

# MKTG 3703 - Marketing Concepts and Practice

Fall 2026 Syllabus, Section 02, CRN 40062,

Credit hours: 3

## Instructor

Elizabeth Brauer

Email: eabrauer@ysu.edu

## Public Instructor Information

Assistant Professor

D.B.A., Marketing, West Virginia University, 2026

M.Ed., Education, Robert Morris University, 2016

M.A.T., English Communications, University of Pittsburgh, 1998

B.A., English, University of Pittsburgh, 1997

Williamson Hall, Room 3357

330.941.1893

## 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.) | Solomon, M. R., Marshall, G. W., Stuart, E. W., Burkhalter, J. N., & Carlson, B. | 9780138116149 |

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   | Read Chapter 1; Create Video Post on Discussion Board on Blackboard<br>Video post is due on Friday at 11:59 PM; 2 responses to at least two of your peers are due Sunday at 11:59 PM | Marketing as value creation and the 4 Ps           | Read the syllabus; Purchase textbook; Read Marketing Plan Project directions & Select a product for your project Sign-up form and approved product list are posted in Module 1 on Blackboard; product selection opens Oct. 19 and closes Sunday, Oct. 25 at 11:59 PM. |
| 10/26   | Read Chapter 1; Video post is due on Friday at 11:59 PM; 2 responses to at least two of your peers are due Sunday at 11:59 PM                                                        | Strategic planning, SWOT, and marketing objectives | Due 10/25 before 11:59:48pm:<br>lms_1786894_1                                                                                                                                                                                                                         |
| 11/2    | Read Chapter 3; Video post is due on Friday at 11:59 PM; 2 responses to at least two of your peers are due Sunday at 11:59 PM                                                        | Consumer behavior and decision process             | Due 11/1 before 11:59:17pm:<br>lms_1786963_1<br>Due 11/1 at 11:59pm:<br>lms_1786965_1                                                                                                                                                                                 |



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|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11/9  | Read Chapter 6; Video post is due on Friday at 11:59 PM; 2 responses to at least two of your peers are due Sunday at 11:59 PM                                                                                                                                  | Segmentation, targeting, and positioning                                                         | Due 11/8 before 11:59:41pm:<br>lms_1786966_1                                                                                                                                                                                                                 |
| 11/16 | Read Chapter 7; Video post is due on Friday at 11:59 PM; 2 responses to at least two of your peers are due Sunday at 11:59 PM                                                                                                                                  | Product strategy, branding, packaging, and PLC                                                   | Due 11/15 before 11:59:48pm:<br>lms_1786967_1<br>Due 11/15 at 11:59pm:<br>lms_1786999_1<br>lms_1787430_1                                                                                                                                                     |
| 11/23 | Read Chapter 9; Video post is due on Friday at 11:59 PM; 2 responses to at least two of your peers are due Sunday at 11:59 PM                                                                                                                                  | Pricing strategy and tactics                                                                     | Due 11/22 before 11:59:32pm:<br>lms_1787443_1                                                                                                                                                                                                                |
| 11/30 | Read Chapter 10; Video post is due on Friday at 11:59 PM; 2 responses to at least two of your peers are due Sunday at 11:59 PM<br>Read Chapter 11; Video post is due on Friday at 11:59pm; 2 responses to at least two of your peers are due Sunday at 11:59pm | Distribution/place strategy<br>Integrated marketing communications and final project integration | Due 11/29 before 11:59:03pm:<br>lms_1787444_1<br>Due 11/29 at 11:59pm:<br>lms_1787446_1<br>Due 12/6 before 11:59:09pm:<br>lms_1787447_1<br>Due 12/6 at 11:59pm:<br>lms_1787448_1<br>Due 12/10 at 11:59pm:<br>lms_1787449_1<br>lms_1787450_1<br>lms_1788258_1 |

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.