



WACO, TEXAS

COURSE SYLLABUS

AND

INSTRUCTOR PLAN

PRINCIPLES OF MARKETING

MRKG 1311.01

BECKY PARKER

NOTE: This is a 16-week course.

COVID 19 Notice:

McLennan Community College is committed to providing you with every resource you need to reach your academic goals including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

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Spring 2022

PRINCIPLES OF MARKETING
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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. There will be required online assignments in this 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: 254-299-8651
Office Location: BT 207

Office/Teacher Conference Hours: Office/Teacher Conference Hours: MW: 11 am – 1 pm, TTh: 12:30-1:30 pm Online office hours: Sunday and Monday 9:00– 10:00pm.

Also, by appointment. Please email to schedule a time.

Required Text & Materials:

Title: MKTG 13
Author: Lamb, Hair & McDaniel
Edition: 13 (an older edition is acceptable)
Publisher: Cengage
ISBN: 978-0-337-12781-0

The book is an integral part of the course. Read assigned chapters before completing assignments

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

Methods of Teaching and Learning:

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

PRINCIPLES OF MARKETING
MRKG 1311.01

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.
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.)

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

Week 1	Chapter 1, Overview of Marketing
Week 2	Chapter 2, Strategic Planning
Week 3	Chapter 4, The Marketing Environment
Week 4	Chapter 6, Consumer Decision Making
Week 5	Chapter 8, Target Markets
Week 6	Test 1 Chapter 9, Marketing Research
Week 7	Chapter 10, Product Concepts Chapter 11, Developing and Managing Products

PRINCIPLES OF MARKETING
MRKG 1311.01

Week 8	Chapter 12, Services and Non-Profit Organization Marketing Chapter 13, Supply Chain Management and Marketing Channels
Week 9	Chapter 14, Retail Test 2
Week 10	Chapter 19, Pricing Concepts
Week 11	Chapter 3, Ethics
Week 12	Chapter 15, Marketing Communications
Week 13	Chapter 16, Advertising, Public Relations, and Sales Promotion
Week 14	Chapter 18, Social Media and Marketing Scholars day 4/22
Week 15	Test 3
Week 16	Final exam

Course Grading Information:

There will be 3 unit exams. Grades will be based on the following system:

Exams	45%
Marketing Plan	20
Daily grades/assignments/participation/attendance	<u>35</u>
Total	100%

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.

PRINCIPLES OF MARKETING
MRKG 1311.01

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.

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 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.

PRINCIPLES OF MARKETING
MRKG 1311.01

* **[Click Here for the MCC Academic Integrity Statement](http://www.mclennan.edu/academic-integrity)**

(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](https://www.mclennan.edu/highlander-guide/policies.html)**

(<https://www.mclennan.edu/highlander-guide/policies.html>)

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

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

McLennan

C O M M U N I T Y

COLLEGE

ACADEMIC RESOURCES/POLICIES

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. For additional information, please visit www.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

Title IX:

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 (Chief of Staff for Diversity, Equity & Inclusion/Title IX) at (254) 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting <http://www.lighthouse-services.com/mclennan/>.

Go to McLennan's Title IX webpage at www.mclennan.edu/titleix/. It 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.

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 or want to explore strategies for balancing life and school, we encourage you to contact a Success Coach by calling (254) 299-8226 or emailing SuccessCoach@mclennan.edu. Students may visit the Completion Center Monday-Friday from 8 a.m.-5 p.m. to schedule a meeting with a Success Coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff based on household size. Text (254) 870-7573 to schedule a pantry appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

MCC Foundation Emergency Grant Fund:

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html> to find out more about the emergency grant. The application can be found at https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf.

MCC Academic Integrity Statement:

Go to www.mclennan.edu/academic-integrity for information about academic integrity, dishonesty, and cheating.

Minimum System Requirements to Utilize MCC's D2L|Brightspace:

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-Staff-Commons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

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 notified via 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.

Email Policy:

McLennan Community College would like to remind you of the policy (<http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails.

Instructional Uses of Email:

Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

Email on Mobile Devices:

The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email Helpdesk@mclennan.edu for help.

Forwarding Emails:

You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

Disclaimer:

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.