

MKT 3300.001: Principles of Marketing

Course Syllabus — Fall 2025

Course Information

Course Number MKT3300.001
Class Hours Wednesday 10:00am-12:45pm
Class Location JSOM 2.717

Professor Contact Information

Professor Lingbo Wang
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Office Location JSOM 13.208
Online Office Hours By appointment (Please add “MKT 3300” to the subject when emailing)

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/Outcomes

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.

Suggested Course Materials

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

Class Attendance

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. 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.

Exams

Two closed-book, in-class 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 Project

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.

- Group Roster: Students can choose their own groups of 5 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.
- Interim Project Presentation: Each group in class will give a **15-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 **20-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: You are required to submit periodic status reports to track progress on your final project. These reports will not be graded but must be submitted by the assigned due dates. All reports are due by **11:59 PM (EOD) on Sunday** of the scheduled week. Late submissions will be accepted for up to **2 days past the deadline**, with a penalty of **1 point** from the final grade.
I recommend you divide up the work 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. At the end of the semester, all the write-ups will be integrated as the Final Report.
- Peer Evaluation: To evaluate an 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.

The Ten Parts of Marketing Plan

1. Company Description, Strategic Focus and Plan
 - Mission/Vision
 - Goals
 - Core Competitive Advantage
2. Industry Analysis
3. Competitor Analysis
4. Company Analysis
5. Customer Analysis
6. Market-Product Focus
 - Marketing and Product Objectives
 - Target Markets
 - Points of Difference
 - Positioning
7. Product Strategy
8. Price Strategy
9. Advertising & Promotion Strategy
10. Place (Distribution) Strategy

You can choose any company of your interests for analysis. When choosing the company, make sure you will have access to a good description of the company, its products, prices, promotion strategy, distribution channels, competitive threats, etc.

Tentative Course Schedule

Dates	Topics	Readings	Assignments	DUE DATE
08/27	Course Overview Introduction to Marketing	Ch.1	Submit Company Names	08/31
09/03	Strategic Planning Environmental Scanning	Ch.2-3	1. Company Description	09/07
09/10	Ethical Issues	Ch.4	2. Industry Analysis	09/14
09/17	Consumer Behavior	Ch.5	3. Competitor Analysis	09/21
09/24	Marketing Research	Ch.8	4. Company Analysis	09/28
10/01	Segmentation, Targeting, Positioning Exam 1 Review Session	Ch.9	5. Customer Analysis	10/05
10/08	Interim Project Presentation (15 minutes per group)			
10/15	Exam 1			
10/22	Product Strategy	Ch.10 & 11	6. Market-Product Focus	10/26
10/29	Pricing Strategy	Ch.13 & 14	7. Product Strategy	11/02
11/05	Place Strategy	Ch.15	8. Pricing Strategy	11/09
11/12	Advertising & Promotional Strategy	Ch.19	9. Place Strategy	11/16
11/19	Final Presentation (20 minutes per group)		10. Advertising & Promotion Strategy	
11/26	Thanksgiving Break			
12/03	Final Presentation (20 minutes per group) Exam 2 review session			Final Project Report & Peer Evaluation Due: 12/07
12/10	Exam 2			

Grading Policy

Exam

Exam 1 30%

Exam 2 30%

Group Project

Interim Presentation 5%

Final Presentation 10%

Final Report 20%

Peer Evaluation 5%

Extra Credit 5 points

TOTAL 100 + 5 points

Grading Chart

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