



## MKTG 3723 Section X30 Principles of Marketing Syllabus

### Contact information

<b>Course Dates:</b>	June 5, 2023 to July 7, 2023
<b>Credit Hours:</b>	3
<b>Instructor:</b>	Eunyoung Jang, Ph.D.
<b>Phone:</b>	940-397-4537
<b>E-Mail:</b>	<a href="mailto:eunyoung.jang@msutexas.edu">eunyoung.jang@msutexas.edu</a>
<b>Office Hours:</b>	By appointment

### 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 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 & 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-X30 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 and the use of digital tools 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, quizzes, 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 by emailing me directly (preferred) at this email address: [eunyoung.jang@msutexas.edu](mailto:eunyoung.jang@msutexas.edu). Please specify the course number (MKTG 3723x30) and your name when you email me. You are also encouraged to use my virtual office hour to discuss the course (by appointment).

## Grading:

Final grades are based on elements below:

Activities	Points
Quiz (4 quizzes x 60 points)	240
Discussion (3 discussions x 20 points)	60
Case study	100
Final exam	200
Total Course Points	600

Actual Points	Percentage	Letter Grade
540 and higher	90 and above	A
480 to 539	80 to 89	B
420 to 479	70 to 79	C
360 to 419	60 to 69	D
Below 360	Less than 59	F

## Brief Description of Course Requirements

### Quizzes:

Four quizzes will be posted on D2L. The quizzes are made to help you understand each week's lectures. Each quiz will include T/F questions and multiple-choice questions. After watching weekly video lectures, complete the quizzes which are due by 11:59 pm every Sunday. Each quiz is worth 60 points. The quizzes will require you to use LockDown Browser.

### Exam:

There is a final exam, which is a comprehensive exam. The exam will include multiple-choice questions, open-ended questions, and a short essay. You are required to use LockDown Browser and a webcam for the exam. More details will be available later.

### Case study:

You will be given one marketing case. By putting yourself in the shoes of the company, you will carefully assess the key issue and develop an idea to solve it. Further details will be available during the term.

### Discussions:

There will be three discussion questions related to lecture topics and issues. Each discussion topic is worth 20 points. For each graded discussion question, your responses need to be thoughtful and meaningful, reflecting upon your personal experiences and the lecture content. In addition, to obtain full credit, you are required to read and respond to at least two

other students' posts. Note that you need to avoid postings that are limited to "I agree" or "great ideas." If you agree with a posting, you need to say why you think that way.

**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, quizzes, and an exam.

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 quizzes and a final exam. 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:**

Classes begin: June 5

Juneteenth Holiday: June 19

Last Day to drop with a grade of "W": 4:00 pm, June 23

Deadline for August graduates to file for graduation: June 26

Independence Day Holiday – No Classes: July 4

Final examinations: July 7

\* There is no late registration or change in the schedule during the summer.

\* 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
Week 1 (June 5 to 11)	<ul style="list-style-type: none"> <li>• Course orientation</li> <li>• Module 1: What is Marketing?</li> <li>• Module 2: Marketing Research</li> </ul>	<ul style="list-style-type: none"> <li>• Familiarize yourself with D2L/course syllabus</li> <li>• View weekly video lectures</li> <li>• Complete Quiz 1 by 11:59 pm on Sunday</li> <li>• Respond to Discussion 1 by 11:59 pm on Sunday</li> </ul>
Week 2. (June 12 to 18)	<ul style="list-style-type: none"> <li>• Module 3: STP I (Segmentation, targeting)</li> <li>• Module 4: STP II (Positioning)</li> <li>• Module 5: Buyer behavior process</li> </ul>	<ul style="list-style-type: none"> <li>• View weekly video lectures</li> <li>• Complete Quiz 2 by 11:59 pm on Sunday</li> <li>• Respond to Discussion 2 by 11:59 pm on Sunday</li> </ul>
Week 3. (June 19 to 25)	<ul style="list-style-type: none"> <li>• Module 6: Product</li> <li>• Module 7: Place</li> <li>• Module 8: Price</li> </ul>	<ul style="list-style-type: none"> <li>• View weekly video lectures</li> <li>• Complete Quiz 3 by 11:59 pm on Sunday</li> <li>• Respond to Discussion 3 by 11:59 pm on Sunday</li> </ul>
Week 4. (June 26 to July 2)	<ul style="list-style-type: none"> <li>• Module 9: Promotion</li> <li>• Module 10: Digital advertising</li> <li>• Module 11: Branding I</li> <li>• Module 12: Branding II</li> </ul>	<ul style="list-style-type: none"> <li>• View weekly video lectures</li> <li>• Complete Quiz 4 by 11:59 pm on Sunday</li> <li>• Complete Case study report by 11:59 pm on Sunday</li> </ul>
Week 5. (July 3 to 7)	<ul style="list-style-type: none"> <li>• Final Exam</li> </ul>	<ul style="list-style-type: none"> <li>• View weekly video lectures</li> <li>• Complete Final Exam by 5 pm, July 6</li> </ul>

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