



**DAVIS UNIVERSITY**

**COURSE SYLLABUS**  
**MKT203: INTRODUCTION TO MARKETING**  
**SUMMER QUARTER 2025**

**QUARTER:** SUMMER QUARTER 2025

**COURSE SYLLABUS FOR:** MKT203 INTRODUCTION TO MARKETING

**CREDIT HOURS:** 5 CREDITS

**INSTRUCTOR:**

**INSTRUCTOR EMAIL:**

**INSTRUCTOR OFFICE HOURS:**

**COURSE DESCRIPTION:** This course introduces students to marketing activities, analysis, strategies, and decision making in the context of other business functions. Topics include integration of product, price, promotion, and distribution activities; research and analysis of markets, environments, competition, and customers; market segmentation and selection of target markets; and emphasis on behavior and perspectives of consumers and organizational customers. Planning and decision making for products and services in profit and nonprofit, domestic, and global settings.

**TEXT:** Grewal and Levys, *MARKETING*, 7ed, McGraw-Hill Irwin, Ryerson.  
ISBN10:1260260356 or ISBN13: 9781260260359.

**LATE WORK POLICY:** All students are expected to submit homework assignments electronically on the date specified on the syllabus. No late homework will be accepted and the student will receive a "0" (zero) for the homework assignment. Should the student refuse to complete the assigned work for the class, it could result in the student failing the class. All work assigned is expected to be completed on the date assigned. The instructor reserves the right to alter the schedule as necessary. Please be sure to check your email/Moodle for any changes to the schedule.

**PLAGIARISM AND COPYRIGHT INFRINGEMENT POLICY:** Work that is found to be plagiarized receives a grade of zero and often causes a student to fail a class. Documentation of plagiarism is added to the student's academic file as a violation of accepted student conduct and is subject to disciplinary action. Plagiarism is the use of another person's exact words, or their ideas written in the student's words without giving the original author credit.

Plagiarism can result from any of the following:

- Quote material directly without using quotation marks.
- Paraphrase the original so that many of the phrases are the same as the original. A good rule is no more than 3 or 4 words in a row should be the same as the original.
- Copy the original sentence pattern, substitution synonyms for key words.
- Neglect to indicate the source of the original material.

### **ASSESSMENTS:**

#### **Content**

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Exams	40%
Quizzes	30%
Assignments	20%
Participation	10%
Total	100%

**COURSE GRADE: A = 93%-100%**

**B = 85%-92%**

**C = 77%-84%**

**D = 70%-76%**

**F = below 70%**

## TENTATIVE CLASS SCHEDULE:

(Subject to change)

Week	Content Covered	Assignments & Assessment Due
<b>Week 1:</b>	Overview of Marketing Developing Marketing Strategies and a Marketing Plan Analyzing the Marketing Environment	
<b>Week 2:</b>	Consumer Behavior Business-to-Business Marketing Segmentation, Targeting and Positioning	
<b>Week 3:</b>	Marketing Research Product, Branding, and Packaging Decisions Developing New Products Services: The Intangible Product	Midterm Exam- Friday
<b>Week 4:</b>	Pricing Concepts for Establishing Value Supply Chain and Channel Management Retailing and Omni-Channel Marketing	
<b>Week 5:</b>	Integrated Marketing Communication Advertising, Public Relations, and Sales Promotion Social and Mobile Marketing	Final Exam- Friday