Broad College of Business
MICHIGAN STATE UNIVERSITY

Department of Marketing
MKT XXX Syllabus

[Marketing Course Title]

Class Number	10226
Instructor Information	**Redacted** Phone: Email: Office Hours: By appointment only (via Microsoft Teams/Zoom) Since this is an **asynchronous** online course designed to accommodate diverse schedules, I offer flexible office hours by appointment. Please email me with your availability, and I'll coordinate a meeting time that works for both of us. The best way to reach out is by email, which is often the most efficient option—I typically respond within **24** hours, **Monday** through **Sunday**. If I do not respond to your email within 24 hours, feel free to reach out again.
Class Details	Credit Hours: 3 Section **734** 7/1/2025 – 8/15/2025 Course format: Online Asynchronous
Course Description	This course introduces students to the basic concepts and skills needed to create and critique effective marketing plans and focuses on the role of marketing and its importance in contemporary organizations and society. Students will critically examine marketing concepts, theories, and models from a real-world perspective during the session. In addition to learning marketing theory, students will analyze a variety of real-world examples and case studies.

Course Materials	**[Title], [edition],** by [authors], Pearson Education, Inc. 2022, **ISBN XXX**. All other materials will be posted on D2L.
Required Technologies	Access to high-speed Internet; access to Microsoft Teams/Zoom and D2L website.
Course Platform	This course will be delivered **online** through the course management system, and you will need your MSU NetID to login to the course from the **D2L homepage (http://d2l.msu.edu).** In D2L, you will access online lessons, course materials, and additional resources. All assignments, assessments, and feedback will be submitted through D2L.
Student-Faculty Interactions	As there are no live sessions, students are encouraged to reach out to the instructor via email for any inquiries, feedback, or concerns. The instructor will aim to respond within one business day. Additionally, students can attend virtual office hours via Microsoft Teams/Zoom for further assistance or schedule separate meetings by emailing the instructor (either via Microsoft Teams/Zoom).
Course Objectives	The purpose of this course is to give the students the basic framework for a variety of marketing topics. These topics will include: (1) marketing planning, (2) consumer markets, (3) business markets, (4) market segments, (5) designing and managing products, (6) brands building, (7) pricing and sales promotions (8) designing marketing campaign, and (9) building customer loyalty. Students will be expected to learn the major theories and models of marketing topics, as well as to develop an understanding of how these abstractions are utilized in developing marketing strategy. In specific, once you complete this course, you should be able to: • Accurately describe what marketing is and what roles it plays in organizations. • Discuss how firms assess the environment around them and how factors in the environment influence marketing decisions. • Appreciate the importance of making responsible marketing decisions. • Discuss how firms break down markets and position products to fill unmet consumer needs. • Be aware of how firms manage their product mixes to maximize market share. • Discuss the factors that drive product modifications for global markets. • Appreciate the power of branding and the importance of developing brand equity. • List the factors that differentiate service products from physical goods and to appreciate how these factors influence marketing strategy. • Appreciate the process by which products move from manufacturers to end consumers.

- Be aware of the options firms have in communicating with consumers and how these communication options interact to create an integrated marketing communication plan.
- Appreciate the factors that affect pricing decisions.
- Analyze markets as a means of setting optimal prices.

Students will meet the course objectives through the following actions:
- Complete cased-based assignments.
- Study and prepare for exams.

Course Schedule

WEEK	AGENDA	ASSIGNMENT
Week 1 7/1 – 7/6	- Course introduction and syllabus review - Ch 1: Define Marketing for the New Realities - Ch 2: Marketing Planning and Management - Ch 3: Analyze Consumer Markets - Ch 4: Analyze Business Markets	✓ Syllabus Quiz **Due Thursday 7/3 at 11:59 PM** ✓ Initial Survey with Learner Inventory **Due Sunday 7/6 at 11:59 PM** ✓ Group Case Study 1 & Individual Reflection 1 **Due Sunday 7/6 at 11:59 PM**
Week 2 7/7 – 7/13	- Ch 6: Identifying Market Segments and Target Customers - Ch 7: Crafting a Customer Value Proposition and Positioning - Ch 8: Designing and Managing Products - Ch 9: Designing and Managing Services	✓ Group Case Study 2 & Individual Reflection 2 **Due Sunday 7/13 at 11:59 PM**
Week 3 7/14 – 7/20	**EXAM 1 & Mid-Semester Survey**	**Due Sunday (7/20 11:59pm)**
	- Ch 10: Building Strong Brands - Ch 11: Managing Pricing and Sales Promotions	

Week 4 7/21 – 7/27	- Ch 12: Managing Marketing Communications - Ch 13: Designing an Integrated Marketing Campaign in the Digital Age - Ch 16: Managing Retailing	✓ Group Case Study 3 & Individual Reflection 3 **Due Sunday 7/27 at 11:59 PM**
Week 5 7/28 – 8/3	**EXAM 2**	**Due Sunday (8/3 11:59pm)**
	- Ch 17: Driving Growth in Competitive Markets - Ch 18: Developing New Market Offerings	
Week 6 8/4 – 8/10	- Ch 19: Building Customer Loyalty - Ch 20: Tapping into Global Markets - Ch 21: Socially Responsible Marketing	✓ Group Case Study 4 & Individual Reflection 4 **Due Sunday 8/10 at 11:59 PM**
Week 7 8/11 – 8/15	**EXAM 3**	**Due Tuesday 8/12 at 11:59 PM**

Some Important Dates

Date	Event
University Dates	
1-Jul-25	Classes Begin - Second Summer Session 2025
3-Jul-25	Open Add Period Ends at 11:59 PM
14-Jul-25	Tuition Refund Period Ends
15-Aug-25	Classes End
Course Deadlines	
3-Jul-25	Syllabus Quiz due at 11:59 PM
6-Jul-25	Initial Survey & Group Case Study 1 & Individual Reflection 1 due at 11:59 PM
13-Jul-25	Group Case Study 2 & Individual Reflection 2 due at 11:59 PM
20-Jul-25	Exam 1 & Mid-semester Survey due at 11:59 PM
27-Jul-25	Group Case Study 3 & Individual Reflection 3 due at 11:59 PM

3-Aug-25	Exam 2 due at 11:59 PM
10-Aug-25	Group Case Study 4 & Individual Reflection 4 due at 11:59 PM
12-Aug-25	Exam 3 due at 11:59 PM

Grading Policy

DETAILS	POINTS
Syllabus Quiz	**20 points (2%)**
Group Case Studies Responses (4 total)	**400 points (40%)** - 100 points/each
Individual Case Study Reflections (4 total)	**140 points (14%)** - 35 points/each (4 reflections)
Surveys (2 total)	**40 points (4%)** - 20 points each for two surveys
Exams (Best 2 of 3)	**400 points (40%)** 200 points/each (2 exams)
Total	**1000 points (100%)**

Syllabus Quiz: 2%
A brief 5-question quiz covering key course dates, policies, and expectations. This quiz is designed to ensure you understand important deadlines and course requirements for success.

Quiz Details:
5 multiple-choice questions
20 points total (4 points per question)
Unlimited attempts - you can retake until you achieve your desired score
Available during the first week of class
Auto-graded for immediate feedback

Focus Areas: The quiz will test your knowledge of critical course information including assignment due dates, exam policies, group structure, and grading breakdown. Make sure you can remember all important dates from the syllabus before taking the quiz.

Group Case Studies: 40%
An effective way to learn about marketing is through practice making marketing decisions and applying the concepts you have learned. Case-based assignments provide this practical experience. To accompany the textbook readings, there will be four case-based assignments due on Sundays of weeks 1, 2, 4, and 6. Each assignment consists of three cases and each case includes two to three short-answer questions.

Structure: 100 points per assignment × 4 assignments = 400 points

Timeline:
Sunday 11:59 PM: One group member posts group's case study analysis

Format Options:

- 200-300 words per company (600-900 words total) OR
- 3-4 minute video explanation OR
- Infographic with 200-word explanation

Group Structure: 14 groups of 5 students each

End-of-Semester Peer Evaluation: Each group member will rate teammates 1-5, with grades adjusted based on contribution levels

Grade Calculation:

- Rating 3.0-5.0: Full group grade
- Rating 2.0-2.9: 10% reduction
- Rating 0.0-1.9: 20% reduction

Example: If your group earns 100 points and your peer rating is 4.2/5, you receive the full 100 points.

Individual Case Study Reflections: 14%
140 points total (35 points per case study week). After each group case study, individual students submit a personal reflection analyzing what they learned from the case studies and group collaboration process.

Timeline:
Sunay 11:59 PM: Each individual student submits their reflection along with group case study

Format: 150-250 words addressing specific reflection prompts for each week's cases

Reflection Focus:

- Personal learning and insights gained
- Application of marketing concepts
- Critical analysis of business strategies
- Group collaboration experience

Exams: 40%

There will be three exams that consist of 50 multiple-choice questions scheduled in Week 3, 5, and 7. Exams will be available on D2L on Monday, with a 7-day window to complete them (Except final week), **once you opened, you will have 150 minutes to finish the exam**. These exams are meant to be completed **individually** – sharing answers is **strictly prohibited** and will result in a **zero**. Exams will be open-book and will be solely based on textbook material. If for any reason you miss the deadline of an exam, please notify me for a make-up exam to be arranged. **Only the two exams with the highest scores will be counted towards your final grade.** The exam with the lowest score will be dropped. As such, you are allowed to treat one exam as optional.

Surveys: 4%
Two surveys will be administered throughout the course to collect student feedback and assess learning progress:

1. Initial Survey (20 points): Collects information about you, background in marketing, learning goals, and etc.
2. Mid-semester Survey (20 points): Gathers feedback on course pace, content comprehension, and assignment difficulty.

Surveys must be completed by the specified deadlines to receive credit. Your thoughtful responses help improve the course experience for everyone.

Grade Dissemination

All grades will be posted on D2L. If you have questions or want to discuss the specifics of a graded item, please reach out to the instructor after the grade has been posted.

NUMERICAL GRADE	FINAL GRADE
900 – 1000 points	4.0
850 – 899 points	3.5
800 – 849 points	3.0
750 – 799 points	2.5
700 – 749 points	2.0
650 – 699 points	1.5
600 – 649 points	1.0
Below 600 points	0.0

Late Submission of Work

Work submitted after the submission time without an agreed extension receives a penalty of 5 points/day.

Academic Honesty

The All-University Policy on Integrity of Scholarship and Grades:

All participants in this class are held to the standard set by MSU's Policy on Integrity of Scholarship and Grades. The policy can be read in full at the MSU Ombudsperson's website

***Eli Broad College of Business Honor Code:

In addition to MSU policies, all students are expected to comply with the Broad College Undergraduate Honor Code or the FTMBA Honor Code.

Students who violate the Broad Honor Code may receive a grade penalty determined by the instructor and guided by the Dean of Students Academic Dishonesty Report (ADR) process.

If a student receives a second ADR, in addition to any associated penalty grade, a Broad student (defined as Business Preference, Broad Admit, or any student admitted to a Broad College of Business major) could face an additional sanction (in accordance with Article 7.6 of MSU's Student Rights and Responsibilities document) including but not limited to:

- University Probationary status.
- Denial of admission to the Broad College of Business if currently a Business Preference student.
- Dismissal from the Broad College of Business if currently a Broad Admit or are coded in any of the Broad majors.

Spartan Code of Honor:

On March 22, 2016, The Associated Students of Michigan State University (ASMSU) adopted the following Spartan Code of Honor:

"As a Spartan, I will strive to uphold values of the highest ethical standard. I will practice honesty in my work, foster honesty in my peers, and take pride in knowing that honor is worth more than grades. I will carry these values beyond my time as a student at Michigan State University, continuing the endeavor to build personal integrity in all that I do."

Other Expectations / Policies

1. **Virtual Classroom Etiquette**: Disruptive or otherwise generally rude or annoying behavior, including side conversations during lectures, phones going off, and inappropriate use of phones or laptop computers, will not be tolerated and violators may be removed from our Zoom class.

2. **Communication:** Communicate professionally with your instructor and classmates in all circumstances in order to effectively practice your business communication skills and to develop the conduct necessary for the workplace.

3. **Grade Status**: All grades leading to final course grades are non-negotiable and will only be changed if due to a documented instructor oversight, mathematical, or record-keeping error. It is important that each student frequently checks their course grades on D2L and immediately notifies the instructor of any discrepancies that have been discovered.

4. **Students with Disabilities**: If you need course adaptations or accommodation because of a disability, please contact me as soon as possible. MSU's Resource Center for Persons with Disabilities coordinates services for students with a documented disability. The Resource Center can be contacted at 517-884-7273 (voice), 517-355-1293 (TTY), or https://www.rcpd.msu.edu.

5. **Relationship Violence and Sexual Misconduct**: As per university policy, the instructor will adhere to the mandatory reporting requirements (http://oie.msu.edu/mandatory- reporting.html) upon becoming aware of any alleged incident of relationship violence or sexual misconduct involving a member(s) of the MSU community.

6. **Course Recordings:** Meetings of this course may be recorded. The recordings may be available to students registered for this class. This is intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Recordings may not be reproduced, shared with those not in the class, or uploaded to other online environments. Doing so may result in disciplinary action. If the instructor or another University office plan other uses for the recordings beyond this class, students identifiable in the recordings will be notified to request consent prior to such use.