

MKT 3300.003 Course Syllabus

Principles of Marketing

Fall 2024

Course Information

Course Number (Section)	MKT 3300.003 (Section 003)
Class Hours:	Mon & Wed 11:30 – 12:45pm
Class Location:	JSOM 11.210
Instruction Mode:	Face-to-Face

Contact Information

Instructor	Simon Kim
Email Address	kim@utdallas.edu
Office Hours	MS Teams – by appointment <u>Please add “MKT 3300” to the subject when e-mailing!</u>

Course Description

This course serves as an introduction to the fundamentals of marketing and its role within the business world. Students will explore theories and practical applications related to advertising, promotion, new product development, pricing, and distribution strategies. Future marketing courses may expand on this essential knowledge base.

Student Learning Objectives

Students will be able to:

1. Define marketing concepts and marketing process.
2. Critically discuss modern day Marketing and its challenges.
3. Use and apply the Segmentation-Targeting-Positioning (STP) theoretical framework in marketing.
4. Describe and implement different pricing methods.
5. Group and organize marketing mix activities into the product, price, promotion, and place (4P) classification framework.
6. Evaluate and implement ethical constraints.
7. Develop and present a marketing plan.

Recommended Course Material

- Kerin and Hartley, *Marketing* (16th ed.), McGraw-Hill. ISBN10: 1264121326

Course Schedule

Week	DATES	TOPIC	READING	ASSIGNMENT
1	Aug 19 - Aug 25	Course Overview Introduction to Marketing	Ch. 1	Submit Company Names
2	Aug 26 - Sep 1	Strategic Planning	Ch. 2	1. Company Description
3	Sep 2 - Sep 8	No Class Sep 2: Labor Day Environmental Scanning	Ch. 3	2. Industry Analysis
4	Sep 9 – Sep 15	Consumer Behavior	Ch. 5	3. Competitor Analysis
5	Sep 16 - Sep 22	Marketing Ethics Marketing Research	Ch. 4 & 8	4. Company Analysis
6	Sep 23 – Sep 29	Segmentation, Targeting, Positioning	Ch. 9	5. Customer Analysis
7	Sep 30 – Oct 6	Presentation – 10 minutes per group		
8	Oct 7 – Oct 13	Exam I – (Date: Oct 9th)		
9	Oct 14 – Oct 20	Product Strategy	Ch. 10 & 11	6. Market-Product Focus
10	Oct 21 – Oct 27	Pricing Strategy	Ch. 13 & 14	7. Product Strategy
11	Oct 28 – Nov 3	Place Strategy	Ch. 15	8. Pricing Strategy
12	Nov 4 – Nov 10	Advertising & Promotion Strategy	Ch. 19	9. Place Strategy
13	Nov 11 – Nov 17	Final Presentation – 20 minutes per group		
14	Nov 18 – Nov 24			
15	Nov 25 – Dec 1	Thanksgiving Break		
16	Dec 2 – Dec 8	Exam II – (Date: Dec 4th)		

* All assignments are due on Friday 11:59pm.

* The class schedule is tentative. Instructor reserves the right to make changes to the class schedule when needed.

Course Setting

Lectures and Discussion

This course will be primarily lectures-discussion based. Lectures and discussion of key marketing concepts and principles will be followed as specified in the class schedule. Students are responsible for all the information in the assigned materials.

Class Attendance

Attendance is not mandatory, however, is encouraged.

Group Project – Marketing Plan Report

The objective of this project is to provide you an opportunity to conduct a comprehensive **marketing plan report** for a company of your interest. The marketing plan report gives you an opportunity to examine the company using a comprehensive, systematic analysis and evaluation of the company's marketing environment, both internal and external, its goals, objectives, and strategies to assess its overall marketing initiatives and make recommendation to enhance the company's marketing performance if needed.

Good research is what makes or breaks a marketing plan report. You should conduct relevant research that provides sufficient details to support your assessment of the firm's overall marketing strategy and its environment.

Grading Policy

Exam One	30%
Exam Two	30%
Group Project – Final Report	35%
Peer Evaluation	5%
Total	100%

Exams

Two exams will be given and are not cumulative. Exams will be held in class according to the dates mentioned on the class schedule. No make-up exam will be arranged except in the case of a pre-approved university absence. Please make sure that you are available on the two dates and plan your schedule accordingly. Rescheduling an exam will only be considered under special circumstances.

Both exams will be **multiple-choice or T/F questions** and will be about **60 minutes** long. The first exam will cover materials covered in the first half, and the second exam will cover the second half of the semester.

Group Marketing Plan Report

Groups will be formed at the beginning of the semester. Please use the online group sign-up sheet on the course page to join a group. Each group can use the available group tools under its own group area in the course to communicate and collaborate within the group.

Each group of students will also be responsible for developing a Marketing Plan report (about 20-30 slides) which is to be submitted using course assignment tool. Each group will choose a company of your interest to conduct a comprehensive marketing plan report and make assessments/recommendations regarding how to enhance the firm's marketing performance.

You will be required to submit status report periodically to ensure your progress on the final report. Although these status reports will NOT be graded, I recommend you to divide up the works among your group, and have each student responsible to turn in one or two status reports so that everyone will contribute to the final marketing plan report.

Each group will present their final marketing plan report in class and answer any questions that the rest of the class have on their report. The details for the marketing plan format will be given early in the semester.

Peer Evaluation

To ensure each group member performs responsibly, a peer evaluation will be conducted at the end of the semester. Each student will evaluate him/herself as well as other group members, on all group work, using a Peer Evaluation Form. Peer evaluation form will be submitted using the assignment submission tool by the due date. You should be honest and impartial in your evaluations.

For any group assignments, select one individual among the group who will submit the assignment for the group and all group members will be able to view the results and feedback once it has been graded.

Course Policies

Makeup Exams

There are NO make-up exams allowed unless you have a dire and serious emergency and in those cases you must present documented proof such as a physician's note. It is at the sole discretion of the instructor to determine if the emergency warrants an extension and makeup exam.

Late Work

Late work will not be accepted. Please ensure that your written assignment and report is submitted on or before the due date.

Class Materials

The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course; however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class or uploaded to other online environments except to implement an approved AccessAbility Resource Center accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Attendance

The University's attendance policy requirement is that individual faculty set their course attendance requirements. Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

Class Participation

Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

"As a Comet, I pledge honesty, integrity, and service in all that I do."

Accommodations for Students with Disabilities

Please review [the section](#) within the UT Dallas Syllabus Policies and Procedures webpage.

Academic Support Resources

Please visit the [Academic Support Resources](#) page to view the University's academic support resources for all students.

UT Dallas Syllabus Policies and Procedures

Please visit the [Syllabus Policies](#) page to view the University's policies and procedures segment of the course syllabus.

Please review the catalog sections regarding the [credit/no credit](#) or [pass/fail](#) grading option and withdrawal from class.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.