



MKT 306.01W MARKETING COURSE SYLLABUS: FALL 2026

INSTRUCTOR INFORMATION

Instructor: Yazan Kakish, Marketing Coordinator / Adjunct Professor of Marketing

Office Location: BA 234

Office Hours: Thursday's from 2:30 PM – 4:30PM. (Email for a specific appointment if above times do not work for you)

Office Phone: 903-886-5692

Office Fax: 903-886-5693

University Email Address: Yazan.Kakish@etamu.edu

Communication:

For all inquiries (personal concerns, questions, etc.), please email me. You can expect an email response within 24 hours (allow for flexibility on weekends). Use your myLeo email address and include the course name, section, and subject in the subject line (*e.g., MKT 306.01W*). You are expected to check your emails at least once a day and log into D2L at least twice a week. If you do not respond to emails or log in over a prolonged period (5 days), I will assume you intend to drop the course.

Welcome:

Welcome to MKT 306.01W this Fall Semester. I am thrilled to embark on an educational journey with you, exploring the dynamic world of marketing. This course will provide a comprehensive understanding of key marketing principles, strategies, and tactics that drive success in today's competitive business environment. This Fall 2026 course will officially run from August 20 to December 20, 2026. All course materials—including the textbook, Chapter Slides from McGraw-Hill, my personalized lecture slides, homework, exams for Units 1–3, the core final exam—are already uploaded to D2L (Brightspace). I will host a recorded live webinar every Monday starting at 9:00 AM to teach one chapter per week and immediately upload it to D2L for those who are unable to attend. To join the Zoom meeting simply use the following link: <https://etamu-edu.zoom.us/j/93411119280>

You are encouraged to work at your own pace, but all assignments must be completed within the official course period. To support your progress, I've included a suggested timeline below to help you stay on track. Following it is optional, but recommended.

Looking forward to an amazing semester with you all.

Thanks,
Professor Yazan Kakish

COURSE INFORMATION

Materials – Textbooks and Supplementary Readings:

All sections of MKT 306 are Inclusive Access. This means the eBook and homework package are already incorporated into the course website and billed along with your course tuition. You will access the homework directly from the D2L course website. The price for the book and homework is approximately \$110.41, which is substantially less than other sources and saves over \$100 compared to the previous package cost before IA.

Textbook: MARKETING 4TH CONNECT

Authors: C. Shane Hunt, John E. Mello, George Deitz

Edition: 4th

ISBN: 978-1-265-50619-3 (bound) 978-1-266-97771-827108-4

Publisher: McGraw Hill

Course Description:

This course introduces the concepts, principles, problems, and applications of marketing. We will emphasize all functional areas and institutions of marketing, including target marketing and positioning, consumer and organizational markets, product management, pricing, distribution channels, marketing ethics, promotions, services, and international marketing.

Student Learning Outcomes:

1. SLO 1: Demonstrate understanding of essential marketing terminology and concepts, including the marketing concept, market analysis and planning, and the marketing mix.
2. SLO 2: Apply essential marketing terminology and concepts to a personal branding assignment.
3. SLO 3: Apply the market planning process to develop a strategic marketing plan.
4. SLO 4: Work cooperatively on a team project.
5. SLO 5: Describe the use of four key marketing analytics: Return on Marketing Investment (ROMI), revenue analysis, market share analysis, and profitability analysis.

COURSE REQUIREMENTS

Instructional Methods:

The course is organized into three units: Unit One (Chapters 1-5), Unit Two (Chapters 6-10), and Unit Three (Chapters 11-16). This includes one homework assignment per chapter, three unit exams, a final comprehensive exam, a personal brand assignment, and a group project.

Grading:

Final Grades:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or below

Weights for Assessment:	
SmartBook (weekly homework assignments):	15%
3 Unit Exams (one exam per unit):	45% (each worth 15%)
Personal Branding Assignment:	10%
Team Marketing Plan:	25%
Final Comprehensive Exam (Core Concept Quiz)	5%
Total:	100%

Assessments:

Each week, you will work on various combinations of assignments, activities, readings, research, etc., in D2L under the Week # tab. All your McGrawHill Connect Homework assignment are open from August 20, 2026 and will close on December 6, 2026.

Unit Exams (45% of total course grade): Closed-book exams will cover required textbook readings and online lecture content. Complete the exams online by accessing the D2L quiz tool. The exams will be timed, and grades made available to students following the submission of the exam. If you lose internet connectivity during the exam, log back in immediately and continue with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the Helpdesk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

To contact HelpDesk please email them at helpdesk@ETAMU.edu and/or call them at 903-468-6000.

There are three exams, one for each unit, each worth 15% for a total of 45% of your grade. Each exam will consist of 50 multiple-choice questions. You will only see one question at a time, and you must answer it before proceeding to the next question. There is no going backward so once an answer is selected it cannot be changed. The exams are proctored and you will have 90 minutes to complete. Exams are closed book and individual. That means using your book/notes, the internet, your phone, or working with another student is considered cheating and is grounds for an F in the course. Grading is objective, based on terms, concepts, and examples in the textbook.

Final Comprehensive Exam (5% of total course grade): At the end of the course, worth 5% of the total grade. It will consist of 50 multiple-choice questions and you will also have 90 minutes to complete it. The exam will cover all 16 chapters.

Exams must be done on a computer or laptop. They will not be accessible by tablets, cell/mobile phones, etc. and must have a functioning camera. This course employs Proctorio, a proctoring service to ensure exam security. Proctorio relies upon an algorithm to flag suspicious behavior. Your instructor can review recorded testing sessions to determine if cheating has taken place. An exam should be a measure of a student's learning. Academic dishonesty diminishes a student's learning, and also devalues the learning of other students. It is unacceptable in an academic community. Proctorio software may be used during one or more exams. If you do not have a camera on your computer, the instructor will send you a link to purchase an external camera for approximately \$10, which must be ordered in advance of the exams.

Connect Homework Assignments (15% of total grade): For each chapter, there are interactive exercises worth 15% of the total class grade. These assignments are designed to take roughly 30 – 45 minutes and are already available for you to start on your own pace but must be completed by midnight on December 6, 2026. The SmartBook exercises are designed to help you identify areas where you may need extra practice. Even if you choose not to do them right away, be sure to return and complete them before the exam—they are a valuable study tool!

Watch the uploaded video lectures, read the chapter, then review the PowerPoint presentation before attempting your assignment. Homework deadlines are non-negotiable. **Time management and meeting deadlines are important in the business world. Since this is a self-paced class I would recommend constant communication you're your professor and plan to set up reminders to avoid missing any activity.**

Personal Branding Assignment (10% of total grade): Develop a resume, create a LinkedIn page, take a brief online assessment, and market yourself using the “4 P’s”

Team Project (25% of total grade): Paired in teams of four to five (or more, depending on class size), you will complete a project beginning mid-semester after the Personal Branding Assignment. Teams will choose a brand, research the competitive situation, and develop a new market segment or variation of the product/service. The project will include objectives and a marketing mix. One member will submit the group paper, and everyone submits a Team Member Evaluation Form. 5% of your team project grade will be based on a team member’s evaluation of participation and quality of work.

RUBRIC FOR MKT 306 PROJECTS

Criteria	1 Needs Improvement	2 Meets Expectations	3 Exceeds Expectations
Comprehensiveness	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.	Most elements are covered thoroughly; some are mentioned briefly.	All elements are covered thoroughly and are well elaborated.
Research	Does not meet the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Exceeds expectations for quantity and quality of sources.
Incorporates marketing terms and concepts	Rarely or never enlightens with demonstrations of course concepts; Just “answers the question” without tying the answer back to marketing theory.	Applies course concepts and terminology correctly, where appropriate.	Applies marketing concepts with a balance of description and analysis; Examples are original and correctly applied.

Writing style	Many grammatical or spelling errors in the paper. Distinct differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.	Generally well-written and edited so that the document “speaks with one voice”; few errors in spelling or grammar. Most research sources are cited correctly.	Extremely well-written and edited. Team projects are written in one voice. Uses APA style correctly. Grammar and spelling are correct. All research sources are cited correctly.
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TENTATIVE COURSE OUTLINE / SCHEDULE

MARKETING 306 — TENTATIVE COURSE SCHEDULE & ASSIGNMENTS

As this is a self-paced, the responsibility is on you to manage your time effectively. I’ve done my best to space out the workload evenly, but please remember—this format requires discipline and commitment.

Week	Date	Outline / Chapters	Assignments
Week 1	Aug 20–30	Introduction; Syllabus Review; Academic Honesty Policy; Course Expectations; Chapter 1 – Why Marketing Matters to You	Chapter 1 Homework (<i>Due: Sunday, Dec 6</i>)
Week 2	Aug 31–Sep 6	Chapter 2 – Strategic Planning	Chapter 2 Homework (<i>Due: Sunday, Dec 6</i>)
Week 3	Sept 8–Sep 13	Chapter 3 – The Global Environment Personal Branding Assignment Overview & Expectations	Chapter 3 Homework (<i>Due: Sunday, Dec 6</i>) Personal Branding Assignment (<i>Due: Sunday, Oct. 4</i>)
Week 4	Sept 14–Sep 20	Chapter 4 – Consumer Behavior	Chapter 4 Homework (<i>Due: Sunday, Dec 6</i>)
Week 5	Sept 21–Sep 27	Chapter 5 – Marketing Research	Chapter 5 Homework (<i>Due: Sunday, Dec 6</i>) UNIT 1 EXAM (Chs. 1–5) (<i>Due: Sunday, Sep 27</i>)

Week	Date	Outline / Chapters	Assignments
Week 6	Sept 28–Oct 4	Chapter 6 – Product Development	Chapter 6 Homework <i>(Due: Sunday, Dec 6)</i>
Week 7	Oct 5–Oct 11	Chapter 7 – Segmentation, Targeting, and Positioning	Chapter 7 Homework <i>(Due: Sunday, Dec 6)</i>
Week 8	Oct 12–Oct 18	Chapter 8 – Promotional Strategies	Chapter 8 Homework <i>(Due: Sunday, Dec 6)</i>
Week 9	Oct 19–Oct 25	Chapter 9 – Personal Selling Team Project Group Assignment Overview	Chapter 9 Homework <i>(Due: Sunday, Dec 6)</i> Team Project Group Assignment <i>(Due: Sunday, Dec 6)</i>
Week 10	Oct 26–Nov 1	Chapter 10 – Supply Chain and Logistics Management	Chapter 10 Homework <i>(Due: Sunday, Dec 6)</i> UNIT 2 EXAM (Chs. 6–10) <i>(Due: Sunday, Nov 1)</i>
Week 11	Nov 2–Nov 8	Chapter 11 – Pricing	Chapter 11 Homework <i>(Due: Sunday, Dec 6)</i>
Week 12	Nov 9–Nov 15	Chapter 12 – Retailing	Chapter 12 Homework <i>(Due: Sunday, Dec 6)</i>
Week 13	Nov 16–Nov 22	Chapter 13 – Digital and Social Media Marketing	Chapter 13 Homework <i>(Due: Sunday, Dec 6)</i>
Week 14	Nov 23–Nov 29	Chapter 14 – Branding	Chapter 14 Homework <i>(Due: Sunday, Dec 6)</i>
Week 15	Nov 30–Dec 6	Chapter 15 – Customer Relationship Management Chapter 16 – Social Responsibility and Sustainability	Chapter 15 & 16 Homework <i>(Due: Sunday, Dec 6)</i> UNIT 3 EXAM (Chs. 11–16)
Week 16	Dec 7–Dec 11	Comprehensive Final Exam	FINAL COMPREHENSIVE EXAM (Chs. 1–16) <i>(Due: Sunday, Dec 11)</i>

TECHNOLOGY REQUIREMENTS

LMS Requirements:

Brightspace Platform Requirements: <https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements: <https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

Note:

Personal computer and internet connection problems do not excuse the requirement to complete all coursework in a timely and satisfactory manner. Have a backup method to deal with these problems, such as a backup PC, access to a friend's computer, local library, office service companies, Starbucks, or a ETAMU campus open computer lab.

COMMUNICATION AND SUPPORT

If you have any questions or difficulties with the course material, please contact me. Manage your time wisely and prepare for your assignments and exams. This will help you avoid late submissions and give you ample time to communicate any concerns.

Technical Support:

If you have technical difficulty with any part of Brightspace, contact Brightspace Technical Support at 1-877-325-7778, use Live Chat, or submit an issue via email.

Brightspace Support: <https://community.brightspace.com/support/s/contactsupport>.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies:

Put all deadlines in your planner, calendar, or phone. Deadlines are crucial in business, and I expect you to keep up with them. Be a contributing team member. Do your fair share and communicate with your team. Log in at least every other day during the semester and check emails daily.

AI Use and Academic Integrity Policy:

East Texas A&M University upholds a strict policy regarding the use of AI-generated content in academic work. Any use of AI tools such as chatbots, text generators, or similar technologies beyond individual word suggestions must be fully disclosed. Failure to disclose constitutes academic dishonesty (plagiarism) and will be subject to disciplinary action.

Policy Enforcement:

- If the instructor suspects unauthorized AI use, suspicion alone is sufficient to warrant academic action.
- Consequences may include:
 - Academic removal (course drop).
 - Mandatory assignment resubmission for a maximum of 50% credit.
 - Formal reporting to the Dean and Provost for further disciplinary review.

Evaluation Criteria:

The instructor reserves the right to evaluate the authenticity of student work based on in-class participation, engagement, and demonstrated comprehension of course material. Students are expected to actively contribute to discussions, complete in-class activities, and demonstrate their understanding beyond written submissions.

Detection Tools:

The instructor may use any tool or method to detect AI-generated content, not limited to TurnItIn.com. A TurnItIn score of zero does not guarantee that a submission is AI-free, as tools designed to bypass detection systems are constantly evolving. The instructor has full discretion in determining violations of this policy.

Students are fully responsible for all submitted work, including any AI-generated content, regardless of intent. Follow the instructor's guidelines carefully. If no specific policy is provided, assume AI use is strictly prohibited.

Syllabus Change Policy:

This syllabus serves as a general framework for the course. The instructor reserves the right to modify, adjust, or change any aspect of the syllabus, including but not limited to assignments, grading policies, course schedules, and evaluation criteria, at their sole discretion to better align with the course's learning objectives and the class's progress. Advance notice will be provided when feasible, though adjustments may be made at any time as deemed necessary by the instructor.

University Specific Procedures:

Student Conduct:

Follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. Detailed in the Student Guidebook: <https://www.ETAMU.edu/student-code-of-conduct/>

Netiquette:

Guidelines on interacting in an online forum: Netiquette:
<https://www.britannica.com/topic/netiquette>.

Attendance:

More information about the attendance policy: Attendance Policy:
<http://www.ETAMU.edu/admissions/registrar/generalInformation/attendance.aspx>.

Academic Integrity:

Maintain high standards of integrity and honesty in all scholastic work. More details:

Undergraduate Academic Dishonesty:

<http://www.ETAMU.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>.

Students with Disabilities:

If you need accommodation, contact:

Office of Student Disability Resources and Services

East Texas A&M University, Gee Library - Room 162

Phone: 903-886-5150 or 903-886-5835

Fax: 903-468-8148

Email: studentdisabilityservices@etamu.edu

Website: Office of Student Disability Resources and Services:

<http://www.ETAMU.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice:

East Texas A&M University complies with all federal and state laws prohibiting discrimination and related retaliation. Further, an environment free from discrimination based on sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement:

Texas Senate Bill 11 authorizes carrying a concealed handgun in university buildings by persons with a Texas License to Carry. More details: Carrying Concealed Handguns On Campus:

<http://www.ETAMU.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>.

Open carrying of handguns is prohibited. Report violations to University Police at 903-886-5868 or 911.