



WACO, TEXAS

**COURSE SYLLABUS
AND
INSTRUCTOR PLAN**

PRINCIPLES OF MARKETING

MRKG 1311.87

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:

Regular participation is key to success in this course. When you spend time in the course is flexible, but successful students will spend as much time as in a face-to-face course. You should have access to a computer. (MCC has numerous computer labs for student use.)

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: 11 (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 completing assignments.

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

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,

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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](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements)
(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 notes, discussion, group projects and exercises, projects, written paper (marketing plan), exams, quizzes, and online research

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:

1. Evaluate the four elements of the Marketing Mix.

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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.

Course Outline or Schedule:

Tentative schedule: (You will be notified in Brightspace and by email of any schedule changes.)

Training unit – opens 1/13, due 1/17 (before you move to Week 1)

Week 1 (Chapter 1) - opens 1/13, due 1/19

Week 2 (Chapter 2) - opens 1/18, due 1/26

Week 3 (Chapter 3 & 4) – 1/25, due 2/2

Week 4 (Chapter 5) - opens 2/1, due 2/9

Week 5 (Chapter 6) - opens 2/8, due 2/16

Week 6 (Chapter 7) - opens 2/15, due 2/23

Week 7 (Chapter 8) - opens 2/22, due 3/1

Week 8 (Chapter 9) – opens 2/29, due 3/15 (extended deadline due to Spring Break)

Week 9 (Chapter 10 & mid-term) - opens 3/14, due 3/22

Week 10 (Chapters 11 & 12) - opens 3/21, due 3/29

Week 11 (Chapters 13 & 14) - opens 3/28, due 4/5

Week 12 (Chapter 19) - opens 4/4, due 4/12

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Week 13 (Chapters 15 & 16) - opens 4/11, due 4/19

Week 14 (Chapter 18) - opens 4/18, due 4/26

Week 15 – Marketing plan discussion board - opens 4/25, due 5/1 (shorter than normal deadline)

Week 16 - Final exam (opens 5/2 due 5/6); Marketing Plan (due 5/5)

Course Grading Information:

Grades will be based on the following system:

Mid-Term Exam & Final Exam	20% (10% each)
Project	20%
Discussion Board (Creative Meeting)	20%
Discussion Board (Water Cooler)	10%
Assignments	20%
Quizzes	<u>10%</u>
Total	<u>100%</u>

Late Work, Attendance, and Make Up Work Policies:

The material in the course will be covered in weekly units. After the first unit (which will become available on the first day of class) the units will be made available at 1:00 am on Saturdays. The unit will close and all work must be completed by 11:30pm on the following Sunday – so 8 days later. Because you have 8 days to complete all assignments, no late work will be accepted.

You will be able to view material in previous units by clicking on the appropriate unit link under the Course Units section. You will not be able to view a unit ahead of its posting.

The college attendance policy states that you must attend 75% of classes. In this class, attendance will be measured by the participation in discussion boards. You must participate in 75% of all discussion board assignments to meet the minimum attendance requirements. If you fail to participate in 75% of all discussion boards, you will be dropped from the course.

Student Behavioral Expectations or Conduct Policy:

I consider the online classroom a training ground for your work environment. Consider class time a meeting with a boss or client. In a business meeting you would be courteous and considerate and actively participate. Civility will be expected by all. Please read the Wikipedia policy on civility at <http://en.wikipedia.org/wiki/Wikipedia:Civility>

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While Wikipedia is not an online course, many of these principles apply. Especially note the following sections: the nutshell and introductory paragraphs defining civility, Problems, Examples, and Why is it Bad. Please police yourselves so that our class discussions are positive and enriching, not offensive or belittling.

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.

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

* [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

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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.

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.

** 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.*