

Department of Marketing
MKT 327: Introduction to Marketing
Summer 2026 Syllabus
Class Number: 10226

Instructor Information

Instructor: Minghao Wang (He/Him/His)

Email: wangmi18@msu.edu

Office Hours: By appointment only (via Microsoft Teams/Zoom)

Since this is an asynchronous online course designed to accommodate diverse schedules, I offer flexible office hours by appointment. Please email me with your availability, and I'll coordinate a meeting time that works for both of us.

The best way to reach out is by email, which is often the most efficient option – I typically respond within 24 hours, Monday through Sunday. If I do not respond to your email within 24 hours, feel free to reach out again.

Class Details

- **Credit Hours:** 3
- **Section:** 734
- **Dates:** 6/30/2026 - 8/14/2026
- **Course Format:** Online Asynchronous

Course Description

This course introduces students to the basic concepts and skills needed to create and critique effective marketing plans and focuses on the role of marketing and its importance in contemporary organizations and society. Students will critically examine marketing concepts, theories, and models from a real-world perspective during the session. In addition to learning marketing theory, students will analyze a variety of real-world examples and case studies.

Course Materials

Marketing Management, 16th edition, by Kotler/Keller/Chernev, Pearson Education, Inc. 2022, ISBN 0-13-588715-8.

All other materials will be posted on D2L.

Required Technologies

Access to high-speed Internet; access to Microsoft Teams/Zoom and D2L website.

Course Platform

This course will be delivered online through the course management system, and you will need your MSU NetID to login to the course from the D2L homepage (<http://d2l.msu.edu>). In D2L, you will access online lessons, course materials, and additional resources. All assignments, assessments, and feedback will be submitted through D2L.

Student-Faculty Interactions

As there are no live sessions, students are encouraged to reach out to the instructor via email for any inquiries, feedback, or concerns. The instructor will aim to respond within one business day. Additionally, students can attend virtual office hours via Microsoft Teams/Zoom for further assistance or schedule separate meetings by emailing the instructor (either via Microsoft Teams/Zoom).

Course Objectives

The purpose of this course is to give the students the basic framework for a variety of marketing topics. These topics will include: (1) marketing planning, (2) consumer markets, (3) business markets, (4) market segments, (5) designing and managing products, (6) brands building, (7) pricing and sales promotions (8) designing marketing campaign, and (9) building customer loyalty. Students will be expected to learn the major theories and models of marketing topics, as well as to develop an understanding of how these abstractions are utilized in developing marketing strategy.

In specific, once you complete this course, you should be able to:

- Accurately describe what marketing is and what roles it plays in organizations.
- Discuss how firms assess the environment around them and how factors in the environment influence marketing decisions.
- Appreciate the importance of making responsible marketing decisions.
- Discuss how firms break down markets and position products to fill unmet consumer needs.
- Be aware of how firms manage their product mixes to maximize market share.
- Discuss the factors that drive product modifications for global markets.
- Appreciate the power of branding and the importance of developing brand equity.
- List the factors that differentiate service products from physical goods and to appreciate how these factors influence marketing strategy.

- Appreciate the process by which products move from manufacturers to end consumers.
- Be aware of the options firms have in communicating with consumers and how these communication options interact to create an integrated marketing communication plan.
- Appreciate the factors that affect pricing decisions.
- Analyze markets as a means of setting optimal prices.

Students will meet the course objectives through the following actions:

- Complete case study assignments and discussion posts.
- Study and prepare for exams.

Grading Policy

Grade Breakdown

Assignment	Points
Syllabus Quiz	20 points (2%)
Individual Case Studies (4 total)	400 points (40%) – 100 points/each
Discussion Posts (4 total)	140 points (14%) – 35 points/each
Surveys (2 total)	40 points (4%) – 20 points each
Exams (Best 2 of 3)	400 points (40%) – 200 points/each
Total	1000 points (100%)

Assignment Details

Syllabus Quiz (2%)

A brief 5-question quiz covering key course dates, policies, and expectations. This quiz is designed to ensure you understand important deadlines and course requirements for success.

Quiz Details:

- 5 multiple-choice questions
- 20 points total (4 points per question)
- Unlimited attempts - you can retake until you achieve your desired score
- Available during the first week of class
- Auto-graded for immediate feedback

Focus Areas: The quiz will test your knowledge of critical course information including assignment due dates, exam policies, and grading breakdown. Make sure you can remember all important dates from the syllabus before taking the quiz.

Individual Case Studies (40%)

An effective way to learn about marketing is through practice making marketing decisions and applying the concepts you have learned. Case-based assignments provide this practical experience. To accompany the textbook readings, there will be four individual case study assignments due on Sundays of weeks 1, 2, 4, and 6. Each assignment consists of three cases and each case includes two to three short-answer questions. You are welcome to use any generative AI tool (such as ChatGPT, Claude, Copilot, or Gemini) to help with your analysis. At the end of each assignment, include a short AI Usage Reflection (see format details and AI policy below).

Structure: 100 points per assignment x 4 assignments = 400 points

Timeline: Sunday 11:59 PM – each student submits their case study analysis on D2L

Format: 150-250 words per company (450-750 words total), plus a brief AI Usage Reflection at the end of the assignment (50-100 words): What AI tool did you use? What prompts did you try? Did you agree with the AI's suggestions or change things? What did you learn from using AI for this analysis?

Discussion Posts (14%)

140 points total (35 points per case study week). During each case study week, each student posts a discussion board reflection on what they learned from the week's cases and chapters.

Timeline: Sunday 11:59 PM – post your discussion reflection; reply to at least one classmate by the same deadline

Format: Post a 150-200 word reflection on D2L Discussions, then reply substantively to at least one classmate's post. **Use of generative AI is not permitted for discussion posts.**

Discussion Focus:

- Key takeaways from the week's cases and readings
- Application of marketing concepts
- Critical analysis of business strategies
- Connections to current marketing events or personal experiences

Exams (40%)

There will be three exams that consist of 50 multiple-choice questions scheduled in Week 3, 5, and 7. Exams will be available on D2L on Monday, with a 7-day window to complete them (except final week); once you open the exam, you will have **150 minutes** to finish. These exams are meant to be completed individually – **sharing answers is strictly prohibited** and will result in a zero. Exams will be open-book and will be solely based on textbook material. If for any reason you miss the deadline of an exam, please

notify me for a make-up exam to be arranged. Only the two exams with the highest scores will be counted towards your final grade. The exam with the lowest score will be dropped. As such, you are allowed to treat one exam as optional.

Surveys (4%)

Two surveys will be administered throughout the course to collect student feedback and assess learning progress:

- **Initial Survey (20 points):** Collects information about you, background in marketing, learning goals, and etc.
- **Mid-semester Survey (20 points):** Gathers feedback on course pace, content comprehension, and assignment difficulty.

Surveys must be completed by the specified deadlines to receive credit. Your thoughtful responses help improve the course experience for everyone.

Grade Scale

All grades will be posted on D2L. If you have questions or want to discuss the specifics of a graded item, please reach out to the instructor after the grade has been posted.

Points	Final Grade
900 - 1000	4.0
850 - 899	3.5
800 - 849	3.0
750 - 799	2.5
700 - 749	2.0
650 - 699	1.5
600 - 649	1.0
Below 600	0.0

Course Policies

Late Submission of Work

Work submitted after the deadline without an agreed extension receives a penalty of **-5 points (Day 1 late) or -10 points (Day 2 late)**. Submissions more than 2 days late receive an automatic zero. The online submission window closes 2 days after the deadline (Tuesday at 11:59 PM for Sunday assignments). This policy applies to case studies and discussion posts. Surveys and the syllabus quiz have fixed availability windows with no late submission.

Academic Honesty

MSU Policy on Integrity of Scholarship and Grades: All participants in this class are held to the standard set by MSU's Policy on Integrity of Scholarship and Grades. The policy can be read in full at the MSU Ombudsperson's website.

Eli Broad College of Business Honor Code: In addition to MSU policies, all students are expected to comply with the Broad College Undergraduate Honor Code or the FT MBA Honor Code.

Students who violate the Broad Honor Code may receive a grade penalty determined by the instructor and guided by the Dean of Students Academic Dishonesty Report (ADR) process.

If a student receives a second ADR, in addition to any associated penalty grade, a Broad student (defined as Business Preference, Broad Admit, or any student admitted to a Broad College of Business major) could face an additional sanction (in accordance with Article 7.6 of MSU's Student Rights and Responsibilities document) including but not limited to:

- University Probationary status.
- Denial of admission to the Broad College of Business if currently a Business Preference student.
- Dismissal from the Broad College of Business if currently a Broad Admit or are coded in any of the Broad majors.

Spartan Code of Honor: On March 22, 2016, The Associated Students of Michigan State University (ASMSU) adopted the following Spartan Code of Honor:

"As a Spartan, I will strive to uphold values of the highest ethical standard. I will practice honesty in my work, foster honesty in my peers, and take pride in knowing that honor is worth more than grades. I will carry these values beyond my time as a student at Michigan State University, continuing the endeavor to build personal integrity in all that I do."

Use of Generative AI. In accordance with Michigan State University policy, this syllabus provides clear guidance on the use of generative AI tools (such as ChatGPT, Claude, Copilot, Gemini, or similar applications) in MKT 327.

- **Permitted Use - Case Studies:** You are free to use any generative AI tool to support your individual case study assignments. AI can help you brainstorm, research, draft, and refine your analysis. However, you are fully responsible for the accuracy, quality, and originality of your final submission. At the end of each case study assignment, include a brief AI Usage Reflection (50-100 words) describing what tool you used, what prompts you tried, whether you agreed with or changed the AI's suggestions, and what you learned from the process. If you did not use AI, simply state that.

- **Prohibited Use - Exams:** The use of generative AI tools is strictly prohibited during exams. Exams are open-book and open-note, but you may only consult the textbook and your own notes. Using AI tools during an exam constitutes academic misconduct and will be reported to the Office of Student Support & Accountability.
- **Prohibited Use - Discussion Posts:** Discussion posts must reflect your own thinking and voice. The use of generative AI tools is not permitted for discussion posts. These assignments are designed to develop your ability to articulate personal insights and engage authentically with your classmates.

Why This Policy: AI tools are increasingly part of the professional marketing toolkit. Case studies give you a space to develop your ability to use AI effectively and think critically about its output. Exams and discussion posts, on the other hand, assess your individual knowledge and authentic engagement, which AI cannot demonstrate for you.

Questions or Exceptions: If you are unsure whether a specific use of AI is appropriate, email the instructor before submitting. Requests for exceptions will be considered on a case-by-case basis.

Other Expectations and Policies

Virtual Classroom Etiquette: Disruptive or otherwise generally rude or annoying behavior, including side conversations during lectures, phones going off, and inappropriate use of phones or laptop computers, will not be tolerated and violators may be removed from our Zoom class.

Communication: Communicate professionally with your instructor and classmates in all circumstances in order to effectively practice your business communication skills and to develop the conduct necessary for the workplace.

Grade Status: All grades leading to final course grades are non-negotiable and will only be changed if due to a documented instructor oversight, mathematical, or record-keeping error. It is important that each student frequently checks their course grades on D2L and immediately notifies the instructor of any discrepancies that have been discovered.

Students with Disabilities: If you need course adaptations or accommodation because of a disability, please contact me as soon as possible. MSU's Resource Center for Persons with Disabilities coordinates services for students with a documented disability. The Resource Center can be contacted at 517-884-7273 (voice), 517-355-1293 (TTY), or <https://www.rcpd.msu.edu>.

Relationship Violence and Sexual Misconduct: As per university policy, the instructor will adhere to the mandatory reporting requirements (<http://oie.msu.edu/mandatory-reporting.html>) upon becoming aware of any alleged incident of relationship violence or sexual misconduct involving a member(s) of the MSU community.

Course Recordings: Meetings of this course may be recorded. The recordings may be available to students registered for this class. This is intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Recordings may not be reproduced, shared with those not in the class, or uploaded to other online environments. Doing so may result in disciplinary action. If the instructor or another University office plan other uses for the recordings beyond this class, students identifiable in the recordings will be notified to request consent prior to such use.

Michigan State University

Course Schedule

Week	Dates	Agenda	Assignment
Week 1	6/30 - 7/5	Course introduction and syllabus review Ch 1: Define Marketing for the New Realities Ch 2: Marketing Planning and Management Ch 3: Analyze Consumer Markets Ch 4: Analyze Business Markets	Syllabus Quiz due Thu 7/2 at 11:59 PM Initial Survey due Sun 7/5 at 11:59 PM Case Study 1 & Discussion Post 1 due Sun 7/5 at 11:59 PM
Week 2	7/6 - 7/12	Ch 6: Identifying Market Segments and Target Customers Ch 7: Crafting a Customer Value Proposition and Positioning Ch 8: Designing and Managing Products Ch 9: Designing and Managing Services	Case Study 2 & Discussion Post 2 due Sun 7/12 at 11:59 PM
Week 3	7/13 - 7/19	EXAM 1 & Mid-Semester Survey Ch 10: Building Strong Brands Ch 11: Managing Pricing and Sales Promotions	Exam 1 & Mid-Semester Survey due Sun 7/19 at 11:59 PM
Week 4	7/20 - 7/26	Ch 12: Managing Marketing Communications Ch 13: Designing an Integrated Marketing Campaign in the Digital Age Ch 16: Managing Retailing	Case Study 3 & Discussion Post 3 due Sun 7/26 at 11:59 PM
Week 5	7/27 - 8/2	EXAM 2 Ch 17: Driving Growth in Competitive Markets Ch 18: Developing New Market Offerings	Exam 2 due Sun 8/2 at 11:59 PM
Week 6	8/3 - 8/9	Ch 19: Building Customer Loyalty Ch 20: Tapping into Global Markets Ch 21: Socially Responsible Marketing	Case Study 4 & Discussion Post 4 due Sun 8/9 at 11:59 PM
Week 7	8/10 - 8/14	EXAM 3	Exam 3 due Wed 8/12 at 11:59 PM

Important Dates

University Dates

Date	Event
June 30, 2026	Classes Begin - Second Summer Session 2026
July 2, 2026	Open Add Period Ends at 11:59 PM
July 13, 2026	Tuition Refund Period Ends
August 14, 2026	Classes End

Course Deadlines

Date	Event
July 2, 2026	Syllabus Quiz due at 11:59 PM
July 5, 2026	Initial Survey & Case Study 1 & Discussion Post 1 due at 11:59 PM
July 12, 2026	Case Study 2 & Discussion Post 2 due at 11:59 PM
July 19, 2026	Exam 1 & Mid-semester Survey due at 11:59 PM
July 26, 2026	Case Study 3 & Discussion Post 3 due at 11:59 PM
August 2, 2026	Exam 2 due at 11:59 PM
August 9, 2026	Case Study 4 & Discussion Post 4 due at 11:59 PM
August 12, 2026	Exam 3 due at 11:59 PM

Case studies and discussion posts have a 2-day late submission window (closes Tuesday at 11:59 PM). See Late Submission of Work under Course Policies for penalty details.