

MKTG 3703 - Marketing Concepts and Practice

Fall 2026 Syllabus, Section 01, CRN 42870,

Credit hours: 3

Instructor

Millie Rodriguez

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Public Instructor Information

Instructor Professional Qualifications: Ed.D. in Educational Leadership, MS in Exercise Science and Health Promotion, BA in Communications/PR, Masters Certificate in Management/Marketing; extensive experience in higher education administration, online learning, marketing, program development, curriculum design, and teaching at the undergraduate, graduate, and doctoral levels.

Instructor Office Location: Online / Virtual

Instructor Phone: 330-941-3251

Course Description

3703. Marketing Concepts and Practice. The activities involved in marketing products, services, and ideas examined within a framework of customer management. Topics include global marketing environment, market analysis and segmentation, consumer behavior, product development and management, pricing, promotion, and distribution. Marketing is examined from its role as a central function of business and non-profit organizations, and from its dominant role in a market economy. Prereq.: sophomore standing, 2.5 GPA. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Marketing: Real People, Real Choices, 12th ed., New York, NY: Pearson	• Michael R. Solomon, Greg W. Marshall, & Elnora W. Stuart,	13:9780138116071

Michael R. Solomon, Greg W. Marshall, & Elnora W. Stuart, Marketing: Real People, Real Choices, 12th ed., New York, NY: Pearson, ISBN:13:9780138116071

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
10/19	Chapter 1	Introduction to Marketing; Marketing Strategy; Creating Customer Value; Brand You and Career Development	Review course orientation materials and syllabus; complete Blackboard orientation; Discussion Board Introduction
10/26	Chapters 2 & 3	Global Marketing; Ethics and Sustainability; Strategic Market Planning; Competitive Advantage	Assignment #1 due 11/02; Quiz 1
11/2	Chapters 4 & 5	Market Research; Marketing Analytics; Customer Relationship Management; Big Data; Market Segmentation and Positioning	Assignment #2 due 11/09; Quiz 2
11/9	Chapters 6 & 7	Consumer and Business Markets; Consumer Behavior; Organizational Buying; Marketing Decision-Making	Assignment #3 due 11/16; Quiz 3

11/16	Chapters 1–7; Chapters 8 & 9	Review and Application of Marketing Concepts from Chapters 1–7; Introduction to Chapters 8 and 9	Cumulative Test #1; Quiz 4 Day: Mon
11/23	Chapters 10 & 11	Pricing Strategy; Distribution Channels; Logistics and Supply Chain Management; Ethical Considerations in Pricing and Distribution	Read and review chapter materials only. No assignments or quiz due.
11/30	Chapters 12, 13 & 14	Integrated Marketing Communications; Social Media Marketing; Advertising; Personal Selling; Sales Promotion; Public Relations; Retailing and Service Marketing	Assignment #4 due 12/07; Quiz 5

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.