



MKTG 3723 Principles of Marketing Course Syllabus

Contact information

Class location/time: Dillard Building 101, Monday and Wednesday 8:00 am to 9:20 am
Professor: Eunyoung Jang, Assistant Professor of Marketing
Office: Dillard Building 276
Office Hours: Tuesday and Thursday 2:00 pm to 3:00 pm, Wednesday 9:30 am to 12:30 pm; or by appointment
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Welcome to MKTG 3723 Principles of Marketing Course

This course is designed to serve as an introduction to the marketing practices and the application of these practices. This course examines our present-day marketing system from a managerial point of view. Topics covered include market research and segmentation, marketing mix (4P, 7P), consumer behavior, branding, service marketing, and use of technology in marketing. The format of the course includes lectures, case studies, discussions, and marketing simulations.

Required 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 <https://home.stukent.com/join/593-9AA> or the bookstore
- * Lecture slides will be available on D2L AFTER each lecture. Additional materials and all instructions for assignments and a group project will be available on D2L.

Course description:

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

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, SWOT, etc.)

- Understand the role of branding, service marketing, and use of a digital tool 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
- Attend all classes
- Submit assignments on time
- Actively participate in class discussions and a group project
- 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:

- Come to class prepared
- 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

Grading:

Students can expect to see grades posted in D2L within a couple of weeks of the assignment due dates. Final grades are based on elements below:

Activities	Points
Exam 1	150
Exam 2	150
Exam 3	200
Marketing simulation	200
Case study	150
In-class activity	50
Attendance	50
Total Course Points	950

Actual Points	Percentage	Letter Grade
855 and higher	90 and above	A
760 to 854	80 to 89	B
665 to 759	70 to 79	C
570 to 664	60 to 69	D
Below 569	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 a short essay. 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 (MMP; Mimic Marketing Principles). MMP is a simulation game in which students play a role as a marketer at Buhi Supply Co. Buhi is an e-commerce and retail bag supplier. It specializes in backpack, purse, wallet, satchel, and duffel products. In the simulation program, you will launch a tote bag that targets a new demographic. For the successful launch of a project, you have to complete multiple missions, including market research, choosing a product design, setting a price, deciding distributors, and choosing channels. The evaluation will be based on the revenues and final report. You should submit the final report by November 22 at 5 pm. More details will be available during the term.

Case Study (Group project):

You will be given three marketing cases in class. Putting yourself in the shoes of the company, your team should carefully assess the key issue and develop an idea to solve it. Each team should submit a report on the case study day. Details will be available during the term.

In-class activity:

There will be multiple in-class assignments relevant to lecture topics. For example, the topics will include creating a customer persona profile, making an ad message, and responding to a brand survey, etc.

Attendance:

I will randomly check your attendance. If you are absent, 5 points will be taken out from your scores. Students who are forced to miss the class for a legitimate reason (e.g., doctor's appointment, personal crisis, job interview, and illness) must give a written notice (e.g., send email).

Bonus credit:

Creative and easy bonus assignments will be given during the term. Don't miss the chances to earn the bonus credit points.

Course General Rules and Policy

COVID-19 Policies:

Students may wear facemasks while in the Dillard Building at all times, except when making a class presentation. We'll maintain at least 6' social distancing at all times in the classroom. When you test positive for COVID-19, you must complete the [COVID-19 reporting form for students](https://cm.maxient.com/reportingform.php?MSUTexas&layout_id=9) (click here: https://cm.maxient.com/reportingform.php?MSUTexas&layout_id=9). Also, if you are feeling ill (no matter how minor), please do not attend the physical classroom session (you must email me), and we may schedule a meeting to make up for your missing classes. There is no plan to have a Zoom live stream in this course, but if the plan changes, I will update you immediately.

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, 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, Chromebook's are not compatible.

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 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:

Change of schedule or late registration: August 23 thru 26, 2021.

Deadline to file for December graduation: September 27, 2021.

Last Day to drop with a grade of “W”: 4:00 pm, October 25, 2021.

It is the student’s responsibility to visit with their academic advisor prior to withdrawing from a class. A student who must come to the Dean of Students office located in the Clark Student Center, room 104, to fill out a withdrawal slip.

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/Memo
Aug 23	Course orientation	Familiarize yourself with D2L/course syllabus
Aug 25	What is Marketing?	
Aug 30	Case study 1: Honeylu's coffee	Case study report 1
Sep 1	Marketing Research	
Sep 6	No class - Labor Day	
Sep 8	Segmentation and Target	
Sep 13	Positioning	
Sep 15	Buyer behavior process	
Sep 20	Review	
Sep 22	Exam 1	
Sep 27	Marketing simulation 1	Market research/ Product launching simulation
Sep 29	Intro to managing products and services	
Oct 4	Service marketing	
Oct 6	Brand management 1	
Oct 11	Brand management 2	
Oct 13	Distributing products	
Oct 18	Case study 2: Leaf in Creek	
Oct 20	Case study competition: Leaf in Creek	Case study report 2
Oct 25	Review	
Oct 27	Exam 2	
Nov 1	Pricing products and services	
Nov 3	Promotional strategy 1	

Nov 8	Promotional strategy 2	
Nov 10	Digital & Social media marketing	
Nov 15	Marketing simulation 2	Promotional plan & distribution simulation
Nov 17	Case study 3: Purposeful planner	Case study report 3
Nov 22	Marketing simulation 3	Simulation optimization & Final report (~ Nov 22)
Nov 24	No class -Thanksgiving holiday	
Nov 29	No class -Thanksgiving holiday	
Dec 1	Review/Class wrap-up	
Dec 6	Exam 3	

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