



**Principles of Marketing
Syllabus
Dillard's College of Business
MKTG 3723-X11
Fall 2026**

Instructor Information

Professor: Abigail Torres Rico, Ph.D.

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Email: abigail.torresrico@msutexas.edu (preferred)

Office Hours (in-person/online): Tuesday/Thursday from 11:30 am to 12:30 pm and from 2:00 pm to 3:00 pm; Wednesday from 11 am to 12 pm

Teaching Assistant (TA) Information

TA: Place Holder

Office: Dillard Building Room Placeholder

Email: [Placeholder](#)

Course Overview

Course Dates: August 25, 2026, to October 16, 2026

Meeting Time: N/A

Location: N/A

Credit Hours: 3

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.

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

Dillard College of Business General Learning Goals

The Dillard College of Business has established General Learning Goals (GLGs) for students completing the BBA program. This course supports the following General Learning Goals:

- **GLG 1 – Problem Solving and Decision Making:** Students will demonstrate problem-solving and decision-making abilities through the critical analysis, evaluation, and interpretation of business information.
- **GLG 4 – Ethical Decision Making:** Students will demonstrate ethical reasoning skills within a business environment.
- **GLG 5 – Core Business Knowledge (Marketing):** Students will demonstrate knowledge of key concepts, theories, and practices in major business disciplines.
- **GLG 6 – Globalization and International Business:** Students will understand issues related to globalization and international business activities.

Course Objectives:

Students who complete this course will be able to:

- **Understand** and apply core marketing principles.
- **Analyze** consumer behavior to target and satisfy customer needs.
- **Develop** effective marketing strategies aligned with organizational goals.
- **Evaluate** marketing mix elements for competitive advantages.
- **Leverage** technology to enhance marketing effectiveness and reach target audiences.

Course Materials:

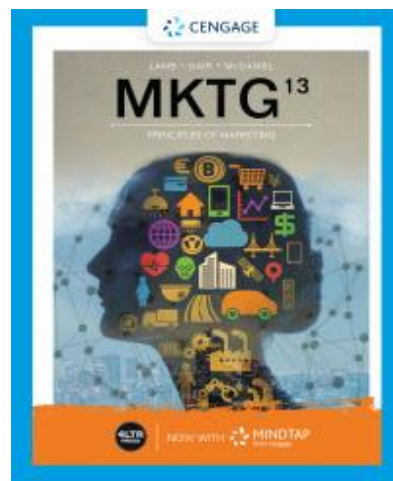
1. **MindTapV2.0 for Lamb/Hair/McDaniel's MKTG, 13th Edition, [Instant Access] Lamb; Charles W.; Hair; Joe F.; McDaniel; Carl 13th Edition; ISBN:9780357540459**

Important Note for Scholarship Students:

If you are using a scholarship to purchase your textbook, you must purchase it directly through the MSU Bookstore. I understand that processing may take extra time, so extensions will be provided if needed. Please email me if you fall under this situation.

MSU Bookstore link (\$131/student):

<https://www.bkstr.com/midwesternstatestore/product/mindtapv2-0-for-lamb-hair-mcdaniel-s-mktg--1-term-instant-access-739787-1>



Course Technology & Skills:

Minimum Technology Requirements:

To be successful in this online course, students will need **at least**:

- Reliable computing device (a laptop or desktop is preferred, but success is possible with a tablet or a smartphone)
- Reliable internet access
- Microsoft Office Suite or Google Docs

- MSU Desire 2 Learn
- BrightSpace Pulse App
- Grammarly

Computer Skills & Digital Literacy:

To be successful in this online course, students must be able to at least:

- Use D2L
- Use email with attachments
- Access presentations on Google Slides
- Create documents in Microsoft Word or Google Docs
- Create presentations in Microsoft PowerPoint or Google Slides

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.

Technical Assistance:

Students in need of technical assistance should contact the MSU's Help Desk [Here](#)

Study Hours and Tutoring Assistance

ASC offers a tutoring assistance schedule for selected subjects. Please contact the ASC at (940) 397- 4684, or visit the [Link to ASC homepage](#) for more information.

Course Assignments:

Activities	Points	% of Final Grade
Learn It Assignments	100	20%
Case Studies (2)	100	20%
Exams (2)	300	60%
Total	500	100%
Extra Credit (optional)		Added manually to designated exam*

Disclaimer: *Extra credit earned during an exam period will be applied to the designated exam (e.g., extra credit earned from Ch 9 – 12 will be applied only to exam #2)

Grading Scale

Actual Points	Percentage	Letter Grade
450 to 500	90 and above	A
400 to 499.99	80 to 89	B
350 to 399.99	70 to 79	C
300 to 399.99	60 to 69	D
Less than 299.99	Less than 59	F

Disclaimer: Requests for additional points, the creation of new assignments, or the re-grading of past assignments after their due date, made via email or in person, will not be approved or entertained.

Assignment Descriptions

Learn-It Assignments (20%). MindTap is a personalized program of digital products and services that engages students with interactivity while also offering instructors and students choice in content, platforms, devices and learning tools. “Learn It” are MindTap provided assignments that walk students through each objective in the textbook. Late assignments will be accepted; however, they will receive a **letter grade deduction PER DAY (3 days maximum)** until submitted.

For example: If Learn It assignments for chapter 1 are submitted after class, in which we cover chapter 1, student will receive a 90. If chapter 1 Learn It assignments are submitted the following day, the student will receive an 80. This will continue until the third day, which the student can, at most, receive a 70. After the third day students will no longer be able to submit the assignment.

Case Studies (20%). Two individual case studies will be administered throughout the semester to reinforce previously lectured concepts. These case studies are not only used to test students’ understanding of current concepts but also to develop the following skills:

- a. Problem solving
- b. Analytical tools, quantitative and/or qualitative, depending on the case.
- c. Decision making in complex situations.
- d. Coping with ambiguities

Each case study must be completed independently. Students may use the textbook, course materials, and their own notes; however, students may not collaborate, share answers, or jointly prepare their responses. A rubric will be provided for each case study. Each student must submit their own completed assignment through D2L by the stated deadline.

It is recommended that students review AI policies regarding this assignment.

Exams (60%)

There will be two examinations. Each exam is worth 150 points, for a total of 300 points, or 60% of the final course grade. The exams may include a combination of true/false, multiple-choice, and short-essay questions. All exams must be completed by the scheduled deadline.

The points for each exam are distributed based on the number of chapters covered:

- EXAM #1 (Ch 1, 2, 4, 6, 8)
- EXAM #2 (Ch 9, 10, 13, 15, & 19)

Makeup Exam Policy

I generally do not administer makeup exams without proper explanation or documentation. If you miss an exam due to an emergency, you will be asked to provide documentary proof (e.g., medical records, police or fire department reports, insurance claims, court orders, outage notices, or evacuation orders). *The instructor reserves the right to determine when and in what form a makeup exam will be given.*

For this course, an **emergency** is a serious, unexpected, and often dangerous situation requiring immediate action, such as a medical emergency, a family crisis, or other significant unforeseen events that prevent you from attending the exam.

Emergencies **do not include** things that can be prescheduled, such as routine medical appointments, travel plans, or social events. Students must contact the professor immediately or at least one week in advance to reschedule exams for non-emergency-related events. Makeup exams for these events will only be held **before the scheduled** exam date, not after.

Online Exam Requirements – Respondus LockDown Browser & Monitor

All exams in this course will be administered online using **Respondus LockDown Browser and Respondus Monitor**. Students are required to complete exams using a compatible computer with a working webcam and microphone.

Two-Camera Requirement:

Exams will require the **Respondus Monitor Second Camera** feature. In addition to the primary webcam on your computer, you must have a **second camera using a mobile device (smartphone or tablet)**. The second device must be capable of scanning a QR code and accessing its camera and microphone through a web browser.

During the exam, the second camera must:

- Be placed in a stable position and remain stationary throughout the exam.
- Provide a clear view of your **computer screen, keyboard, mouse/work area, and face**.
- Remain connected and recording for the entire exam.
- Remain on the Respondus video page until the exam has been submitted and the device displays **“Session complete.”**

Students are responsible for ensuring that their computer, webcam, mobile device, internet connection, and second-camera setup are working **before beginning an exam**. Students should test their equipment and second-camera setup before the first exam.

Failure to Complete the Required Exam Protocol:

Compliance with the Respondus LockDown Browser and Respondus Monitor Second Camera protocol is **required for every exam**. Failure to properly use the required second camera, failure to maintain the required camera view, disconnecting or disabling either camera during the exam, or otherwise failing to complete the required monitoring protocol will result in an **automatic grade of zero (0) on the exam**.

Extra credit

If any opportunities for extra credit become available, I will inform the class via a D2L News posting. All extra credit opportunities will be made available to everyone enrolled in the course; Extra credit assignments will meet the same standards and expectations as regular assignments. Requests for the creation, re-grading, or a request for an extension will not be considered.

Instructor's General Class Policies

Rules of Engagement

To foster a positive learning environment, all students are expected to engage respectfully and professionally. Disruptive or disrespectful behaviors will not be tolerated; violations will result in a reminder and may ultimately lead to removal from the class.

Guidelines:

- *Professional Communication*: Emails must be professional and well-written. Messages that are unprofessional (e.g., incorrect address, “text talk”) may not receive a response.
- *Respect and Inclusion*: Treat classmates and the instructor with courtesy at all times, even when opinions differ. Discriminatory or derogatory language based on race, gender, identity, religion, age, disability, or any other protected status will not be tolerated.

Late Work

No late submission will be accepted/graded. Students who experience an emergency should contact the instructor for late submission permission. Valid documentation is required. Personal illness, urgent family business, work-related issues, and other emergencies are the only basis for not submitting an assignment when it is due. Students are required to contact the instructor about these situations ASAP.

AI Policy

You may use AI tools (e.g., ChatGPT, DALL-E, Grammarly) in this course only for the following purposes:

- Brainstorming & Outlining
- Researching examples
- Rewording short phrases of three to five words
- Formatting references

Documentation Requirement:

If you use AI to generate any material that appears in your submission (beyond grammar checks), you must cite and credit it properly. For example:

ChatGPT-4. (2025, August 21). “Text of your query.” Generated using OpenAI.
<https://chat.openai.com/>

AI Overuse Penalty:

Work that demonstrates **primary reliance** on AI will receive an automatic 20% grade penalty.

AI Penalty Appeal Process:

If you believe I wrongly penalized you for AI overuse, you may submit a short email explaining your writing process. If you used AI within the allowed purposes listed above, include the AI outputs and your process notes so I can fairly review your work.

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. 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.

Inclement Weather Policy

If the university cancels classes due to inclement weather, all in-person sessions will transition to asynchronous learning. Lectures will be recorded and uploaded to D2L for students to review. Most assignments will still be due as stated on the syllabus unless the instructor decides to make changes, in which case updates will be communicated via D2L announcements and email.

Office hours for in-person classes will be canceled during inclement weather. Students are encouraged to email questions or concerns, and virtual meetings may be arranged if necessary.

Policies & Procedures

[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 to whom credit is given). Additional guidelines on procedures in these matters may be found in the [Office of Student Conduct](#).

Instructor Policy:

In this course, any confirmed act of academic dishonesty will result in a **zero (0) on the assignment or exam in question**, in addition to referral to the Office of Student Conduct for further action.

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.

Online Computer Requirements

Taking an online 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 a 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 that 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.

Important [Academic Calendar](#) Dates

Last day for term schedule changes: August 27, 2026

Deadline to file for graduation: September 21 for December graduation & October 5 priority deadline for May graduation

Last Day to drop with a grade of "W:" October 7, 2026 @ 4:00 PM

Refer to: [Drops, Withdrawals & Void](#)

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 an application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (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.

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 prohibit 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 as 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 the 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 for MKTG 3723 – Principles of Marketing

Week	Dates	Topics	Readings / Learn-Its / Assignments Due Sunday at 11:59 PM
1	Aug. 24–30	Welcome & Syllabus Review; Ch. 1: An Overview of Marketing	
2	Aug. 31–Sept. 6	Ch. 2: Strategic Planning for Competitive Advantage; Ch. 4: The Marketing Environment	Ch. 1 Learn-Its; Ch. 2 Learn-Its; Ch. 4 Learn-Its
3	Sept. 7–13	Ch. 6: Consumer Decision Making Ch 8: Segmenting and Targeting Markets	Ch. 6 Learn-Its Ch. 8 Learn-Its (Due On 9/16/2026 at midnight
4	Sept. 14–20	Exam #1 (Covers Ch 1, 2, 4, 6, 8)	Exam #1 Exam #1 Extra Credit
5	Sept. 21–27	Ch. 9: Marketing Research Ch. 10: Product Concept Case Study #1 – Kellogg's NutriGrain;	Ch. 9 Learn-Its Ch. 10 Learn-Its Case Study #1;
6	Sept. 28–Oct. 4	Ch 13: Supply Chain and Marketing Channels Case Study #2 – UPS	Ch 13 Learn-Its
7	Oct. 5–11	Ch 15: Marketing Communications Ch 19: Pricing	Ch 15 Learn Its Ch 19 Learn Its
8	Oct. 12–16	Exam #2 (Covers Ch 9, 10, 13, 15, 19)	Exam #2 Exam #2 Extra Credit

Disclaimer: The information in this syllabus was accurate and complete to the best of the instructor’s knowledge at the beginning of the semester. However, **the instructor reserves the right to modify course content** or instructional methods **without prior notice**. Any changes will be communicated to students, and an updated syllabus will be provided accordingly.