



WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

PRINCIPLES OF MARKETING

MRKG 1311.03

BECKY PARKER

NOTE: This is a 16-week course.

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Course Description:

Introduces basic marketing functions; identification of consumer and organizational needs; explanation of economic, psychological, sociological, and global issues; and description and analysis of the importance of marketing research. Emphasizes impact of current events on marketing activity. Semester Hours 3 (3 lec)

Prerequisites and/or Corequisites:

There are no prerequisites for this course. It is required for all business majors.

Course Notes and Instructor Recommendations:

Attendance, preparation for class and participation in class are keys to success.

Instructor Information:

Instructor Name: Becky Parker

MCC E-mail: bparker@mclennan.edu

Office Phone Number: 254-299-8651

Office Location: MAC 215

Office/Teacher Conference Hours: MW 9:00– 11:00, TTH 8:30-9:30. Online office hours: Sunday and Monday 9:00– 10:00pm.

If one of these times does not work with you schedule, let me know and I will arrange another time to meet with you.

Required Text & Materials:

Title: MKTG 12

Author: Lamb, Hair & McDaniel

Edition: 12 (an older edition is acceptable)

Publisher: Cengage

ISBN: 978-1-337-40759-5

The book is an integral part of the course. Read assigned chapters before coming to class.

That will enable you to seek any needed clarification, reinforce what you have read, participate in classroom activities.

The internet will be used extensively in classroom participation, reference and in developing computer/internet skills Quizzes on Brightspace will be required.

MCC Bookstore Website: <http://www.mclennan.edu/bookstore/>

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Student Support/Resources:

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at <http://www.mclennan.edu/campus-resource-guide/>

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources, we encourage you to contact a success coach by calling (254) 299-8226. Students can visit the Completion Center Monday-Friday from 8:00 a.m.-5:00 p.m. to meet with a success coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) is open 12:00 p.m.-1:00 p.m., Monday-Friday, without an appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

Minimum Technical Skills:

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

Backup Plan for Technology:

In the event MCC's technology systems are down, you will be contacted/notified through your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

* [Click Here for the Minimum System Requirements to Utilize MCC's D2L|Brightspace \(www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements\)](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements)

Click on the link above for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

Methods of Teaching and Learning:

Lecture, discussion groups, group projects and exercises, projects, student presentation, written paper (marketing plan), exams, in-class and online quizzes.

Course Objectives and/or Competencies:

PRINCIPLES OF MARKETING introduces students to contemporary principles and practices of the marketing function in its global environment, including product, distribution (place), pricing strategies, and promotion to determine their importance in the marketing function.

COMPETENCIES: Upon successful completion of this course, the student will:

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1. Evaluate the four elements of the Marketing Mix.
2. Distinguish market segmentation strategies for determining target markets.
3. Analyze the impact that the six external environmental factors have on marketing strategies.
4. Characterize the different types of research as they relate to marketing.
5. Interpret the marketing implications of the elements of consumer behavior.
6. Differentiate between the various levels of the corporate responsibility pyramid as they relate to marketing.
7. Recognize how the global environment impacts marketing.
8. Develop a marketing plan to be presented at Scholar's Day.

Course Outline or Schedule:

Tentative Schedule: (Any changes will be announced in class)

Week 1	Introduction Chapter 1, Overview of Marketing
Week 2	Chapter 2, Strategic Planning
Week 3	Chapter 4, The Marketing Environment Chapter 6, Consumer Decision Making
Week 4	Chapter 8, Target Markets
Week 5	Chapter 8, Target Markets Test 1
Week 6	Marketing Plan Work Chapter 9, Marketing Research
Week 7	Chapter 10, Product Concepts
Week 8	Chapter 11, Developing and Managing Products Chapter 12, Services and Non-Profit Organization Marketing
Week 8	Chapter 13, Supply Chain Management and Marketing Channels Chapter 14, Retail
Week 9	Test 2 Chapter 19, Pricing Concepts
Week 10	Chapter 19, Pricing Concepts Chapter 15, Marketing Communications
Week 11	Chapter 16/17, Advertising, Public Relations, and Sales Promotion
Week 12	Marketing Plan Peer Review Chapter 18. Social Media

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	Scholars Day
Week 13	Scholar's Day Follow-up
Week 15	Chapter 3, Ethics and Social Responsibility Test 3
Week 16	Final Exam

Course Grading Information:

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There will be 3 unit exams and a comprehensive final exam. Grades will be based on the following system:

Exams	45%
Project, Presented at Scholars Day, April 17	20
Daily grades/assignments/participation/attendance	<u>35</u>
Total	100%

You are not required to take the final. If you take all three exams, you may take the comprehensive final to replace the lowest exam to raise your grade. The higher of the two grades will count. If you miss one exam, you may take the final to replace that missed exam.

Cheating is unethical and will not be tolerated in my class. If the instructor has evidence that you are guilty of cheating you will receive an "F" for the assignment/test. Cheating includes using another's work as your own or allowing your work to be used as another's and using materials not accessible to all students, such as the solution manual for the text.

Late Work, Attendance, and Make Up Work Policies:

Classroom work and daily assignments are comprised of anything you are assigned to do to supplement lectures and textbook reading, including online quizzes. Assignments will be due as assigned. **You must be physically present in class to earn a grade for these assignments. Do not expect to be able to receive a grade for a class quiz or activity if you come in late.** Do not expect the instructor to print out homework assignments that you email. Your assignments will be graded on a scale of 0 – 10 points. Group work will also be expected and graded. You will be expected to utilize the textbook website for quizzes and videos. You will also be expected to access Brightspace for assignments and quizzes.

No late work will be accepted and quizzes may not be made up at a later date. As a result of this policy, your lowest scores will be dropped.

You are expected to miss no more than 25% of scheduled classes. Attendance is taken daily. If your absences exceed 25%, you may be dropped from the course.

If you miss a scheduled test, you have the option to take the final exam to make up that grade..

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Student Behavioral Expectations or Conduct Policy:

The classroom is a training ground for your work environment. Consider class time a meeting with a boss or client. In a business meeting you should be on time, not be interrupted by a cell phone, dress appropriately and actively participate. You should also show respect for fellow students and the instructor. Teasing or verbal abuse of other students will not be tolerated.

In accordance with the "General Conduct Policy", MCC intends to provide an atmosphere conducive to learning. Adherence to the behavioral standards of mutual respect and academic honesty is expected of all students. Refer to the "General Conduct Policy" printed in the Highlander Guide for a more inclusive discussion of acceptable classroom conduct.

Turn all cell phones or pagers to the silent or vibrating mode. Do not use your phone during class for conversation or text messaging. If you do so, you will be asked to leave and you will be counted absent. See section about cell phones for more information.

Avoid getting up in the middle of class to go to the restroom, get a drink, or perform any other activity, unless you are feeling sick. The class will appreciate your consideration. This is a class meeting -- not a come-and-go reception.

Loud, raucous behavior in the classroom is not acceptable. Do not carry on your own private conversations while the instructor or a fellow student is speaking. This is rude and disrespectful and you will be asked to leave class.

The use of alcohol, drugs or tobacco products is not allowed in the classroom. Do not attend class with the smell of or under the influence of drugs or alcohol.

299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC by calling 299-8210. The MCC Student Counseling Center is a confidential resource for students.

McLennan's Title IX webpage (<http://www.mclennan.edu/titleix/>) contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence or domestic violence.

Cell phone usage

Answering a phone, texting and surfing the internet during class is a display of rude behavior that does not align with commitment to the course. As a result, it is required that phones be put away and out of sight so as not to be a distraction. You may keep the ringer on if expecting a call or for safety reasons. If an emergency occurs, please leave the classroom to handle the situation

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without disturbing the class. Please note this is to be a rare exception so your phone should not ring on a regular basis. Please notify all necessary parties that you are busy and cannot take calls during class time.

If you have your cell phone out, you will be given one warning to put it away. If it happens again, you have made it clear that you have other priorities so you will be asked to leave the class for the day and will be counted as absent no matter how long you have been in class.

With that said, I realize that cell phones are an integral part of your lives and for that reason, I may provide you some “tech time” during class as well as use them during class time for educational purposes. I will notify you in class when it is “tech time.”

[* Click Here for the MCC Academic Integrity Statement](#)

(www.mclennan.edu/academic-integrity)

The link above will provide you with information about academic integrity, dishonesty, and cheating.

[* Click Here for the MCC Attendance/Absences Policy](#)

(www.mclennan.edu/highlander-guide/policies)

Click on the link above for the college policies on attendance and absences. Your instructor may have guidelines specific to this course.

Accommodations/ADA Statement

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. Instructors should not provide accommodations unless approved by the Accommodations Coordinator. For additional information, please visit mclennan.edu/disability.

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

disabilities@mclennan.edu

254-299-8122

Room 319, Student Services Center

[* Click Here for more information about Title IX](#)

(www.mclennan.edu/titleix)

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at titleix@mclennan.edu or by calling Dr. Drew Canham (Vice President for Student Success) at 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC by calling 299-8210. The MCC Student Counseling Center is a confidential resource for students.

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** You will need to access each link separately through your Web browser (for example: Internet Explorer, Mozilla, Chrome, or Safari) to print each link's information.*