

MKTR 3307: Principles of Marketing

Rio Grande College of Business

Spring 2025

Faculty Information

Name: Dr. Luke Bailey

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Office Hours: Open Door Policy (allow for 1-2 business days to respond)

Course Description

Studies the place of marketing in our economic structure, the present marketing structures, and the formulation by management of marketing policies and procedures aimed at satisfying consumer needs.

Course Materials

Textbook: Hunt, S.C., Mello, E.J., Deitz, D.G. (2024). *Marketing* (4th ed.). McGraw Hill.

Presentation and recording software. Please speak to your instructor.

Program Student Learning Outcomes

PO1. The students will analyze and solve business problems across major business functions, using fundamental business principles and strategies.

PO2. The students will communicate business information through written, oral, and other delivery processes.

PO3. The students will identify and understand the impact of ethical and social responsibility issues in business.

Course Student Learning Outcomes

CO1: Analyze marketing conditions for a specific product through market research. (PO1)

CO2: Identify strengths, weaknesses, opportunities, and threats for launching a specific product into the market. (PO1)

CO3: Develop a comprehensive marketing plan for the launch of a new product. (PO1)

CO4: Propose the launch of a new product to a group of investors via a group presentation. (PO2)

Marketable Skills

Marketable Skill 1: Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.

Marketable Skill 2: Students will have the ability to use research and analysis to make informed decisions.

Marketable Skill 3: Students can write business letters, emails, resumes, and reports.

Marketable Skill 4: Students will have the ability to make effective oral presentations to both professional and general audiences.

Course Assignments and Grading

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Project Milestones (3)	15%
Final Project: Marketing Plan	40%

Final Project: Presentation	25%
Instructor Activities	20%
TOTAL	100%

Late Assignment Statement: No late assignment will be accepted without instructor approval. No late work will be accepted after the course end date.

Project Milestones (15% of Final Grade)

The instructor will assign teams, and students will choose a product to launch. Students will then submit a comprehensive marketing plan in steps for instructor review and recommendations for improvement. These formative exercises will assist students in maximizing their final project. There are three milestones due as indicated in the schedule:

- Milestone 1: Product Research: The team will compose an analysis based upon market research, including market category, growth, competitors, market share, channels of distribution, and recent product innovations.
- Milestone 2: Environmental Analysis: The team will perform a SWOT analysis for the launch of their product.
- Milestone 3: Marketing Activities, Budget, Schedule, & Pricing: The team will identify and justify the price point of their project, pricing strategy, advertising, a calendar, and a budget for all marketing activities.

Final Project: Team Marketing Plan (40% of Final Grade)

This team assignment allows students to showcase their marketing research skills and knowledge about the foundational aspects of marketing while enhancing their team-building and performance skills. Students will apply strategies and concepts to create a comprehensive marketing plan using a real-life scenario and product they have chosen, using the provided Marketing Plan Template and incorporating instructor feedback from each of their milestone assignments.

Final Project: Team Marketing Presentation (25% of Final Grade)

The team will assume the role of a group of entrepreneurs seeking funding from venture capital groups/investors to launch their product. They will develop and record a presentation, posting it in the online classroom as instructed. The presentation should be no longer than 10 minutes, and each team member should play an equal part in the presentation.

Instructor Activities (20% of Final Grade)

The instructor will design a range of activities aligned with the course outcomes and assignments. These activities may include, but are not limited to, team projects, class discussions, participation and attendance, peer reviews, student reflections, and learning assessments conducted online and/or in class. The instructor will provide detailed descriptions of these activities.

Course Schedule

Module	Key Topics & Assignments	Readings
<p style="text-align: center;">1</p> <p>Week of: 1/15-1/19</p>	<p>Marketing Matters</p> <ul style="list-style-type: none"> • Discussion: Introduce Yourself • Discussion One: What is Marketing (in your words)? 	<p>Hunt, S.C., Mello, E.J., Deitz, D.G. (2024). <i>Marketing</i> (4th ed.). McGraw Hill.</p> <ul style="list-style-type: none"> • Chapter 1: Why Marketing Matters to You
<p style="text-align: center;">2</p> <p>1/20-1/26</p>	<p>Marketing is Global & Strategic</p> <ul style="list-style-type: none"> • Discussion Two: Responsibility for Strategic Marketing Planning 	<p>Hunt, S.C., Mello, E.J., Deitz, D.G. (2024). <i>Marketing</i> (4th ed.). McGraw Hill.</p> <ul style="list-style-type: none"> • Chapter 2: Strategic Planning • Chapter 3: The Global Environment
<p style="text-align: center;">3</p> <p>1/27-02/02</p>	<p>The Importance of the Consumer</p> <ul style="list-style-type: none"> • Discussion Three: Ethical Marketing and Brand Trust 	<p>Hunt, S.C., Mello, E.J., Deitz, D.G. (2024). <i>Marketing</i> (4th ed.). McGraw Hill.</p> <ul style="list-style-type: none"> • Chapter 4: Consumer Behavior
<p style="text-align: center;">4</p> <p>02/03-02/09</p>	<p>Marketing Research</p> <ul style="list-style-type: none"> • Discussion Four: Impact of Internet and Social Media on Marketing 	<p>Hunt, S.C., Mello, E.J., Deitz, D.G. (2024). <i>Marketing</i> (4th ed.). McGraw Hill.</p> <ul style="list-style-type: none"> • Chapter 5: Marketing Research & Analytics • Chapter 6: Product Development
<p style="text-align: center;">5</p> <p>02/10-02/16</p>	<p>How Do We Decide?</p> <p>Discussion Five: Importance of Studying Buyer Behavior in Marketing</p>	<p>Hunt, S.C., Mello, E.J., Deitz, D.G. (2024). <i>Marketing</i> (4th ed.). McGraw Hill.</p>

		<ul style="list-style-type: none"> Chapter 7: Segmentation, Targeting, & Positioning
6 02/17-02/23	<p>Your Team's Marketing Research</p> <p>Due:</p> <ul style="list-style-type: none"> Assignment: Final Project Milestone 1 Discussion Six: Globalization's Impact on Marketing Strategy 	
7 02/24-03/02	<p>How Do We Sell?</p> <ul style="list-style-type: none"> Discussion Seven: Market Segmentation: Definition and Importance 	<p>Hunt, S.C., Mello, E.J., Deitz, D.G. (2024). <i>Marketing</i> (4th ed.). McGraw Hill.</p> <ul style="list-style-type: none"> Chapter 8: Promotional Strategies Chapter 9: Personal Selling
8 03/03-03/09	<p>What Do We Need?</p> <ul style="list-style-type: none"> Discussion Eight: Using Marketing Research for Decision-Making 	<p>Hunt, S.C., Mello, E.J., Deitz, D.G. (2024). <i>Marketing</i> (4th ed.). McGraw Hill.</p> <ul style="list-style-type: none"> Chapter 10: Supply Chain & Logistics
9 03/10-03/16	<p>All About SWOT</p> <ul style="list-style-type: none"> 	(Need readings on SWOT)
10	<p>Risks & Benefits</p> <p>Due:</p> <ul style="list-style-type: none"> Assignment: Final Project Milestone 2 	
11	<p>How Much & Where?</p> <p>Due:</p> <ul style="list-style-type: none"> Discussion/Activity: 	<p>Hunt, S.C., Mello, E.J., Deitz, D.G. (2024). <i>Marketing</i> (4th ed.). McGraw Hill.</p> <ul style="list-style-type: none"> Chapter 11: Pricing Chapter 12: Retailing
12	<p>Marketing Technology and Branding</p> <p>Due:</p>	<p>Hunt, S.C., Mello, E.J., Deitz, D.G. (2024). <i>Marketing</i> (4th ed.). McGraw Hill.</p>

	<ul style="list-style-type: none"> • Discussion/Activity: 	<ul style="list-style-type: none"> • Chapter 13: Digital & Social Media Marketing • Chapter 14: Branding
13	<p>The Details</p> <p>Due:</p> <ul style="list-style-type: none"> • Assignment: Final Project Milestone 3 	
14	<p>It's All About the Relationship</p> <p>Due:</p> <ul style="list-style-type: none"> • Assignment: Final Project: Marketing Plan 	<p>Hunt, S.C., Mello, E.J., Deitz, D.G. (2024). <i>Marketing</i> (4th ed.). McGraw Hill.</p> <ul style="list-style-type: none"> • Chapter 15: Customer Relationship Management
15	<p>The Pitch</p> <p>Due:</p> <ul style="list-style-type: none"> • Assignment: Final Project: Presentation 	
16	<p>Wrapping It Up!</p> <p>Due:</p> <ul style="list-style-type: none"> • Discussion/Activity: <p>(Note: this week ends on Wednesday)</p>	<p>Hunt, S.C., Mello, E.J., Deitz, D.G. (2024). <i>Marketing</i> (4th ed.). McGraw Hill.</p> <ul style="list-style-type: none"> • Chapter 16: Social Responsibility & Sustainability

ADA Statement

SRSU Accessibility Services. Sul Ross State University (SRSU) is committed to equal access in compliance with the Americans with Disabilities Act of 1973. SRSU's policy is to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mrs. Mary Schwartz Grisham, LPC, SRSU's Accessibility Services Director, or Ronnie Harris, LPC, Counselor, at 432-837-8203 or email mschwartz@sulross.edu or ronnie.harris@sulross.edu. RGC students can also contact Alejandra Valdez at 830-758-5006 or email alejandra.valdez@sulross.edu. Our office is located on the first floor of Ferguson Hall, room 112, and our mailing address is P.O. Box C122, Sul Ross State University, Alpine. Texas, 79832.

Student Responsibilities Statement

All full-time and part-time students are responsible for familiarizing themselves with the [Student Handbook](#) and the [Undergraduate & Graduate Catalog](#) and for abiding by the [University rules and regulations](#). Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state and local laws and is expected to familiarize themselves with the requirements of such laws.

SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website.

Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires a secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook.

Counseling

Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/365 support by visiting [Timelycare/SRSU](#). The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and RGC students.

Libraries

The Bryan Wildenthal Memorial Library and Archives of the Big Bend in Alpine offer FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu/. Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or by phone (432-837-8123).

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting library.sulross.edu/find-and-borrow/texshare/ or ask a librarian by emailing srsulibrary@sulross.edu.

Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL), ScanIt, and Direct Mail to get materials delivered to you at home or via email.

Academic Integrity

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid the temptation to engage in behaviors that violate academic integrity, such as turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. Students should also avoid using open AI sources *unless permission is expressly given* for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

Classroom Climate of Respect

Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still, we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

Supportive Statement

I aim to create a learning environment for my students that supports various perspectives and experiences. I understand that the recent pandemic, economic disparity, and health concerns, or even unexpected life events may impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University to create a supportive environment and care for the whole student as part of the Sul Ross Familia.

If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.