

Core Course Syllabus



Course	MKT 3300.002
Course Title	Principles of Marketing
Professor	Anmol Madan
Term	Fall 2025
Meetings	Friday 10:00 AM - 12:45 PM JSOM 12.216

Professor's Contact Information

Office Location	13.208
Email Address	anmol@utdallas.edu
Office Hours	MS-Teams Thursdays 12:00 - 2:00 PM, or by appointment (E-mail)
Other Information	Please add "MKT 3300" to the subject line in any e-mail correspondence.

Description:

An overview of marketing principles including marketing planning, understanding customer's decision-making environment, measurement of market performance, product and branding decisions, advertising and promotions, pricing, and distribution. Special emphasis placed upon applying segmentation, targeting and positioning framework, implementing different pricing methods such as markup pricing and target pricing and recognizing and evaluating ethical constraints when making marketing decisions.

Objectives:

1. Define and understand the marketing concept and the marketing process.
 2. Students will be able to use and apply the Segmentation-Targeting-Positioning theoretical framework in marketing.
 3. Students will be able to describe and implement different pricing methods such as markup pricing and target pricing.
 4. Students will be able to group and organize marketing mix activities into the product, price, promotion, and place (4P) classification framework.
 5. Recognize and evaluate ethical constraints when making marketing decisions.
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Classroom Policies:

1. Attendance is MANDATORY for presentation and exam sessions. Any student who is absent for the presentation(s) will automatically receive a ZERO in the component.
2. Attendance for the lecture sessions is NOT mandatory but strongly encouraged. However, students who miss no more than 2 sessions will be awarded 5 points as extra credit.
3. Lectures will be delivered only in person, and no recordings will be made available.
4. Students must be seated in the class within 5 minutes of starting time.

Student Conduct and Discipline, Academic Integrity and Other Policies Common across UT Dallas Campus: Please see <http://coursebook.utdallas.edu/syllabus-policies/>.

General Course Information:**Suggested Texts,
Readings, &
Materials**

Marketing, 16th Edition by Roger A. Kerin, Steven W. Hartley and William Rudelius, published by McGraw Hill-Irwin

Grading Policy

Grading Components:

Final grades will be determined by a weighted average of your performance on the following components:

Component	Weight %
Assignment(s)	5%
Exam I	30%
Exam II	30%
Group Project (Adjusted for Peer Evaluation):	35%
Project Proposal	5%
Interim Project Presentation	10%
Final Project Presentation	10%
Final Project Report	10%
Extra Credit - Attendance	5%
Total	105%

Grading Chart:

Letter Grade	Cutoff
A+	96
A	93
A-	90
B+	85
B	80
B-	75
C+	70
C	65
C-	60
D+	55
D	50
D-	45
F	<45

Exams:

There will be **two closed-book in-class exams** in the course. The exam dates and coverage are mentioned in the course schedule. The format of the exams and other details will be discussed in the first session. Sample exam questions will be available on the course

website one week before the exam. The exams will primarily cover application of material covered in the class and the textbook.

Please note that there will be **NO make-up exams** except in the case of a pre-approved university absence or extreme circumstances (severe illness or family emergency). Proper documentation must be provided in case of the latter.

Extra Credit:

Students will be awarded 5 extra points provided they do not miss more than 2 sessions of the course. There will be an attendance sheet provided for every session. Students **MUST** sign the attendance sheet without fail to get the credit.

Assignment:

Students will write a 1-page reflection note on each of the two guest lectures of their choice. Please note that the note should not just simply summarize the speaker's material, but rather contain the students' takeaways and how it relates to the course material. This is an **Individual** submission.

Group Project:

The Group Marketing Project is the cornerstone of the Principles of Marketing class. The purpose of the group project is to provide each group of students the opportunity to demonstrate their comprehension of the subject material covered in the class by applying their knowledge towards a marketing objective of their choice.

Throughout this semester, your team will be responsible for crafting a marketing strategy for a novel product or service offered by an established company. At the end of the term, you will deliver a final presentation showcasing your project and subsequently hand in a detailed final report.

Objectives:

- Gain hands-on experience applying the concepts you learn in class to realistic marketing situation, using a framework generally accepted by practitioners.
- Gain experience working with a team towards a common objective – a situation common in the business world.
- Practice public speaking / presentation skills
- Succinctly, but efficiently convey your plan in a well-organized and readable manner.

The students will divide themselves into **groups of 6**. Your performance will be evaluated based on four deliverables and adjusted for the peer evaluation score. The deadlines for each deliverable are mentioned in the course schedule.

Peer Evaluation: To evaluate individual student's contribution to the group work, each student will review other team members' contribution and performance confidentially on a peer evaluation form provided by the instructor at the end of the semester. **Students' individual score will be assigned by adjusting the group project score for the average peer evaluation score.**

Group Roster: Students can choose their own groups of 6 members. One student in each group must submit the names of these members through e-Learning before the due date. The remaining students will be assigned randomly into groups.

Project Proposal: Students will develop a comprehensive two-page project proposal outlining a new product or service for an existing company. The proposal should include a detailed description of the product/service, target market, value proposition, and initial marketing strategy.

Interim Project Presentation: Each group in class will give a 10-minute presentation on the status of their project. This is to ensure you have made adequate progress. Focus on mentioning what's done and what needs to be done. The instructor and the class will comment on this and provide feedback.

Final Project Presentation: Group members must deliver a 15-minute presentation of the Marketing plan. The presentation should focus on marketing mix (4p) and plans/recommendations/solutions for the company. Questions will then be asked by the instructor and audience.

Final Project Report: The final report should be approximately 10-15 pages in length, not including images (such as graphs, prototypes, sample advertisements, or other visuals) and references. The report must provide an in-depth analysis and include the following sections:

1. Cover Page
2. Table of Contents
3. Executive Summary
4. Company Background & Strategic Focus
5. Secondary Research – Industry Analysis and Competitor Benchmarking
6. Primary Research – Focus Group Discussion or Consumer Survey [Optional – Extra Credit for Groups conducting Primary Research]
7. Analysis – SWOT Analysis and STP Analysis
8. Product Strategy
9. Pricing Strategy

10. Promotion Strategy
11. Place Strategy
12. Implementation Plan and/or Timeline
13. Conclusion
14. References

Notes:

- Avoid generalized statements in your reports and your presentation. Collect data from multiple sources including, the organization itself, industry magazines, third party sources, reference sources.
- Consult Appendix A in your Textbook for additional guidance for your marketing report.
- The use of Generative AI Tool(s) is NOT permitted for writing the report. However, you may use them for assistance in generating ideas and branding assets. The use of AI (wherever applicable) must be acknowledged. Any unacknowledged use of AI would result in a penalty for the entire group.

Peer Evaluation: At the end of the score, each group member would rate the remaining group members. The student's individual score for the project would be adjusted for the average evaluation (rounded up). The individual score of each student would be determined as:

$$\text{Individual Score} = \text{Group Evaluation Score} * \text{Average Peer Evaluation Score}$$

Further details of the project and each component will be discussed in the first lecture. Post which, project guidelines and the grading rubric will be made available on e-Learning.

Late Submissions:

All deliverables must be submitted before EOD (11:59 PM) on the Sunday of the week the deliverable is due. Late submissions will be accepted for **up to 3 days** after the deadline **BUT** will carry a **penalty of 1 point per day**.

Submission Format:

All submissions including PowerPoint presentations should be uploaded as a PDF. For group submissions, only one member from the group should make the submission on e-Learning. The report and assignments should be typed in Font 12 and Double-Spaced. Students are free to choose the formatting for the presentations.

Tentative Course Schedule

Dates	Topics	Deliverables	Readings
Aug 29	Course Overview Introduction to Marketing		Ch. 1
Sep 05	Strategic Planning Marketing Environment	Group Members List	Ch. 2-3
Sep 12	Ethical and Social Responsibility Consumer Behavior		Ch. 4-5
Sep 19	Marketing Research Guest Lecture	Assignment	Ch. 8
Sep 26	Segmentation, Targeting, and Positioning Exam Review	Project Proposal	Ch. 9
Oct 03	Exam I (Ch. 1-5, 8-9)		
Oct 10	Product Strategy		Ch. 10, 11
Oct 17	Pricing Strategy		Ch. 13, 14
Oct 24	Interim Project Presentations	Interim Presentation	
Oct 31	Channel Strategy		Ch. 15
Nov 7	Promotion Strategy Guest Lecture		Ch. 16, 18
Nov 14	Promotion Strategy Exam Review	Assignment	Ch. 18, 19
Nov 21	Exam II (Ch. 10-11,13-16, 18-19)		
Nov 28	Thanksgiving Break		
Dec 05	Final Project Presentations	Project Report Project Presentation Peer Evaluation	