BALL STATE UNIVERSITY
Department of Marketing

MKG 300-5: Principles of Marketing
CRN: 12960
Semester: Fall 2025

Welcome!

I am your professor, Dr. Kesha Coker.

I designed this course to provide you with an engaging learning experience with practical value in **marketing** for your professional career. We will meet in person in the classroom each week. If you miss class due to extenuating circumstances, please contact me as soon as possible with supporting documentation to stay on track (see your syllabus for more details).

Please read your syllabus carefully. It contains important information about this course to help you get started and guide you throughout the semester.

Feel free to contact me with any questions.

Let's get started!

Best regards,
Dr. Coker

WB 318, Department of Marketing
Miller College of Business
Ball State University, Muncie, IN
Email: kkcoker@bsu.edu (expected response time within 24 hours on Monday to Friday and 48 hours on the weekend)
Office Hours: Tuesday and Thursday, 10:45 am - 12:15 pm, 3:15 pm - 4:45 pm, & by appointment

Course Description

This course introduces you to marketing principles, functions, and contemporary practices essential for attaining organizational objectives. Topics include the marketing environment and technology, marketing research, consumer behavior, market segmentation, product management, professional selling, advertising, pricing, distribution channels, strategy implementation, and the role of marketing in society.

Prerequisite: Sophomore standing or above.

Course Structure: In-person, active, experiential learning

Textbook: *MKTG* (2025), 14th edition by Charles W. Lamb, Joe F. Hair, and Carl McDaniel. ISBN 9780357929216

Ball State First Day

This course is part of our course material delivery program, Ball State First Day. The bookstore will provide each student with a convenient package containing all required physical books, and any digital materials will be integrated into Canvas for this course.

You should have received an email from the bookstore confirming materials provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pickup or home delivery). If you haven't already done so, please confirm your fulfillment preference so the bookstore can prepare your materials. Students who do not want to participate in the First Day program may choose to opt out.

To access your digital materials within Canvas:

Delivery Method	Direction
eBook	Select the "Course Materials" link
Courseware – SSO Partner Integration	Select the "Course Materials" link
Courseware – Access Code Reveal	Reveal the access code in the "Course Materials" link and redeem the code at the link provided on that page, or in the publisher's integration in Canvas
Courseware – Publisher Direct	Select the publisher's link in your course

Course Objectives

Upon completion of this course, you should be able to:

1. Demonstrate understanding and application of marketing concepts.
2. Connect marketing to other business functions.
3. Examine the STP process, which involves segmentation, targeting, and positioning.
4. Recognize the value of marketing to consumers, businesses, and society.
5. Integrate the 4Ps of the marketing mix into business strategies.
6. Evaluate the role of marketing technology, including artificial intelligence (AI).

Expectations

As a student in this class, you are expected to:

1. **Be present and have fun!** Attend class in person, arrive on time at the beginning of each class session, and actively participate in class discussions. Have fun learning!

2. **Devote time and effort to earn your grade.** You earn your grade in this class. I recommend attending class, taking notes, and dedicating enough time to complete assignments and study.

3. **Be prepared and motivated.** Please practice self-motivation, self-discipline, time management, and open communication during the semester. Prepare by completing the weekly activities listed in your course schedule on time. Give yourself enough time to complete assignments in case extenuating circumstances arise.

4. **Request extensions only when truly needed.** If you encounter extenuating circumstances, ask for an extension on assignment due dates within a reasonable timeframe. You can request extensions with supporting documentation (see University policies regarding student absences). Please notify me if you anticipate being absent for any reason (e.g., a funeral) or as soon as possible after the absence begins (e.g., an unexpected injury or illness). You will need to provide documentation (with confidential information removed when appropriate).

5. **Always be professional.** At Ball State, we are courteous and respect each other. We follow the Ball State Code of Student Rights and Responsibilities and the Beneficence Pledge.

6. **Feel free to ask questions.** I am here to help. You are welcome to schedule an appointment to meet with me during Office Hours or email me.

7. **Contribute to teamwork.** Teamwork competencies enhance your career readiness (see National Association of Colleges and Employers Competencies). In this class, you will work in teams on several assignments. You must contribute your fair share of work to the team effort to earn a grade on those assignments. Unless you encounter extenuating circumstances, you will earn ***zero points*** on any teamwork assignment if you do not contribute.

8. **Stay updated on technology.** To get the most value from this course, please prepare as far in advance as possible to ensure you receive technical assistance. If you need technical assistance, seek solutions independently before assignments are due.

Assessments

There are three assessment components. Assignment details, including instructions, relevant readings, due dates, and grading criteria/rubrics will be posted and updated on Canvas and in class. Please check Canvas regularly and keep attending class to stay informed and on track.

Component	Points
In-Class Assignments	**100**
10 x 10 points each	
Exams	**300**
4 x 75 points each	
Brand YOU! Portfolio	**100**
Udemy Personal Branding Certification (25 points) Dialogue Days Network Board (25 points) The 3-Minute Pitch (50 points)	
Total Points	**500**

1. **In-Class Assignments (20%).** There are ***ten In-Class Assignments, each worth 10 points***. These assignments help you develop a deeper understanding of and apply class concepts, while building communication skills essential for career readiness. They also allow you to connect with your classmates to build class community. Some of these assignments are individual assignments to complete on your own. Others are group assignments with your classmates present on the day of the assignment. You must attend class and participate to earn points on these assignments.

2. **Exams (60%).** There are ***four Exams, each worth 75 points***. These exams are in a closed-book, multiple-choice format (50 questions per exam) and are timed at 50 minutes. Prepare for exams by reviewing your notes and completing your study guides. Please ensure you have access to a computer compatible with Respondus LockDown Browser. Complete these exams independently, without using your study guides or assistance from your classmates or other resources, such as internet search engines and AI. You will receive an exam code in class to take your exam.

3. **Brand YOU! Portfolio (20%).** This career builder helps you gather materials for the job market. You can add these materials to your LinkedIn profile and resume to help you build and manage your personal brand.

   There are three Brand YOU! Portfolio components:

   a. **Dialogue Days Network Board (25 points).** Dialogue Days provide valuable opportunities to connect with industry professionals and Miller College alumni, helping you grow your professional network. In this assignment, you will create at least three new LinkedIn connections, take a Dialogue Days selfie, and write a Dialogue Days reflection.

   b. **Personal Branding Certification (25 points)** udemy business™
   Cost: ~~**$19.99**~~ **FREE to You!**
   Duration: At least 1.5 hours
   Description: Build a stronger personal brand to stand out and strengthen your professional reputation

   What You'll Learn:
   - ✓ Learn how personal branding can accelerate your career
   - ✓ Define your personal brand using proven branding principles
   - ✓ Summarize your personal & professional qualities in a clear, convincing way
   - ✓ Use social media to authentically reinforce your personal brand
   - ✓ Communicate your unique strengths on your resume & cover letter

   (Udemy, 2025)

   c. **The 3-Minute Pitch (50 points).** This presentation helps you position your personal brand, share your networking experience, and plan for the future—all in a 3-minute video pitch and reflection. As you make progress in your major, this assessment helps you build a strong foundation for future professional development.

Grading Scale

To be fair to all students, the grading scale used in this course is:

Final Grade	Points
A	465 to 500 points
A-	450 to 464 points
B+	435 to 449 points
B	415 to 434 points
B-	400 to 414 points
C+	385 to 399 points
C	365 to 384 points
C-	350 to 364 points
D+	335 to 349 points
D	315 to 334 points
D-	300 to 314 points
F	Below 300 points

Class Policies

1. **Attendance.** You must show up for class to fully benefit from this course. Arrive on time for each class session. If you are late to class, you will earn a ***5-point deduction per incident and zero points on any in-class assignment*** completed that day. If you are absent, you are responsible for making up the material. Please check your classmates for notes and meet with me during Office Hours if needed. The exception to this policy is absence due to extenuating circumstances, accompanied by supporting documentation (see University policies regarding student absences).

2. **Assessment Submission Policy.** Assessments, unless otherwise indicated, should be submitted using the assignment link in the Canvas module. Unless otherwise noted, you must participate and submit all In-Class Assignments during the class session when they are due.

3. **Feedback.** I am here to facilitate your learning. Feel free to reach out to me at any time for clarification of the course material. I will respond to emails from your official Ball State email address within 24 hours during weekdays (Monday through Friday) and within 48 hours on weekends. I will make every effort to grade your assignments within seven weekdays of the due date. Feel free to email me before that time if you have any questions. When you receive your graded assignment, please review the comments first, then contact me for clarification if needed. I also encourage you to meet with me during Office Hours to seek feedback on any aspect of this course.

4. **Grading.** I designed all assessment methods to be fair to all students. Therefore, I do not "curve" or "round up" grades. I also do not discuss grades over email. Please meet with me during Office Hours if you need to discuss your grade in this course.

5. **Late Work.** All work is due by the date and time indicated on the assessment. Submit all assessments on time to ensure completion of this course.
    a. You must be present in class to earn In-Class Assignment points. I will allow one ***FREE PASS***, which allows you to submit one missed In-Class Assignment without penalty within 24 hours of the assignment due date.

    b. Late submissions of Exams and Brand YOU! Portfolio assessments will not be accepted, resulting in a score of ***zero*** on these assessments.

    The exception to this policy is absence due to extenuating circumstances, accompanied by supporting documentation (see University policies regarding student absences).

6. **Make-Up Work.** You must present supporting documentation for your absence to make up work.

7. **Extra Credit.** Your participation in the Miller College Research Experience Program (REP) is part of In-Class Assignment 4: Marketing Research REP. However, you can earn up to ***12 extra credit points*** by completing three additional REP studies any time during the semester until ***December 5, 2025***. Please see the Miller College REP information on page 9 of this syllabus. I will provide more details in class.

8. **Academic Honesty.** Honesty, trust, and personal responsibility are fundamental attributes of the university community. Academic dishonesty and other forms of academic misconduct threaten the foundation of an institution dedicated to the pursuit of knowledge and will not be tolerated. To maintain its credibility and reputation, and to equitably assign evaluations of scholastic and creative performance, Ball State University is committed to maintaining a climate that upholds and values the highest standards of academic integrity. Visit the VPAA's Academic Integrity Website (Students tab) for resources on understanding academic integrity, citing sources properly, and avoiding inadvertent academic dishonesty. To learn about BSU's academic integrity expectations and students' rights, please read the University Student Academic Ethics Policy.

    Violations. Examples of academic integrity violations include, but are not limited to:
    - Using ChatGPT, Google Gemini, or another AI tool to complete assignments unless the assignment allows for using such tools. Please use technology in accordance with the Ball State University Student Academic Integrity Policy.
    - Working with another person on any assessment unless assigned to do so.
    - Reusing work from another semester, course, or section.
    - Fraudulent submission of work.
    - Using unauthorized materials during exams.
    - Impersonating someone else or having them impersonate you.
    - Making fraudulent or dishonest statements regarding your work.
    - Discussing exam questions and answers with students who have not taken the exam.
    - Soliciting others to complete work for you.
    - Posting course files and resources on study or content-sharing websites.

9. **University Statement.** We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse. If you need course adaptations or accommodations because of a disability, please contact the instructor of record as soon as possible. Ball State's Disability Services Office coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

10. **Freedom of Expression.** In this course, we are committed to fostering a learning environment that values intellectual diversity, encourages free expression, and promotes open inquiry. As members of the Ball State Community, we treat each person in the Ball State community with civility, courtesy, compassion, and dignity and respect and learn from differences in people, ideas, and opinions. Please review Ball State University's Statement on Freedom of Expression, the resources on Ball State's Freedom of Expression webpage, and Ball State's Beneficence Pledge.

Student Support Services

The Learning Center. The Learning Center offers free Tutoring and Academic Coaching for many courses at Ball State, as well as testing accommodations for students with disabilities. For more information, visit bsu.edu/learningcenter or call 765-285-1006.

The Writing Center. You are encouraged to use the Writing Center for additional feedback on your writing. To schedule a free appointment to discuss your writing, go to bsu.edu/writingcenter. Online and in-person appointments are available; however, plan ahead because appointments book quickly!

The Basic Needs Hub. If you are having difficulty affording food, do not have a safe and reliable place to sleep, and/or are experiencing an emergency or crisis, help is available through the Basic Needs Hub. For assistance, please complete a Basic Needs Assistance Form.

The Counseling Center. The Ball State University Counseling Center offers free and confidential services to all students. To schedule an appointment, call 765-285-1736. Ball State also offers a 24/7 Crisis Line, which can be reached at 765-285-HOPE (4673). Click here for more information on the Counseling Center.

The Speaking Center. The Speaking Center is a free resource available to all members of the BSU community wanting to improve their public speaking abilities. To schedule an appointment, you can access the Speaking Center through your Navigate app or use this direct link.

Assurance of Learning

The Miller College of Business is committed to ensuring that every student graduating with a business degree is competent in five areas that are crucial to success in business. These learning

goals can be easily remembered with the acronym **C-KITE** (Communication, Knowledge, Integration, Technology, and Ethics).

Communication: Miller College Graduates will be able to communicate appropriately in a professional context. Specifically, they will be

- **Effective oral communicators** who can: organize a presentation; use transitions; avoid verbal pauses; maintain audience interest; use eye contact, body language, and use visual aids effectively
- **Effective written communicators** who can: introduce the main idea; provide closure consistent to the main idea; use content to support the main idea; use transitions and emphases; maintain connections between ideas; use organizational structure effectively (paragraphs, flow); effectively use diction and conventions; and avoid spelling and grammatical errors.

Knowledge: Miller College Graduates will demonstrate basic knowledge in Operations, Marketing, Finance, Management, Accounting, and Economics.

Integration: Miller College Graduates will be able to integrate business knowledge in decision-making. They will be able to

- Identify issues confronting the organization
- Synthesize and analyze available information
- Draw well-reasoned inferences and judgments for courses of action
- Design a plan for implementing the course of action

Technology: Miller College Graduates will be able to obtain, manage and communicate data effectively. They will be able to

- Analyze data for information to support decision-making using technology
- Identify common data security risks and safeguards
- Use common cloud technologies to collaborate on projects effectively

Ethics: Miller College Graduates will be able to recognize and resolve ethical dilemmas. They will demonstrate an ability to

- Identify an ethical dilemma in a business situation
- Identify relevant stakeholders
- Assess potential consequences to the stakeholders
- Recognize the importance of making ethical decisions

In this class, you will demonstrate:

- **Communication** by generating written reports and making oral presentations.
- **Knowledge** by understanding foundational marketing concepts.
- **Integration** by gathering information from various sources to make business decisions.
- **Technology** by using appropriate technology in learning and teamwork.
- **Ethics** by completing assignments to recommend solutions to a business problem.

BALL STATE UNIVERSITY
Miller College of Business

Research Experience Program (REP)

Miller College requires each student enrolled in Principles of Marketing (MKG 300) to participate in the REP. The purpose of the REP is to provide you with exposure to the process of developing business knowledge and to enhance your appreciation of the nature and role of research topics and methods. In the REP, you will have the opportunity to experience research first-hand, either as a participant in a research project with a certain research question or reviewer of recent research.

In this class, the REP helps you learn about ***Marketing Research***. Your REP participation is required in ***In-Class 4***. You can earn up to ***12 Extra Credit points*** by completing ***three additional REP studies*** any time during the semester until ***Friday, December 5, 2025, at 5:00 pm EST***.

Date	Assignment/Event	Details	Points
Sunday, August 24	REP studies start	At least one study available each week (online or in-person)	-
Sunday, August 31	Deadline for REP registration credit	Register via https://bsu-miller.sona-systems.com and upload proof on Canvas for ***In-Class 4 Credit.***	**5**
Thursday, September 11, at 11:59 pm EST	Complete 1 REP study	Submit proof of study completion for ***In-Class 4 Credit***	**5**
Friday, December 5, at 5:00 pm EST	Deadline for additional REP participation	Complete up to 3 additional REP studies (4 points each) for ***Extra Credit***	**12**

Step 1: Register for REP
To register, go to https://bsu-miller.sona-systems.com. Registration only takes about ***2 minutes*** and is totally free! Register by ***Sunday, August 31, 2025***. By registering for the program **and** completing the quick sign-up survey, you will earn the ***first 5 points*** for ***In-Class 4***. For detailed step-by-step instructions on how to register, go to: https://www.bsu.edu/academics/collegesanddepartments/mcob/about-us/research-experience-program

Step 2: Complete REP Studies
Participating in REP studies is easy and fun! Studies can be valued at 1 credit. At least one study will be available each week, but oftentimes there will be multiple studies running each week. Please pay attention to the location of the study; some will be online, and others will be in a lab. Participation is not guaranteed. It is first-come, first-serve basis. The first study(s) will launch on ***Sunday, August 24, 2025***. By completing 1 REP study by ***Thursday, September 11***, you will earn the ***remaining 5 points*** for ***In-Class 4***. Participation in up to three additional REP studies will allow you to earn up to ***12 Extra Credit points***.

Alternative to completing REP studies for Extra Credit
Instead of participating in research studies for extra credit, you may choose to write reviews of current marketing articles. You can write ***three article reviews***, should you choose to forego the opportunity to participate in REP for extra credit.

Student credits will be maintained in the Miller College REP online system, called Sona, by the Subject Pool Administrator. ***Regardless of how you satisfy your REP requirements, you must register in the Sona online system by Sunday, August 31, 2025.*** For additional information about the REP program—including instructions on registering online, signing up for experiments, or writing a review—please go to the REP website listed above and click on the link for Research Experience Program on the right toolbar. Sona (our online system) has an extensive section of FAQ's to help answer questions. ***Any other questions about the REP program should be directed to the Subject Pool Administrator*** (REP@bsu.edu) ***and not to your instructor.*** The deadline for completing additional REP research credits and/or submitting article reviews is ***Friday, December 5, 2025, by 5:00 pm EST***.

Course Schedule

Week	Date	Topic	Assigned Readings
1	Aug. 19	Welcome & Introductions ***In-Class 1: Meet & Greet***	-
	Aug. 21	**PART 1** Introduction to Marketing	Ch. 1
2	Aug. 26	Strategic Planning	Ch. 2
	Aug. 28	The Marketing Environment ***In-Class 2: Think Like a Marketer***	Ch. 4
3	Sep. 2	Consumer Behavior	Ch. 6
	Sep. 4	***In-Class 3: Why We Buy***	-
4	Sep. 9	**Exam 1 Check-In**	**Ch. 1, 2, 4, 6**
	Sep. 11	**PART 2** Marketing Research ***In-Class 4: Marketing Research REP***	Ch. 9
5	Sep. 16	Segmentation, Targeting, Positioning	Ch. 8
	Sep. 18	***In-Class 5: STP It Up***	-
6	Sep. 23	Product I: Concepts	Ch. 10
	Sep. 25	Product II: Development & Management	Ch. 11
7	Sep. 30	**Exam 2 Check-In**	**Ch. 8, 9, 10, 11**
	Oct. 2	**PART 3** Price	Ch. 19
8	Oct. 7	Fall Break – No Class 😊	
	Oct. 9	Place I: Supply Chain	Ch. 13
9	Oct. 14	Place I: Marketing Channels ***In-Class 6: Location, Location, Location***	Ch. 13
	Oct. 16	**Dialogue Days** ***Attend for Dialogue Days Network Board***	-
10	Oct. 21	Place II: Retailing	Ch. 14
	Oct. 23	***In-Class 7: RetailME YES***	-
11	Oct. 28	**Exam 3 Check-In**	**Ch. 13, 14, 19**
	Oct. 30	**PART 4** Promotion Overview	Ch. 15
12	Nov. 4	Advertising	Ch. 16
	Nov. 6	***In-Class 8: Ad It Up***	-
13	Nov. 11	Public Relations & Sales Promotion	Ch. 16
	Nov. 13	Social Media Marketing ***Personal Branding Certification Due at 11:59 pm***	Ch. 18
14	Nov. 18	***In-Class 9: Let's Get Social***	-
	Nov. 20	Personal Selling ***The 3-Minute Pitch Due at 11:59 pm***	Ch. 17
15	Nov. 25	**Exam 4 Check-In (exam in Finals Week)**	**Ch. 15, 16, 17, 18**

Week	Date	Topic	Assigned Readings
	Nov. 26 - 30	Thanksgiving Break – No Class 😊	
16 **(Last Week!)**	Dec. 2	The 3-Minute Pitch Feedback Session	-
	Dec. 4	***In-Class 10: Marketing Mixer***	-
Finals Week **(Yay!)**	Dec. 9 - 12	**Exam 4 (Final)**	**Ch. 15, 16, 17, 18**

Note: This syllabus is subject to revisions at any time during the semester.