MKTA 3307 – Principles of Marketing
Course Syllabus, Fall 2026 (1W1)

Instructor:	James Cho, D.B.A.
Office Hours:	10:00 AM~16:30 PM From Monday to Friday By Appointing
Office Location:	Room 102, 3420 Amy St. Eagle Pass, TX 78852
Telephone:	(830)703-4821
Email Address:	James.Cho@sulross.edu
Class Schedule:	Online Asynchronous/ Required online meetings: 7:00 PM on August 24 & September 31
Classroom Location:	Online/ Blackboard
Required Texts:	1. Cannon, J. Perreault, W., & McCarthy, J. (2024). *Essentials of Marketing*, 18th edition, McGraw Hill, ISBN-13:9781266840494 2. Readings: Course Blackboard weekly

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.

Course Description:
This introductory course provides students with a comprehensive foundation in modern marketing concepts, strategies, and practices. It explores how organizations create value for customers through market research, segmentation, targeting, and positioning. Students recognize the marketing mix—product, price, place, and promotion—and learn how these elements work together to meet targeted consumer needs and achieve organizational marketing goals. The course also covers consumer behavior, branding, digital marketing, ethics, and the role of marketing in a global environment. Through real-world examples, case discussions, and applied assignments, students develop the analytical and creative marketing skills needed to understand markets, evaluate marketing decisions, and participate effectively in real business activities.

Course Requirements and Grading (A= 90 to 100 points; B= 80 to 89 points; C= 70 to 79 points; D= 60 to 69 points; F= less than 60 points

Requirement	Grading Scale
Assignment 1 (Self Introduction Related to this Course)	10%
Midtern Exam (Chapters 1,2,3,4,5, 6, 7, 8, & 9)	20%
Final Exam (Chapters 10, 11, 12, 13, 14, 15, 16, 17, & 19)	30%
Discussions (4)	40%

Course Assignments

Assignment 1: Students will submit a 2-page written assignment at least.

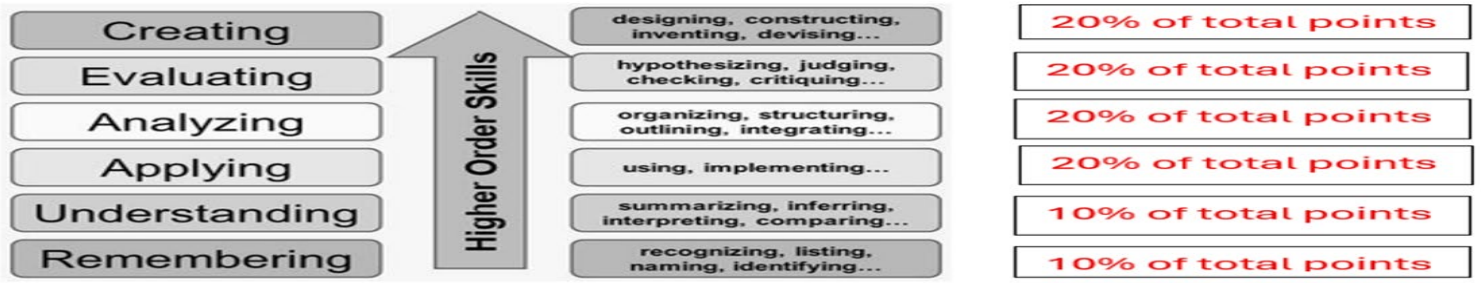
Midtern Exam: Multiple choice questions in the midterm examination.

Final Exam: Multiple choice questions in the final examination.

Discussions: Students will provide a written respond to the discussing questions related to lecturing issues.

Assessment for Assignments and Discussions: Student's performance is evaluated by following an assessing criterion (Figure 1) at student's submission.

Figure 1. Assessing Criteria of student's Assignment performance



Technology Help:

Obtain your RGC email account name and password directly from the **Central Help Desk at 1-888-837-2882**. For most technology problems, first go to the Lobo Technology Assistance Center (LTAC). The quick link to this site is available from our home page under the "My SRSU" tab. For specific help with any aspect of Blackboard, including problems with online exams, contact our Blackboard administrators in Alpine. **BLACKBOARD HELP: 432-837-6055.**

Required 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 him/herself 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.

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. 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 Mrs. Mary Schwartze Grisham, LPC, SRSU's Accessibility Services Director or Ronnie Harris, LPC, Counselor, at 432-837-8203 or email mschwartze@sulross.edu or ronnie.harris@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.

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. 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 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 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.

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 an 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.

Diversity Statement: "I aim to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, socioeconomic class, age, nationality, etc.). I also understand that the crisis of COVID, economic disparity, and health concerns, or even unexpected life events could 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 an inclusive 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."

Course Learning Objectives:

1. Develop a marketing management/strategy of customer orientation; being able to analyze broad, organization-wide problems from the perspective of marketing.
   Assessment: Written assignments, exams and class discussion.
2. Describe how the forces in the external (competitive) environment have an influence on marketing management practices.
   Assessment: Written assignments, exams and class discussion.
3. Describe how marketers build a strong strategy of marketing and competitive strategy to market rivals.
   Assessment: Written, exams and class discussion.
4. Recognize the interdependence of attracting, developing, and developing marketing strategies continuously. Understand the vital role of technology in leveraging knowledge and marketing efficiency.
   Assessment: Written assignments, exams and class discussion.

Student Learning Outcomes for the BBA Degree:

1. The students will analyze and solve marketing problems across diverse industries, using fundamental marketing principles and strategies.
2. The students will communicate marketing information through written, oral, and other delivery processes.
3. The students will identify and understand the impact of marketing science as well as ethical and social responsibility issues in marketing.

Marketable Skills for the BBA Degree:

Marketable Skill 1: Students will apply the principles of business to the management of existing businesses or the creation of new businesses.
Marketable Skill 2: Students will use appropriate information from research and analysis to make informed decisions.
Marketable Skill 3: Students will be able to write business correspondence including letters, emails, reports, and resumes.
Marketable Skill 4: Students will be able to make effective oral presentations to both professional and general audiences.

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.

Tutoring Center

The Lobo Den Tutoring Center offers FREE tutoring support to help you excel in your courses. Whether you need assistance in Writing, Math, Science, or other subjects, we're here to help!

Important Information:

- Drop-in and Scheduled Appointments: Flexible options to fit your needs.
- Hours of Operation: Monday–Friday, 8:00 AM – 5:00 PM.
- Workshops: Attend our regularly hosted academic workshops on STEM topics and professional development, often in collaboration with specialized faculty.

2024-2025 Updated: 8/6/24

- Location: BWML Room 128.
- Contact Us: For more information or to book an appointment, email tutoring@sulross.edu or call (432) 837-8726.

Looking for additional support?

- Tutor.com offers FREE 24/7 online tutoring in over 200 subjects, including specialized support for ESL and ELL learners with native Spanish-speaking tutors.
- Access Tutor.com via Blackboard: Log in to your Blackboard account to get started anytime, anywhere.

Take advantage of these valuable resources to boost your confidence and performance in your classes. We look forward to helping you **succeed!**

AI Usage Policy

"The University does not recommend or endorse any specific AI tools or resources. Students should be aware that many generative AI tools (e.g., ChatGPT, Google Gemini, Microsoft Copilot) store user input and may use this data to train future models. For this reason, students should never upload or share personal, confidential, or identifiable information—such as names, ID numbers, health data, or assignment submissions containing such details—into any generative AI platform. When using AI tools, students should verify whether the tool complies with student privacy standards as indicated by the University. Faculty may recommend specific tools that better align with institutional data privacy policies, but ultimate responsibility for data protection rests with users. Students are encouraged to use faculty-recommended platforms when engaging in coursework involving generative AI. The University is not liable for any adverse experience or impact when students interact with these tools." Students are aware of using AI tools with a full of academic integrity and are reminded to obey following rules:

1. No use of generative AI tools permitted: This course assumes that work submitted by students will be generated by the students themselves, working individually or in groups as directed by class assignment instructions.
2. Generative AI is permitted in specific contexts and with acknowledgement: The emergence of generative AI tools (such as ChatGPT and DALL-E) has sparked interest among many students in our discipline. The use of these tools for brainstorming ideas, exploring possible responses to questions or problems, and creative engagement with the materials may be useful for you as you craft responses to class assignments.
3. Students are encouraged to use generative AI tools in coursework: The use of generative AI is encouraged with certain tasks and with attribution. You can choose to use AI tools to help brainstorm assignments or projects or to revise existing work you have written. When you submit your assignment, I expect you to clearly attribute what text was generated by the AI tool (e.g., AI generative text appears in a different colored font, quoted directly in the text, or use an in-text parenthetical citation).

Schedule for MKTA 3307 Principles of Marketing– Fall, 2026

Date/Week	Topics	Readings
Week 1/ August 24~30	Marketing's Value to Consumers, Firms, and Society/ Marketing Strategy Planning/ Evaluating Opportunities in the Changing Market Environment	Chapter 1. 2.& 3.
	The First Assignment—Self Introduction/ Due on August 30, 2026	
Week 2/ August 31~ September 6	Focusing Marketing Strategy with Segmentation and Positioning/ Final Consumers and Their Buying/ Business and Organizational Customers and Their Buying Behavior	Chapter 4. 5.& 6.
	The First Discussion due on September 6, 2026	

Week 3/ September 7~13	Improving Decisions with Marketing Information/ Elements of Product Planning for Goods and Services/ Product Management and New-Product Development	Chapter 7. 8. &9.
	The Second Discussion due on September 13, 2026	
Week 4/ September 14~20	Place and Development of Channel Systems / Distribution of Customer Service and Logistics/ Retailers, Wholesalers, and Their Strategy Planning	Chapter 10.11. & 12.
	Midterm Exam (Chapters 1~9): September 20, 2026	
Week 5/ September 21~27	Promotion—Introduction to Integrated Marketing Communication/ Personal Selling and Customer Service/ Advertising and Sales Promotion	Chapter 13. & 14
	The Third Discussion due on September 27, 2026	
Week 6/ September 28~ October 4	Advertising and Sales Promotion/ Publicity: Promotion Using Earned Media, Owned Media, and Social Media	Chapter 15. &16
	The Fourth Discussion due on October 4, 2026	
Week 7/ October 5~11	Pricing Objectives and Policies/ Price Setting in the Business World	Chapter 17 &18
	The Final Exam: October 12, 2026	
Week 8/ October 12~ 16	Appraisal, Review, and Reflection of Marketing in the 21st Century/ Wrap-up and Harvest	Chapter 19

*Textbook: Cannon, J. Perreault, W., & McCarthy, J. (2024). *Essentials of Marketing*, 18th edition, McGraw Hill, ISBN-13:9781266840494