

MKTG 3703 - Marketing Concepts and Practice

Fall 2026 Syllabus, Section 05, CRN 41387,

Credit hours: 3

Instructor

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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

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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 (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

Day	Date	Reading(s)	Proposed Topic	Due/To Prepare for Class
Tue	8/25	Read the syllabus	Course Introduction: What Is Marketing? Marketing as Value Creation	Icebreaker activity; Read syllabus; Purchase textbook Complete the Project Preference Survey under Module 1 on Blackboard by Thu. Aug 27 at 11:59pm
Thu	8/27	Read Ch. 1 by Sep 1	The Marketing Mix; What Can Be Marketed; Introduction to Final Project You, Inc. — Personal Brand Canvas Activity (in class)	Due 8/27 at 9:40am: Ims_1784979_1
Tue	9/1	Chapter 1	Marketing's Evolution; Needs, Wants & Demand; Marketing Creates Utility You, Inc. — Personal Brand Canvas (continued in class)	Due 9/1 at 10:45am: Ims_1784978_1 Due 9/1 at 9:40am: Ims_1784980_1

Thu	9/3	Chapter 2	Global Marketing: World Trade, Economic Communities, Going Global	Due 9/3 at 10:45am: Ims_1784981_1 Due 9/3 at 9:45am: Ims_1785122_1
Tue	9/8	Chapter 2	Analyzing the External Environment: PESTLE Factors Shared Class Slide	Due 9/8 at 9:45am: Ims_1785123_1
Thu	9/10	Ch. 2 (cont.)	Ethics, CSR, and Sustainability in Marketing	Due 9/10 at 9:45am: Ims_1785124_1 Due 9/10 at 10:50am: Ims_1785205_1
Tue	9/15	Chapter 3	Strategic Planning: Mission, Vision, Business Portfolio Shared Class Slide	Due 9/15 at 9:45am: Ims_1785125_1
Thu	9/17	Ch. 3 (cont.)	Market Planning: SWOT Analysis, Marketing Objectives, Functional Planning	Due 9/17 at 9:45am: Ims_1785126_1 Due 9/17 at 10:50am: Ims_1785206_1
Tue	9/22	Chapter 4	Marketing Information Systems; Evidence-Based Decision Making Shared Class Slide	Due 9/22 at 9:45am: Ims_1785201_1
Thu	9/24	Ch. 4 (cont.)	The Market Research Process: Steps 1–7, Primary vs. Secondary Data	Due 9/24 at 9:45am: Ims_1785202_1 Due 9/24 at 10:50am: Ims_1785207_1
Tue	9/29	Chapter 5	CRM and One-to-One Marketing; Marketing Automation Shared Class Slide	Due 9/29 at 9:45am: Ims_1785203_1
Thu	10/1	Ch. 5 (cont.)	Big Data, Data Mining, Marketing Analytics, and Predictive Analytics	Due 10/1 at 9:45am: Ims_1785204_1 Due 10/1 at 10:50am: Ims_1785208_1
Tue	10/6	Chapter 6	Consumer Behavior: The Decision-Making Process (Steps 1–5) Shared Class Slide	Due 10/6 at 9:45am: Ims_1785350_1
Thu	10/8	Ch. 6 (cont.)	Internal, Situational, and Social Influences on Consumer Decisions	Due 10/8 at 9:45am: Ims_1785351_1 Due 10/8 at 10:50am: Ims_1785437_1
Tue	10/13	Chapter 7	Segmentation: Demographic, Geographic, Psychographic, Behavioral Shared Class Slide – Project Brand	Due 10/13 at 9:45am: Ims_1785352_1
Thu	10/15	Ch. 7 (cont.)	Targeting Strategies and Positioning; Competitive Advantage; Midterm Review (Study Guide posted on Blackboard)	Due 10/15 at 9:45am: Ims_1785435_1 Due 10/15 at 9:50am: Ims_1785438_1 Due 10/15 at 11:59pm: Ims_1785439_1
Tue	10/20	Midterm Exam (in class)	MIDTERM EXAM – Chapters 1–6	Due 10/20 at 10:45am: Ims_1785451_1
Thu	10/22	Chapter 8	Product Layers, Classification, and Types of Innovation; Design Thinking	Due 10/22 at 9:45am: Ims_1785917_1
Tue	10/27	Chapter 8	New Product Development Process; Adoption and Diffusion of Innovations Shared Class Slide – Project Brand	Due 10/27 at 9:45am: Ims_1785918_1
Thu	10/29	Chapter 9	Product Objectives, PLC Strategies, and Quality Management	Due 10/29 at 9:45am: Ims_1785919_1 Due 10/29 at 10:45am: Ims_1786035_1

Tue	11/3	Ch. 9 (cont.)	Branding Strategy: Brand Equity, Extensions, Co-Branding, Licensing Shared Class Slide – Project Brand	Due 11/3 at 9:45am: Ims_1785922_1
Thu	11/5	Ch. 9 (cont.)	Packaging, Labeling, and Organizing for Product Management	Due 11/5 at 9:45am: Ims_1785923_1 Due 11/5 at 10:45am: Ims_1786036_1
Tue	11/10	Chapter 10	Pricing Objectives, Costs, Demand, and the Pricing Environment Shared Class Slide – Project Brand	Due 11/10 at 9:45am: Ims_1785944_1
Thu	11/12	Ch. 10 (cont.)	Pricing Strategies and Tactics; Psychology, Legal, and Ethical Aspects	Due 11/12 at 9:45am: Ims_1785945_1 Ims_1786037_1 Due 11/12 at 11:59pm: Ims_1786155_1
Tue	11/17	Chapter 11	Distribution Channels: Types, Functions, and Wholesaling Intermediaries Shared Class Slide – Project Brand	Due 11/17 at 9:45am: Ims_1785977_1
Thu	11/19	Ch. 11 (cont.)	Distribution Strategy, Logistics, Supply Chain, and B2B Markets	Due 11/19 at 9:45am: Ims_1785980_1 Due 11/21 at 11:59pm: Ims_1786156_1
Tue	11/24	Writing Workshop/Instructor feedback in class	Checkpoint 3 Workshop in class	Workshop in class (bring full draft); # Checkpoint 3 due TOMORROW Friday Nov 21 at 11:59 PM – Section 0 + Sections 6–7 (Distribution, IMC)
Thu	11/26	NO CLASS THANKSGIVING BREAK		
Tue	12/1	Chapter 12, 13, 14	Retailing, CX, and Services Marketing (Ch. 12); IMC, Social Media, Sales Promotion & PR Overview (Chs. 13–14); Final Presentation Prep	Due 12/1 at 9:45am: Ims_1785981_1
Thu	12/3	Project Presentations	FINAL PROJECT PRESENTATIONS – Session 1 (Pairs 1–7)	Due 12/3 at 8am: Ims_1786184_1 Due 12/3 at 11:59pm: Ims_1786209_1
Tue	12/8	Project Presentations	FINAL PROJECT PRESENTATIONS – Session 2 (Pairs 8–15)	Due 12/8 at 8am: Ims_1786185_1 Due 12/8 at 11:59pm: Ims_1786211_1
Thu	12/10	Project Presentations	FINAL PROJECT PRESENTATIONS – Session 3 (Pairs 16–22) + Course Wrap-Up	Due 12/10 at 8am: Ims_1786186_1 Due 12/10 at 11:59pm: Ims_1786157_1 Ims_1786212_1 Ims_1788256_1

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