



## **MKTG 3723 Section 20 Principles of Marketing Syllabus**

### **Contact information**

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### **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 & 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 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:**

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 by emailing me (preferred) directly at this email address [eunyoung.jang@msutexas.edu](mailto: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:**

Final grades are based on the elements below:

<b>Activities</b>	<b>Points</b>
Exam 1	150
Exam 2	150
Exam 3	200
Marketing simulation	100
Case study	200
Weekly assignment	100
<b>Total Course Points</b>	<b>900</b>

<b>Actual Points</b>	<b>Percentage</b>	<b>Letter Grade</b>
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 short essays. 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/A4A-B0B>.

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, in Times New Roman, 12-point font with 1" margins. The final report is due on April 23 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, choosing marketing channels, developing a promotional plan, and designing a brand identity. 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 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 or 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 a 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 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 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 17 to 20

Final deadline for May graduates to file for graduation: February 20

Summer and Fall 2023 Schedule of Classes available online: mid-March

Last Day for “W”, 4:00 p.m. – Drops after this date will receive grades of “F.”: March 20

Spring break: March 13 to 18

Holiday break: April 6 to 9

Last day of classes: May 5

Commencement: May 13

\* 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

Date	Topics	Assignments/Memo
Week 1	<ul style="list-style-type: none"> <li>• Course Orientation</li> <li>• What is Marketing?</li> </ul>	<ul style="list-style-type: none"> <li>• Familiarize yourself with D2L &amp; course syllabus</li> </ul>
Week 2.	<ul style="list-style-type: none"> <li>• Marketing Research</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly assignment 1 (Due on Sunday, Jan 29 at 11:59 pm)</li> </ul>
Week 3.	<ul style="list-style-type: none"> <li>• STP (Segmentation &amp; Targeting)</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly assignment 2 (Due on Sunday, Feb 5 at 11:59 pm)</li> </ul>
Week 4.	<ul style="list-style-type: none"> <li>• STP (Positioning)</li> </ul>	<ul style="list-style-type: none"> <li>• Case study 1 report (Due on Sunday, Feb 12 at 11:59 pm)</li> </ul>
Week 5.	<ul style="list-style-type: none"> <li>• Exam 1</li> </ul>	<ul style="list-style-type: none"> <li>• Exam 1 (Due on Thursday, Feb 16 at 11:59 pm)</li> </ul>
Week 6.	<ul style="list-style-type: none"> <li>• Buyer Behavior Process</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly assignment 3 (Due on Sunday, Feb 26 at 11:59 pm)</li> </ul>
Week 7.	<ul style="list-style-type: none"> <li>• Product &amp; Service Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly assignment 4 (Due on Sunday, Mar 5 at 11:59 pm)</li> </ul>
Week 8.	<ul style="list-style-type: none"> <li>• Place</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly assignment 5 (Due on Sunday, Mar 12 at 11:59 pm)</li> </ul>
Week 9.	<ul style="list-style-type: none"> <li>• Spring Break</li> </ul>	
Week 10.	<ul style="list-style-type: none"> <li>• Exam 2</li> </ul>	<ul style="list-style-type: none"> <li>• Exam 2 (Due on Thursday, Mar 23 at 11:59 pm)</li> </ul>
Week 11.	<ul style="list-style-type: none"> <li>• Price</li> </ul>	<ul style="list-style-type: none"> <li>• Case study 2 report (Due on Sunday, April 2 at 11:59 pm)</li> </ul>
Week 12.	<ul style="list-style-type: none"> <li>• Promotion</li> <li>• Digital Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly assignment 6 (Due on Sunday, April 9 at 11:59 pm)</li> </ul>
Week 13	<ul style="list-style-type: none"> <li>• Marketing Simulation Week 1</li> </ul>	<ul style="list-style-type: none"> <li>• Simulation R1 - R7</li> </ul>
Week 14	<ul style="list-style-type: none"> <li>• Marketing Simulation Week 2</li> </ul>	<ul style="list-style-type: none"> <li>• Simulation final report (Due on Sunday, April 23 at 11:59 pm)</li> </ul>
Week 15	<ul style="list-style-type: none"> <li>• Branding 1 &amp; 2</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly assignment 7 (Due on Sunday, April 30 at 11:59 pm)</li> </ul>
Week 16	<ul style="list-style-type: none"> <li>• Class Review/Wrap-up</li> </ul>	
Week 17	<ul style="list-style-type: none"> <li>• Final Exam Week</li> </ul>	<ul style="list-style-type: none"> <li>• Exam 3 (Due on Tuesday, May 9 at 11:59 pm)</li> </ul>

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