

MKT 3300

PRINCIPLES OF MARKETING

Spring 2025

Instructor:	Dr. Khai Chiong
Class hours:	Wednesday, 7pm-9:45pm
Classroom:	JSOM 2.802
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Course Website:	elearning.utdallas.edu
Office hours:	By appointment
Modality:	Traditional Classroom

Textbook

Kerin and Hartley, *Marketing* (16th edition), McGraw-Hill
(*Other editions are also acceptable.)

Course Description

This course serves as an introduction to marketing. In this course, students take on the role of a marketer, who plays a fundamental role within a business enterprise. A marketer is the voice of the consumers within an organization, and informs the organization's decisions in product design, branding, pricing, distribution, sales, customer engagement, social media planning, online advertising, promotions, and public relations. A special emphasis will be placed on how to apply the concepts and methods to real-world situations. A semester-long project will place students in the position of a real-world marketer, where students develop a marketing plan that identifies what the consumers want, understands how to satisfy consumer needs, and finds ways to build an advantage over competitors.

Student Learning Objectives/Outcomes

1. Students will be able to use and apply the Segmentation-Targeting-Positioning framework.
2. Students will be able to describe and implement different pricing methods such as markup pricing and target pricing.

3. Students will be able to develop and present a marketing plan.
4. Students will be able to evaluate marketing environment and identify significant problems and/or opportunities facing an organization.
5. Students will be familiar with the terminology of marketing.
6. Students will understand the vital components of Marketing Management, as well as being able to design and implement marketing programs, which include tactical decisions in the 4Ps of Marketing: product, pricing, place/distribution and promotion.
7. Students will be familiar with ethical issues in marketing.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

Class Attendance

A minimum of 80% class attendance is necessary and required to pass this course. Attendance is required and important. If you come late and leave early, it will be counted as an absence.

The University's attendance policy requirement is that individual faculty set their course attendance requirements. Regular and punctual class attendance is expected regardless of course modality. 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 regardless of course modality. Students who fail to participate in class regularly are inviting scholastic difficulty. **A portion of the grade in the course is directly tied to class participation.** It also includes students' engagement in group or other activities during class that solicit feedback on homework assignments, readings, and/or materials covered in the lectures and/or labs. **Class participation is documented by faculty.** Successful class participation is defined as consistently adhering to University requirements, as presented in the syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct - UTSP5003](#).

Participation is very important in this class. Everyone is expected to participate. Examples of participation include speaking up in class by asking and answering questions, brainstorming, defending your ideas, and building up on your classmate's ideas.

Grading

Midterm Exam	25 points
Final Exam	25 points
Term Project	35 points
Attendance and participation	15 points
<hr/> Total	<hr/> 100 points

Exams

One midterm and one final will be given. Exams will take place during regular class time. Exams are not cumulative. Specifics of the exam will be given during the review session before each exam.

If you are enrolled in this course, please make sure you are available to take the midterm and final on the scheduled dates. Rescheduling an exam will only be considered under special circumstances. Please plan your schedule accordingly.

Extra Credit

Extra Credit work may be assigned at the discretion of the instructor. For example, **students who regularly attend classes and contribute to class discussions may seek extra credit in the form of extra attendance and participation credit.**

Term Project

A major objective of this class is learning how to solve real-world business problems using what we have learned in class. The *Marketing Plan* is a class project where students will work in groups. Each group will consist of **4 or 5 members**. Each group will submit a **Marketing Plan**.

We will discuss the details of the term project in class. In this term project, group members develop a Marketing Plan for a company.

Peer Evaluation. If there appears to be a consensus that one member did not pull his or her weight, I reserve the right to adjust his or her project scores accordingly. Each student will have an

opportunity to evaluate his or her team members via a confidential **Peer Evaluation** form at the end of the semester, which allows me to boost your project score if you are short-handed or lower your score if you do not pull your weight.

TENTATIVE CLASS SCHEDULE

Date	Topic		Notes
1/22	Course Overview. What is Marketing?	CH 1	
1/29	Overview of Marketing Strategic Planning	CH 2	Group project checkpoint
2/5	Strategic Planning	CH 2	Analyzing Super Bowl ads
2/12	Strategic Planning	CH 2	Group project checkpoint
2/19	Scanning the Marketing Environment	CH 3	
2/26	Scanning the Marketing Environment. Ethical & Social Responsibility in Marketing.	CH 3 CH 4	Group project checkpoint
3/5	Consumer Behavior	CH 5	
3/12	Midterm Review Midterm Exam		

3/19	Spring Break		
3/26	Segmentation, Targeting and Positioning (STP)	CH 9	
4/2	Segmentation, Targeting and Positioning (STP)	CH 9	Group project checkpoint
4/9	Guest Speaker		
4/16	Pricing	CH 13 CH 14	
4/23	New Product Development. Product and Brand Management.	CH 10 CH 11	Group project checkpoint
4/30	Channels of Distribution and Retailing.	CH 16	
5/7	Final Review Final Exam		