



MKT3300.005, Fall 2025, Syllabus

Course Information

<i>Course Title</i>	Principles of Marketing
<i>Class Time</i>	Mondays & Wednesdays 1 to 2:15 pm
<i>Class Room</i>	JSOM 2.803

Professor Contact Information

<i>Professor</i>	Dr. Daniel Rajaratnam
<i>Office Phone</i>	(972)883-5028
<i>Email Address</i>	Daniel.Rajaratnam@utdallas.edu
<i>Office Location</i>	JSOM2 13.318
<i>Online Office Hours</i>	Please make an appointment by email. Mention MKT3300 in subject line.

Course Modality and Expectations: In person in class

Course Pre-requisites, Co-requisites, and/or Other Restrictions: None

Suggested Textbook and Materials

Foundations of Marketing by Pride and Ferrell, 2022 Edition, Cengage. ISBN:9780357709986 eTextbook. Subscription to Cengage gives you access to all their text books and supplemental material such as practice tests etc. Textbooks and some other bookstore materials can be ordered online or purchased at the [UT Dallas Bookstore](#).

Course Description

This course is an introduction to all aspects of marketing and its importance in the world of business. It provides a strong foundation of all the principles that make up the art and science of marketing including strategic marketing, environmental analysis, target markets, market segmentation, buyer behavior, marketing research, pricing, promotion, distribution, product and service decisions. Ethics and social responsibility will also be discussed. Subsequent marketing courses build on this important foundation of marketing knowledge. The primary mode of teaching will be lecture sessions interspersed with real life examples with practical applications. A healthy discussion-cum-dialogue is not only welcome - but is highly recommended. With this in mind, students are encouraged to actively participate in constructive discussions.

Student Learning Objectives/Outcomes

Upon successful completion of this course, students will have learned the basics of:

- * marketing vocabulary
- * core marketing concepts, including the marketing mix, positioning, and marketing strategy
- * how controllable variables can be manipulated for a desired marketing purpose
- * risks/opportunities created by globalization
- * why a good marketer is an ethical marketer
- * the concept of the four stages of the product life cycle and associated promotional objectives
- * how an idea can be transformed into a marketing product.



Tentative Academic Calendar, MKT3300.005, Fall 2025

Date	Topic
Aug 25	Introduction to the course, review of syllabus, and introduction to Marketing
Aug 27	Marketing Environment
Sep 1	Labor Day Holiday
Sep 3	Marketing Environment
Sep 8	Marketing Environment and Strategic Planning
Sep 10	Segmentation, Targeting and Positioning
Sep 15	Consumer Buying Behavior
Sep 17	Consumer Buying Behavior
Sep 22	Organization Buying Behavior
Sep 24	Product Management
Sep 29	Product Management
Oct 1	New Product development
Oct 6	Exam 1 (closed book over what was discussed in class)
Oct 8	Marketing of Services
Oct 13	Pricing. Marketing plan proposal is due. Email to Prof.
Oct 15	Pricing
Oct 20	Marketing Research
Oct 22	Integrated Marketing Communications
Oct 27	Advertising, Publicity, and Sales Promotion
Oct 29	Professional Selling
Nov 3	Professional Selling
Nov 5	Social Media Marketing
Nov 10	Distribution, Logistics, Supply Chains, Wholesaling & Retailing
Nov 12	Global Marketing
Nov 17	Ethics and Social Responsibility
Nov 19	Project presentations
Nov 24	Fall Break
Nov 26	Fall Break
Dec 1	Project presentations
Dec 3	Project presentations. Written project report (one from each group), and individual peer evaluation are due by 11:59 pm. Send by email attachment.
Dec 8	Exam 2 (closed book over what was discussed after the first exam)

Grading Policy

Overall course grade will be determined by the following:

Exam 1	150 points
Exam 2	150 points
<u>Project written report (group)</u>	<u>200 points</u>
Total	500 points

Mid term grade will be based on Exam 1 only.

The grading scale is based on the following point distribution:



450-500	(90-100%)	= A
445-449	(89%)	= A-
425-444	(85-88%)	= B+
400-424	(80-84%)	= B
395-399	(79%)	= B-
375-394	(75-78%)	= C+
350-374	(70-74%)	= C
345-349	(69%)	= C-
323-344	(65-68%)	= D+
300-322	(60-64%)	= D
Below 300	(< 60%)	= F

Exams

Both exams will consist of **multiple-choice** questions. They will be **closed-book, paper exams given in the class room**. These exams are designed to test your understanding of the basic terminology and tools in marketing research as well as your depth of understanding of important marketing concepts. Exams cover information discussed in class. You are required to take both exams and bring a scantron 882-E for the exam. Students who wish to challenge or question the grade in an exam must do so within 7 calendar days after the exam grade is posted on elearning.

Make-up exams

Only one make-up exam is permitted with a written doctor's note or under an extreme personal situation with documentation. Notification of needing to miss an exam must be given prior to the exam. Failure to give notification results in an automatic zero on that exam and is computed into the student's overall average.

Group Marketing Plan

In teams of 5 students per team, you will craft a **marketing plan for a new brand of service** to be **marketed to consumers and not businesses**. Apps are not allowed. You must have written approval from your instructor. **You may use AI only for creating ads. All plans will be screened for originality and AI use.** Please follow the format of the rubric given below for your marketing plan.

1. Cover page with name of service, names of group members, team number, date (5 points)
2. Table of contents page with page numbers (5 points)
3. Executive Summary. A one page summary of the main points of the plan – description of service, to whom you are marketing, how, major competitors, first year sales target etc. (10 points)
4. Situation and Environment Analysis (24 points):
 - a. Competitors
 - b. Economic factors
 - c. Cultural/Social trends
 - d. Impact of Technological changes
 - e. Political/Legal factors
 - f. Natural environment
5. SWOT Analysis (16 points)
6. Marketing Objectives – specific and measurable (10 points)
7. Target Markets – Describe the target market(s) you have chosen using demographic, psychographic, geographic, behavior and usage variables. Explain why you chose this/these target markets (15 points)



8. Positioning – What will be your value proposition to your target markets? This should be clearly stated in one sentence. How will your pricing, advertising, and channel decisions support that positioning objective? (10 points)
Choose a specific brand of service and provide detailed information regarding your marketing strategy:
9. Service – What is distinctive or unique about your brand and service that separates it from competitors and substitutes? (10 points)
10. Price – What will be the drivers of your pricing decision? Competitive positioning, margins? Sample prices (10 points)
11. Promotion – Will you focus on push or pull strategies or both? Why? What will your advertising message be? What is your budget going to be and how did you arrive at this budget? Show calculations and justification. How are you going to allocate your budget amongst the various promotion programs? (10 points)
12. Place (distribution) – Locations where you will provide the service. (5 points)
13. Implementation – For each of the first 12 months of the marketing plan, spell out what marketing activities you will engage in each month. (15 points)
14. Income statement with detailed financial projections of costs and revenues for the first 12 months showing calculations and explanation of numbers (15 points)
15. Evaluation and Control – Quarterly sales targets and what you will do if unable to meet them. (10 points)
16. Appendix – Sample ads etc. (10 points)
17. References
18. Presentation (20 points)

Peer Evaluations

Individual grades for the term project will be influenced by peer evaluation. The peer evaluation form will be available in e-learning in the project folder. Synergy in team dynamics & equitable contribution by members are integral to all successful group projects in business as well as in academics. **Rating scale:**

3 (Acceptable): No major issues, contributed work: no point deduction

2 (Inadequate): There were significant issues, for example student did not attend most of the meetings and/or contributed poor quality work and/or submitted late work and/or not enough volume of work.

1 (No usable contribution): Student either did not contribute any work that could be used in the project or did so past the documented deadline set by the group: 0 on the project

The average of your peer evaluation will determine your grade. For example, if the group project and presentation grade was 180/200, then all those whose peer evaluation average is a 3, will get 180/200. If your average is 2.5, then your grade will be 150/200. If your peer evaluation average is a 1, you will get a zero on the project and presentation. Please submit your peer evaluation individually by email attachment to your professor. In the subject line mention MKT3300 Peer Evaluation. Failure to turn in a peer evaluation will result in reduction of project grade.

To address a free rider problem, a group may fire one or more members after a written warning (email with a copy to the instructor) and deadlines have been communicated and missed. There is no provision in this course for an individual project. A person without a group will get a zero on the project.

Class Attendance and Participation

Regular and punctual class attendance is expected. **If you miss 8 classes you will fail the course. If you come late and leave early, it will be counted as an absence.** A seating chart will be used to monitor attendance. Performance in this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class. 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](#).

Classroom Citizenship

When the instructor is explaining the material, students are expected to refrain from talking. Use of cell phones in the class room is strictly prohibited. You are not allowed to record anything in the class room.

Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's UTD email address and that faculty and staff



consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at UTD provides a method for students to have their UTD mail forwarded to other accounts.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, the instructor cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grade Policy

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of **F**.

Disability Services

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:

The University of Texas at Dallas, SU 22 PO Box 830688, Richardson, Texas 75083-0688
(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments



necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired).

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

Religious Holidays

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

In this course there is no provision for 'extra credit' assignments (at the end of the course) in case of poor performance, so please make sure that you stay on top of ALL tests and assignments and perform consistently well throughout the course.

These descriptions and timelines are subject to change at the discretion of the Professor.