



Course Syllabus
MKTR 5305 Seminar in Marketing
Summer I 2026

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Class: MKTR 5305 Seminar in Marketing
Class Time: Asynchronous
Instructor: James Cho
Office: R 102, 3420 Amy St., Eagle Pass
Phone: 830.703.4821

Credits: 3
Location: Online Asynchronous
E-mail: James.Cho@sulross.edu
Office Hours: Appointed via teams
Required Meetings: twice in the session

Required Materials: Reviewing the weekly module on SR Blackboard

Textbook: Kotler, P., Keller, K. L., & Chernev, A. (2024). Marketing Management, 17th Edition, Published by Pearson, ISBN-13:9780138184889

Supporting Material: Provided through SR Blackboard

Course Description: This course provides an advanced, executive-level viewpoint of integrated marketing strategies and tactical decision-making in complex business environments. Designed as a capstone or advanced elective, the seminar bridges marketing theory with real-world application. Students analyze how firms create, capture, and sustain customer value by diving deep into market analysis, data-driven segmentation, targeting, and competitive positioning. Through provided studying materials of intensive cases, contemporary business readings, discussions of current marketing issues and assignments, the course covers modern marketing complexities including digital brand strategy, marketing analytics, customer experience frameworks, and global market navigation. Emphasizing strategic leadership, students will develop comprehensive marketing plans that align with financial models to maximize firm value in the long-term.

Course Learning Outcomes: Upon successful completion of the course students will:

1. **Understand** current marketing trends, challenges, and emerging topics in marketing
2. **Analyze** qualitative and/or quantitative data using appropriate methodologies.
3. **Synthesize** core marketing frameworks (e.g., marketing mix, segmentation, positioning, customer journey) to address complex business situations.
4. **Formulate** strategic responses to competitive and dynamic market environments.
5. **Assess** marketing practices from ethical, legal, and societal perspectives as well as **create** responsible and sustainable marketing strategies competitively.

MBA Learning Outcomes: Upon successful completion of the MBA students will:

1. The ability to collect, evaluate and analyze data to make informed marketing decisions.
2. Demonstrate marketing skills through the development of innovative solutions to complex problems that satisfy the needs of the multiple stakeholders of the organization.
3. The ability to design sustainable marketing models that ensure long term competitive advantage in the ever changing global competitive environment.
4. The ability to recognize major digital trends impacting marketing environment and adapt their organization to leverage these trends into a competitive marketing advantage.

MBA Marketable Skills: Upon successful completion of the MBA students will have the following markable skills:

1. The ability to use software to analyze and report data.
2. The ability to work with others to solve problems.
3. The ability to communicate effectively.
4. The ability to use the latest digital technology.

Academic Integrity: Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: 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: 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 other students.

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 24/7/356 support by visiting [Timelycare/SRSU](https://www.timelycare.com). 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 SRSU International students.

Libraries: The Bryan Wildenthal Memorial Library in Alpine offers 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 Lobold 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) and ScanIt to get materials delivered to you at home or via email.

Americans with Disabilities Act (ADA): Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy 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 Mary Schwartze, LPC-S, SRSU's Accessibility Services Coordinator at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email mary.schwartze@sulross.edu. Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.

Official Communication: All official communication by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it from time to time for personal communication. I encourage you to email me if you have questions or comments, BUT PLEASE include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

Technical Support: The Support Desk is where you can direct your more technical questions. For example, the Support Desk can help you if you are having issues submitting a document, getting videos to play, or using BlackBoard. The support desk is open 24 hours a day/7 days a week for your convenience. You can reach the support desk by calling 888.837.8888 or by email blackboardsupport@sulross.edu. You may also reach the Support desk from the Technology Support tab within Blackboard by clicking the Support Desk graphic on the course homepage or calling 936.294.2780.

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 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

Assignments

Late Work: There will be a 10% penalty for assignments submitted late.

Course Requirements and Grading

Requirement	Points Possible	Grading Scale
Weekly Discussion Posts – Due Weekly	350 points	A = 900 to 1000 points
Assignment 1 – Due June 8, 2026.	200 points	B = 800 to 899 points
Assignment 2 – Due June 22, 2026.	200 points	C = 700 to 799 points
Final – Due July 1, 2026.	250 points	D = 600 to 699 points F = less than 599 points
Possible Points	1000 points	

Course Assignments

Weekly Discussion Board Expectations:

1. A weekly discussion board assignment will be available at 12:01 AM Tuesday during weeks 1-5 and have a due date of the following Monday at 11:59 PM.
2. Students will be required to respond to the question itself by Friday and reply to two other students by Sunday night.
3. The question will be designed to facilitate discussion by requiring students to offer their analysis, evaluation or design based on the courses weekly topic. (Blooms Levels 5-6).
4. The Instructor promises to be active in the Discussion Board by responding to at least half of the student posts each week.

Discussion Board Rubric: (70 points)

Rubric 1: The student's main post responded completely and substantially to all of parts of discussion question. (50 points).

Rubric 2: The Student's initial post was no later than Friday (5 points)

Rubric 3: The response was well-organized, clear and free of grammatical and mechanical errors. (5 points).

Rubric 4: The student post substantially to two other students. 5 points each (10 points)

Assignment 1 (200 points): Self-Introduction Related to This Course

To do the first assignment, you may provide information as follows in 2 pages but not limited.

Introduce yourself included your full name, preferred name, educational and industrial backgrounds related to this learning (if you have any both a full-time or part-time, position, and working content as well).

What have you known about this course (marketing) so far?

What are your expectation and motivation to learning this course?

Any further innovative information is welcome and free to share with your colleagues and instructor!

Upload your essay more than a 2-page paper, exclusive of title page and appendices, in MS Word format, 12 point Times New Roman Font, double-space following APA Style Format.

Assignment 2 (200 points): Practice and apply for Segmenting Consumer Markets. Use demographic or psychographic variables to segment clothing markets and also describe your scaling criteria and their market features related to the 4Ps (Marketing mix) concepts.

Upload your essay as a 4-6 page paper, exclusive of title page and appendices, in MS Word format, 12 point Times New Roman Font, double-space following APA Style Format.

Course Assignment Rubric:

Please refer to an assessing criterion of performance rubrics (Figure 1) for the assignments equal to 150 points. 15 points will be reserved for timely submission and another 15 points for organization, grammar or mechanical errors.

Final exam (250 points): The Final Exam-- Marketing Research Proposal

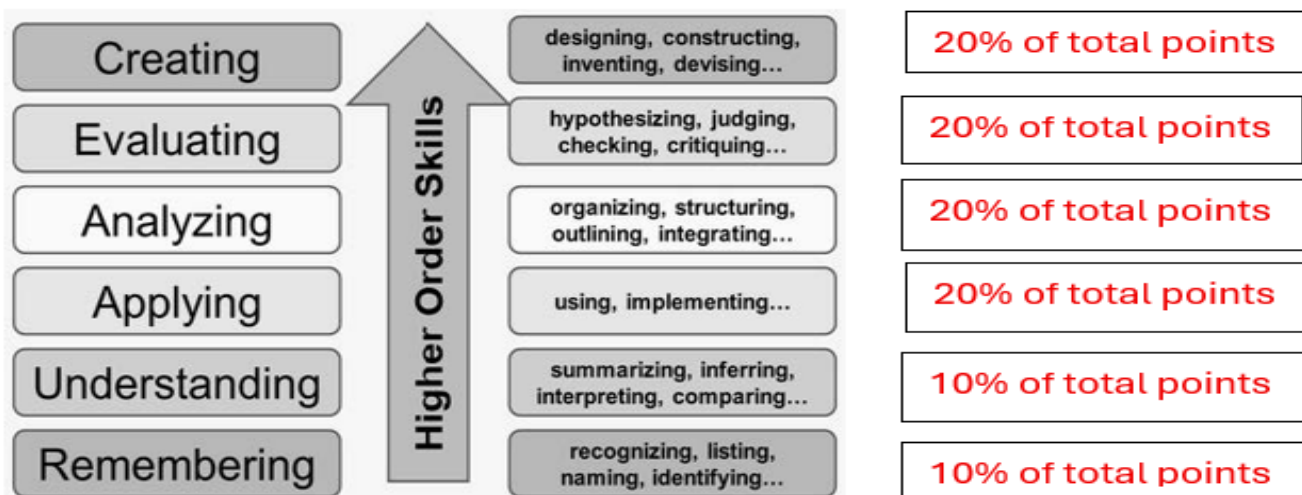
Students are required to write a cause-effect marketing research proposal including the first three chapters and research expected contribution. The first chapter clearly describe your research purpose, research motivation, research question and importance; the second chapter reviews critical theoretical literature related to your research issue and research hypotheses if you have them ; the third chapter states your research methodology included research population, sampling process, data collection, analysis and analytical tools; adding a final paragraph for research expected contributions. I have attached a writing format and research papers to your reference. All topics related to marketing are accepted and you are welcome to make an advisory schedule for your final examination as well.

Upload your essay as a 4-6 page paper, exclusive of title page and appendices, in MS Word format, 12 point Times New Roman Font, double-space following APA Style Format.

Final Exam Rubric:

Instructors will develop appropriate rubrics for the comprehensive course final equal to 250 points. 15 points will be reserved for timely submission and another 15 points for organization, grammar or mechanical errors.

Figure 1. Assessing Criteria of student’s Assignment performance



Schedule for MKTR 5305 – 1st Session, Summer 2026

Week	Topic	Readings
May 27	The First Discussion-- The Four Major Market Forces	Week 1 Module
June 2	The Second Discussion-- Marketing Myopia <i>Assignment 1 due Monday, June 8, 2026</i>	Week 2 Module
June 9	The Third Discussion-- Development of Product Value Proposition	Week 3 Module
June 16	The Fourth Discussion-- PZB Service Quality Model <i>Assignment 2 due Monday, June 22, 2026</i>	Week 4 Module
June 23	What is (are) the most challenge(s) of marketing ethics to a marketing workplace recently? And why do you conceive it (they)?	Week 5 Module
July. 1	<i>Final Exam Due Wednesday July 1, 2026</i>	

Note: Course information is subject to modify based on discussing in advance.

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@JamesCho 2026