



MKTG 3723 Section 201 Principles of Marketing Syllabus

Class location/time: Dillard College Room 129
Class Time: Monday and Wednesday, 11:00am – 12:20pm
Professor: Franklin Tillman, Assistant Professor of Marketing
Office: Dillard Building 293
Office Hours: Monday and Wednesday 1:00pm - 3:00 pm; Thursday 5:00 pm – 7:00pm or by appointment
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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. 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 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 market a product and deliver value to consumers. Specifically, this course will cover such topics as marketing research, targeting, marketing mix (4P, 7P), and branding. Regardless of the field you choose to pursue, this course should give you a strong grounding in marketing. 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.

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

Course materials (Recommended):

Wilson & Jerry Rackley, Modern Marketing Principles, e-book, Publisher Stukent (ISBN: 978-0-9996302-9-7)

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

MKTG 3723 is delivered via a traditional face-to-face classroom and through D2L. Each modules PowerPoint lecture slides will be available as PDF files. At times assignments and discussion topics will be posted to 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 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 STP, product and service marketing, placing, 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 expectation
- 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
- Attend classes
- 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](mailto:franklin.tillman@msutexas.edu) 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
Exam 3	150
Marketing simulation & report	200 (100 x 2)
Case study	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 599	Less than 59	F

Brief Description of Course Requirements

Exams:

There are three 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 complete process of launching a new product through a marketing simulation program. The Marketing Principles Simternship is an interactive simulation in which you assume the role of a marketer at Buhi Supply Co., an e-commerce and retail bag supplier specializing in backpacks, purses, wallets, satchels, and duffel products. Within the

simulation, you will be responsible for launching a tote bag targeted at a new demographic segment.

To successfully complete the simulation, you will engage in a series of decision-making tasks, including conducting market research, selecting a product design, setting pricing, choosing distribution strategies, and determining appropriate marketing channels. The simulation is accessed through Stukent using the following

link: <https://join.stukent.com/join/23C-476>

It is important to note that the simulation and the written report are separate course components. While your performance within the simulation will be evaluated in part based on revenue outcomes, you will also complete a standalone final report that is based on, but distinct from, the simulation itself. The report is intended to assess your ability to analyze your decisions, justify your marketing strategy, and clearly communicate outcomes using marketing principles.

The final report must include a cover page, a market research summary, a discussion of your 4P decisions, and an evaluation of sales performance. The report should be double-spaced, written in Times New Roman, 12-point font, with 1-inch margins. More detailed instructions and grading criteria will be provided during the semester.

Case Study:

You will be assigned two marketing case studies during the semester. Each case will present a realistic business situation in which a company must make important marketing decisions with imperfect information, limited resources, and real competitive pressures. Your job is to step into the role of the company's marketing team, identify what is happening in the marketplace, and determine what the firm should do next.

For each case, you should (1) carefully diagnose the central problem or decision point, (2) evaluate the most relevant facts and constraints, and (3) develop a well-reasoned recommendation that addresses the issue. Strong case work does more than summarize the situation—it clearly explains why you believe the issue exists, what criteria you used to evaluate options, and how your proposed action plan connects to core marketing concepts.

You will submit a separate written report for each case. Reports should be professional in tone, organized with clear headings, and supported by course terminology and frameworks where appropriate (e.g., segmentation/targeting/positioning, the marketing mix, competitive analysis, customer value, etc.). Specific expectations, formatting requirements, due dates, and grading criteria will be posted in D2L for each case.

Events in Marketing: This assignment is similar in structure and expectations to the case studies you will complete earlier in the semester. The key difference is that, for this project, you will select both the company and the specific marketing situation or challenge it is facing rather than being assigned a predefined case.

After choosing an appropriate company and event-related marketing context, you will analyze the situation by applying relevant course concepts and marketing frameworks. Your analysis should clearly identify the core marketing issue, explain why it exists, and assess the constraints and opportunities the company faces. You will then evaluate alternative

courses of action and recommend what you believe is the most effective strategy moving forward, supported by marketing theory and evidence.

As with the earlier case studies, this assignment emphasizes critical thinking, application of marketing principles, and professional written communication. You are expected to move beyond description and demonstrate how marketing concepts help inform real-world decision making. Additional guidelines, expectations, and evaluation criteria will be provided in D2L.

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

Participation reflects your engagement, preparation, and professionalism throughout the semester and is not based on attendance alone. Meaningful participation includes coming to class prepared, contributing thoughtfully to discussions and activities, engaging in case and simulation-related work, asking relevant questions, and demonstrating respect toward classmates and the instructor.

Participation is evaluated continuously over the semester. Students who are frequently unprepared, disengaged, or absent should not expect to receive full participation credit. Quality of contribution is valued more than quantity. There may be activities, discussions or assignments relevant to lecture topics posted at appropriate times during the semester. These assignments will be announced in class and D2L. The topics will include creating a customer persona profile, choosing marketing channels, developing a promotional plan, and designing a brand identity.

Bonus credit:

Creative and easy bonus assignments will 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 happy in the class, regardless of gender orientation, race, ethnicity, education, income, national origin, religious affiliation, political beliefs, age, or ability. Everyone will be treated with respect as a human being. The classroom (virtual/face-to-face) is an environment where civility, human dignity, and respect are maintained. I ask that all students work with me to create a welcoming environment that is respectful of all forms of diversity. Any variation from this, for example, yelling or saying profanity at an instructor or another person in the classroom or any other loud, lewd, belligerent, or obnoxious behavior resulting in a disruption from teaching and learning will not be tolerated. Failure to abide by the rules could ultimately result in removal from the class. In this class, you are expected to:

- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Communicate professionally.
- Use your critical thinking skills to challenge other people's ideas instead of attacking individuals.
- Think before you type. Keep in mind that online posts can be permanent.

- Avoid disruptive behaviors (e.g., yelling, bullying, other intimidating behavior, interrupting other students or the instructor, etc.).
- Be a human.

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. **Be aware that use of AI will be evaluated for accuracy of all content. It is student's responsibility to verify accuracy & relevancy of information on all assignments. 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 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.

Important Dates:

- Change of schedule or late registration: January 20-23
- Final deadline for May graduates to file for graduation: February 16
- Last Day for "W", 4:00 pm: April 29
- Spring Break (No Class): March 9 – 14
- Holiday Break : April 17 – 20
- Last day of classes: May 8
- Final examinations begin: May 9
- Commencement: May 16

* 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 January 21	<ul style="list-style-type: none"> • Course Orientation 	<ul style="list-style-type: none"> • Familiarize yourself with D2L & course syllabus
Week 2. Jan.26 & 28	<ul style="list-style-type: none"> • What is Marketing? • Chap 2 - Marketing Research 	<ul style="list-style-type: none"> •
Week 3. Feb. 2 & 4	<ul style="list-style-type: none"> • 3 -STP (Segmentation & Targeting) 	<ul style="list-style-type: none"> •
Week 4. Feb 9 & 11	<ul style="list-style-type: none"> • 4- STP (Positioning) 	<ul style="list-style-type: none"> •
Week 5. Feb 16 & 18	<ul style="list-style-type: none"> • Review & Exam 1 	<ul style="list-style-type: none"> • Exam 1 - Feb 18
Week 6. Feb 23 & 25	<ul style="list-style-type: none"> • 5 -Buyer Behavior Process 	<ul style="list-style-type: none"> • Business Etiquette Dinner Feb 26 • Case Study 1 report (Due on Sunday, March 1 at 11:59 pm)
Week 7. March 2 & 4	<ul style="list-style-type: none"> • 6- Product & Service Marketing 	<ul style="list-style-type: none"> •
Week 8. March 9 & 11	<ul style="list-style-type: none"> • Spring Break 	<ul style="list-style-type: none"> • No Class
Week 9. March 16 & 18	<ul style="list-style-type: none"> • 7 – Service Marketing • Marketing Simulation week 	<ul style="list-style-type: none"> •
Week 10. March 23 & 25	<ul style="list-style-type: none"> • 8 - Brands • Review • Marketing Simulation week 	<ul style="list-style-type: none"> • Case Study 2 Due March 30 11:59 pm
Week 11. March 30 & April 1	<ul style="list-style-type: none"> • Exam 2 • 9 Retail • Marketing Simulation week 	<ul style="list-style-type: none"> • Exam 2 (March 30)
Week 12. April 6 & 8	<ul style="list-style-type: none"> • 10 - Pricing • Marketing Simulation week 	<ul style="list-style-type: none"> •
Week 13 April 13 & 15	<ul style="list-style-type: none"> • 11 – Promotions & Advertising • Marketing Simulation week 5 & 6 	<ul style="list-style-type: none"> • Events in Marketing
Week 14 April 20 & 22	<ul style="list-style-type: none"> • 14 – Supply Chain & Distribution • Marketing Simulation week 7 	<ul style="list-style-type: none"> • Events in Marketing Due 4/27 11:59 pm

Date	Topics	Assignments/Memo
Week 15 April 27 & 29	<ul style="list-style-type: none"> • Marketing Environment 	<ul style="list-style-type: none"> • Simulation final report (Due on 5/04 at 11:59 pm)
Week 16 May 4 & 6	<ul style="list-style-type: none"> • Marketing Environment 	<ul style="list-style-type: none"> •
Week 17 May 11	<ul style="list-style-type: none"> • Final Exam Date TBD 	<ul style="list-style-type: none"> •

* This class schedule is subject to change if necessary