



## **Course Syllabus: Principles of Marketing**

College of Business Administration  
MKTG 3723 Section X20  
Spring 2026

### **Contact Information**

Class time: Online Asynchronous

Instructor: Jamie Chen

Office: Dillard 274F

Office hours: Tuesday/Thursday 10:00 – 11:00 am; Friday 10:00 am – 2:00 pm

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### **Course Description**

This course introduces students to the four basic areas of marketing: product, price, place, and promotions. You will also be exposed to consumer behavior and strategic marketing issues. This course provides students with a basic coverage of marketing theories, models, and tools. The goal of this course is to build a basic framework to enable students to evaluate, describe, and design marketing activities with practical insights into the real world. By the end of the course, students will have a solid understanding of the major decision areas under marketing responsibility, the basic inter-relationships of those decision areas, and an appreciation of how to apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses. In combination, the course should help students to develop insight into the creative selection of target markets and blending decisions related to product, price, promotion, and place (i.e., the marketing mix) to meet the needs of a target market. In addition to course slides, textbook chapters, and academic journal articles, you are encouraged to read relevant news about marketing and business from the Wall Street Journal, Financial Times, and The Economist.

### **Textbook & Instructional Materials (Required)**

Beitelspacher, L. (2024). Connect Master 2.0 Marketing (including ebook and mini simulations). McGraw Hill.

### **Study Hours and Tutoring Assistance**

in-person/zoom appointment via email

## **General Learning Goals (Undergraduate)**

- Problem solving and decision making. Students practice with six simulations.
- Communication (Oral and/or Written). Students practice with three oral presentations.
- Technology usage. Students work with the AI-powered agent in simulations.
- Ethical reasoning within a business environment. Students focus on it with one lecture and one simulation practice.
- Core business knowledge. Students learn the core knowledge through lectures and apply the knowledge in simulations and oral presentations.
- Multicultural awareness. Students apply it in three oral presentations.

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

## **Course-Specific Learning Goals**

- This course provides students with a basic coverage of marketing theories, models, and tools.
- It builds a basic framework to enable students to evaluate, describe, and design marketing activities with practical insights into the real world.
- Students need a solid understanding of the major decision areas under marketing responsibility, the basic inter-relationships of those decision areas.
- Students learn how to apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses.
- The course helps students to develop insight into the creative selection of target markets and blending decisions related to product, price, promotion, and place (i.e., the marketing mix) to meet the needs of a target market.

## **Student Handbook**

Refer to: [Student Handbook](#)

## **Academic Misconduct Policy & Procedures**

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without

following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct. [Office of Student Conduct](#)

## Moffett Library

Moffett Library provides resources and services to support student's studies and assignments, including books, peer-reviewed journals, databases, and multimedia materials accessible both on campus and remotely. The library offers media equipment checkout, reservable study rooms, and research assistance from librarians to help students effectively find, evaluate, and use information. Get started on this [Moffett Library webpage](#) to explore these resources and learn how to best utilize the library.

## Grading

*Table 1: Points allocated to each assignment*

Assignments	Points
Simulation tutorial	100
Mini Simulations (5 at 100 pts each)	500
Video Presentations	300
Final Exam	100
Total Points	1000

*Table 2: Total points for final grade.*

Grade	Points
A	900
B	800 to 899
C	700 to 799
D	600 to 699
F	Less than 600

## Mini Simulations

Marketing mini simulations put students into the role of a marketing manager. Each simulation focuses on a different element of the marketing mix and forces students to make business decisions using the information provided to achieve the goal.

### **Video Presentations (3-5 mins with business attire in a neat space)**

The short video presentations require students to wear business attire in a neat space to have a better understanding of formal marketing approach. The three presentations enable students to use marketing knowledge and effectively communicate with audience. Students focus on marketing terminologies and interpret them in-depth using case studies from the real business world.

## **Final Exam**

There is one exam for this course with 100 points in total, including 20 multiple choice and true/false questions. The exam covers the lecture slides and textbook chapters to help students keep up with the assigned course materials. Students are required to take the exam via [D2L](#) before the due time.

## **Extra Credit**

There are 100 bonus points to encourage students to take the EXCEL certificate test.

## **Late Work/ Make Up Work/Tests**

No RESIT if you miss the time window of the tasks.

## **Important Dates**

- Last day for term schedule changes: January 20-23, 2026. Check date on [Academic Calendar](#).
- Deadline to file for graduation: February 16, 2026. Check date on [Academic Calendar](#).
- Last Day to drop with a grade of "W:" April 29, 2026. Check date on [Academic Calendar](#).
- Refer to: [Drops, Withdrawals & Void](#)

## **Desire-to-Learn ([D2L](#))**

Extensive use of the MSU [D2L](#) program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

## **Attendance**

MKTG - 3723 - X20 is an Online Asynchronous course, NO attendance required. Lecture videos will be available on [D2L](#).

## **Online Computer Requirements**

Taking this class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. ***\*Assignments and tests are due by the due date, and personal computer technical***

***difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.***

Computers are available on campus in various areas of the buildings as well as the Academic Success Center. **\*Your computer being down is not an excuse for missing a deadline!!** There are many places to access your class! Our online classes can be accessed from any computer in the world which is connected to the internet. Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

### **Change of Schedule**

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

### **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. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

### **Services for Students with Disabilities**

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Student Wellness Center, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

### **College Policies**

*Campus Carry Rules/Policies*

Refer to: [Campus Carry Rules and Policies](#)

### Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

### Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

### Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit [Campus Carry](#).

### Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled "Run. Hide. Fight." which may be electronically accessed via the University police department's webpage: ["Run. Hide. Fight."](#)

## **Grade Appeal Process**

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

### Course Schedule (Tentative)

Week	Activities	Tasks/Due Date
Week 1 1/20 to 1/23	Course orientation and introduction of marketing	<b>Part 1</b> (page 6-27)
Week 2 1/26 to 1/30	Ethical and sustainable marketing	<b>Part 1</b> (page 28-41) simulation tutorial (due by 11:59pm CST Sunday Feb 1, 2026)
Week 3 2/2 to 2/6	Marketing role and marketing mix	<b>Part 2-3</b> (page 42-71) mini simulation 1 (due by 11:59pm CST Sunday Feb 8, 2026)
Week 4 2/9 to 2/13	Buyer behavior	<b>Part 4</b> (page 72-104) mini simulation 2 (due by 11:59pm CST Sunday Feb 15, 2026)
Week 5 2/16 to 2/20	Marketing segmentation	<b>Part 5</b> (page 105-115) mini simulation 3 (due by 11:59pm CST Sunday Feb 22, 2026)
Week 6 2/23 to 2/27	Product development	<b>Part 6</b> (page 150-165) mini simulation 4 (due by 11:59pm CST Sunday Mar 1, 2026)
Week 7 3/2 to 3/6	Marketing communication	<b>Part 9</b> (page 222-289) mini simulation 5 (due by 11:59pm CST Sunday Mar 8, 2026)
Week 8	Spring break	
Week 9 3/16 to 3/20	Targeting	<b>Part 5</b> (page 116-135) Video presentation 1 (due by 11:59pm CST Sunday, Mar 29, 2026)
Week 10 3/23 to 3/27	Positioning	
Week 11 3/30 to 4/1	Branding	<b>Part 6&amp;8</b> (page 136-149, 210-221) Video presentation 2 (due by 11:59pm CST Sunday, Apr 12, 2026)
Week 12 4/6 to 4/10	Retailing	
Week 13 4/13 to 4/17	B-to-B marketing	<b>Part 4&amp;9</b> (page 94-104, 278-289) Video presentation 3 (due by 11:59pm CST Sunday, Apr 26, 2026)
Week 14 4/20 to 4/24	Customer relationship management	
Week 15 4/27 to 5/1	Supply chain management	<b>Part 6</b> (page 196-209) Guest talk?
Final Week 5/4 to 5/8	Review class and Q&A	<b>Final exam</b> (due by 11:59pm CST Sunday, May 10, 2026)

\***Notice:** Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.