenting and Targeting
Oct 11	Module 09	Marketing Research
Oct 15	<i>Mini-project 1 – Segmentation Due</i>	
Oct 18	Module 10	Product Concepts
Oct 22	<i>Mini-project 2 – Market Research Due</i>	
Oct 25	Module 11	Developing and Managing Products
Oct 25	Last day for “W” 4:00 pm. Drops after this date will receive grades of “F”	
Nov 1	Module 12	Services Marketing
Nov 5	<i>Mini-project 3 – Product Strategy Due</i>	
Nov 8	Module 14	Marketing Channels and Retailing
Nov 12	Exam 2	Modules 08, 09, 10, 11, 12, and 14
Nov 15	Module 16	Advertising and Sales Promotion
Nov 22	Module 17	Personal Selling
Nov 24-26	Thanksgiving Holiday (No classes)	
Nov 29	Module 19 Module 20	Pricing Concepts Setting the Right Price
Dec 3	<i>Mini-project 4 – Promotion Strategy Due</i> <i>Mini-project 5 – Pricing Strategy Due</i>	
Dec 6 (?)	Exam 3	Modules 16, 17, 19, and 20. Exam will open at 7:00 a.m. CST and close at 10:00 p.m. CST Actual exam date TBD.
Dec 11	Commencement	