MKTG 3703 - Marketing Concepts and Practice

Fall 2026 Syllabus, Section 06, CRN 41623,

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 I 2026 Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Ch 1 Welcome to Marketing in the Modern World Ch 2 Global, Ethical, and Sustainable Marketing	Welcome to the World of Marketing	Exam 1 Due Sunday Discussion 1 Initial Post Due Wed. Reply Post Due Sun. Ch 1 Mini Sim Due Sunday
8/31	Ch 3 Strategic Market Planning Ch 4 Market Research	Strategic Planning & Marketing Research	Exam 2 Due Sunday Ch 3 Mini Sim Due Sunday Ch 4 Mini Sim Due Sunday
9/7	Ch 6 Understand Consumer Markets Ch 7 Segmentation, Target Marketing, and Positioning	Consumer Behavior & Segmentation	Exam 3 Due Sunday Discussion 2 Initial Post Due Wed. Reply Post Due Sun. Ch 7 Mini Sim Due Sunday

9/14	Ch 8 Product I: Innovation and New Product Development 'Ch 9 Product II: Product Strategy, Branding, and Product Management	Product	Exam 4 Due Sunday Discussion 3 Initial Post Due Wed. Reply Post Due Sun. Ch 9 Mini Sim Due Sunday
9/21	Ch 13 Promotion I: Planning and Advertising Ch 14 Promotion II: Social Media Platforms and Other Promotion Elements	Promotion	Exam 5 Due Sunday Discussion 4 Initial Post Due Wed. Reply Post Due Sun. Ch 13 Mini Sim Due Sunday
9/28	Ch 10 Price: What Is the Value Proposition Worth? Ch 11 Physical Distribution Concepts and Business-to-Business Markets	Price & Placement	Exam 6 Due Sunday Ch 10 Mini Sim Due Sunday Ch 11 Mini Sim Due Sunday Optional Extra Credit Quiz Due Sunday
10/5	Ch 12 Deliver the Customer Experience	Services	Exam 7 Due Sunday Both Ch 12 Mini Sims Due Sunday

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.