

MKT 3300

PRINCIPLES OF MARKETING

Course Information

Term: Spring 2026
Class hours / room: Section 004: Thursday. 10:00 a.m. – 12:45 p.m. (JSOM 1.217)
Course Website: <http://elearning.utdallas.edu>
Modality: Traditional Classroom.
This course is an in-person and there will be **NO** option to attend the classes online.

Instructor Team Contact Information

Instructor: Dr. TI Tongil Kim
Office: JSOM 13.506
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Office hours: By appointment

Teaching Assistant: Xuan Wang
TA email: xuan.wang2@utdallas.edu
TA Office hours: By appointment

Note: Office hours start on the second week of instruction.

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.

Suggested Textbook (not required)

Kerin and Hartley, *Marketing the Core*, McGraw-Hill (12th edition)
(The textbook can be accessed via the course site on eLearning)

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.

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 times. 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.

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 and present (in-class) 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 and present it during the class. The report is worth 15 points, and the presentation is worth 20 points.

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.

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.

Other Course Policies

Extra Credit: I have a strict **no extra credit** policy under **any** circumstances.

Late Work: No extension will be offered. You will get zero point for late assignments.

Exam Score Appeal

Students who wish to challenge or question the grade in any assignments or exams must do so within 5 calendar days from the date that the respective scores are posted in eLearning.

For the exam scores, you can email TA to request an in-person review of the graded exams and appeal if necessary. Graded exam review will be offered only in person and meeting the TA online will NOT be an option.

Other Details

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.”

Academic Support Resources

The information contained in the following link lists the University’s academic support resources for all students.

Please go to [Academic Support Resources](#) webpage for these policies.

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

TENTATIVE CLASS SCHEDULE

Class	Section 004		Topic	Chapter	Notes
1	22-Jan	Thu	Course Intro	CH 1	
2			Course overview: What is Marketing?		
3	29-Jan	Thu	Strategy Planning I	CH 2	
4			Strategy Planning II		
5	5-Feb	Thu	Strategic Planning III		
6			Strategy Planning IV		
7	12-Feb	Thu	Strategic Planning V		
8			In-class group project		Group project checkpoint
9	19-Feb	Thu	Scanning the Marketing Environment I	CH 3	
10			Scanning the Marketing Environment II		
11	26-Feb	Thu	Ethical & Social Responsibility in Marketing	CH 4	
12			Midterm review		Group project checkpoint
13	5-Mar	Thu	Midterm		
14					
15	12-Mar	Thu	Consumer Behavior	CH 5	
	19-Mar	Thu	Spring break		
16	26-Mar	Thu	STP (Segmentation)	CH 9	
17			STP (Segmentation and Targeting)		
18	2-Apr	Thu	STP (Positioning) I		
19			STP (Positioning) II		Group project checkpoint
20	9-Apr	Thu	4Ps (Product and Pricing I)	CH 10/11/13	
21			4Ps (Pricing II)	CH 13/14	
22	16-Apr	Thu	4Ps (Pricing III and Promotion)	CH 13/14/19	
23			4Ps (Place)	CH 15	Group project checkpoint
24	23-Apr	Thu	Presentation skills + Q & A		
25			Final review		
26	30-Apr	Thu	Presentation		
27					
28	7-May	Thu	Final exam		
29					