MKTG 3703 - Marketing Concepts and Practice

Fall 2026 Syllabus, Section 03, CRN 42494,

Credit hours: 3

Instructor

Joanna Forbes

Email: jrforbes01@ysu.edu

Public Instructor Information

Instructor Title: Dr. Joanna Forbes
Instructor Professional Qualifications:

Senior Certified Professional, Society of Human Resource Management (SHRM)

Doctor of Education, Higher Education Leadership & Administration, Youngstown State University

Master's, Leadership, Training and Development, Carlow University, Pittsburgh, PA

Bachelor's, Business Administration, Robert Morris University, Pittsburgh, PA

25+ years of professional human resources and business development experience

Instructor Office Location: WCBA 3332
Instructor Office Phone: 330.941.3149

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			

Textbook:

Marketing: Real People, Real Choices, 12th edition By: Michael R. Solomon Published by Pearson (10 March 2025) © 2026. ISBN-10 : 0138116148

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
8/24	Chapter 1	Welcome to Course Welcome to the World of Marketing: Create and Deliver Value	
8/31	Chapter 2	Global, Ethical, and Sustainable Marketing	Quiz Chapter 1 Create Groups
9/7	Chapter 3	Strategic Market Planning	Assignment #1
9/14	Chapter 4	Market Research	Quiz Chapter 3 Group Project: Internal Environment

9/21	Chapter 5	Marketing Analytics	Activity #2
9/28	Chapter 6	Consumer Markets	Exam #1
10/5	Chapter 7	Segmentation, Target Marketing, and Positioning	Assignment #3 Group Project: External Environment/SWOT
10/12	Chapter 8	Innovation and New Product Development	Quiz Chapter 7
10/19	Chapter 9	Branding and Product Management	Assignment #4
10/26	Chapter 10	Price and Value Proposition	Group Project: Marketing Goals & Strategies
11/2	Chapter 11	Distribution Strategies	Exam #2
11/9	Chapter 12	Customer Experience	Quiz Chapter 11 Group Project: Budget
11/16	Chapter 13 and 14	Promotion, Planning, Advertising, Social Media	Group Project: Implementation and Last Items
11/23	Chapter 14	Social Media	Group Presentations Activity #5
11/30			Group Presentations
12/7			Final Exam

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.