MKTG 3703 - Marketing Concepts and Practice

Fall 2026 Syllabus, Section 04, CRN 40059,

Credit hours: 3

Instructor

Ying Wang

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Public Instructor Information

Instructor Title: Professor: Dr. Ying Wang
Instructor Professional Qualifications:

Ph. D., Marketing Communications, Kent State University
Master's, Media Management, Kent State University
Bachelor's, Journalism, Renmin University of China

Instructor Office Location: WCBA 3346

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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	Michael R. Solomon, Greg W. Marshall, & Elnora W. Stuart	9780138116149

- Required e-Textbook and MyLab Access:

Michael R. Solomon, Greg W. Marshall, & Elnora W. Stuart. (2025). Marketing: Real People, Real Choices, (12th ed.). New York, NY: Pearson. eBook and MyLab access can be purchased through YSU Bookstore or on Pearson Website following the instruction on Blackboard.

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

MKTG 3703 Fall 2026 In-Person Class Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Ch 1 Welcome to Marketing in the Modern World	Welcome to the World of Marketing	Review Syllabus Student Introduction Online Discussion 1 Initial Post Due Sun.
8/31	Ch 2 Global, Ethical, and Sustainable Marketing	Global & Ethical Aspects	Exam 1 Due Sunday Ch 1 Mini Sim Due Sunday Online Discussion 1 Reply Post Due Sun
9/7	Ch 3 Strategic Market Planning	Market Planning	Ch 3 Mini Sim Due Sunday
9/14	Ch 4 Market Research	Market Research	Exam 2 Due Sunday Ch 4 Mini Sim Due Sunday
9/21	Ch 6 Understand Consumer Markets	Consumer Behaviors	Online Discussion 2 Initial Post Due

9/28	Ch 7 Segmentation, Target Marketing, and Positioning	Segmenting and Targeting	Exam 3 Due Sunday Ch 7 Mini Sim Due Sunday Online Discussion 2 Reply Post Due Sun.
10/5	Ch 8 Product I: Innovation and New Product Development	Product Deevelopment	In-Class Discussion 1 Due
10/12	Ch 9 Product II: Product Strategy, Branding, and Product Management	Product Management	Exam 4 Due Sunday Ch 9 Mini Sim Due
10/19	Ch 13 Promotion I: Planning and Advertising	Promotion Planning	Ch 13 Mini Sim Due Sun
10/26	Ch 14 Promotion II: Social Media Platforms and Other Promotion Elements	Social Media and Digital Promotions	Exam 5 Due Sunday
11/2	Ch 10 Price: What Is the Value Proposition Worth?	Price	Ch 10 Mini Sim Due Sun.
11/9	Ch 11 Physical Distribution Concepts and Business-to-Business Markets	Placement/Distribution	Exam 6 Due Sunday Ch 11 Mini Sim Due Sun. In-Class Discussion 2 Due
11/16	Ch 12 Deliver the Customer Experience	Services	Both Ch 12 Mini Sims Due Sun
11/23	Optional Reading: Ch5 Marketing Analytics: Welcome to the Era of Data-Driven Insights!	Marketing Analytics	Exam 7 Due Sunday
11/30	Optional Reading: Appendix Marketing Plan: The S&S Smoothie Company	Marketing Plan	Optional Extra Credit Quiz
12/7	Final Week No Reading Assignment	Class Review	Course Feedback Survey

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.