McLennan COMMUNITY COLLEGE

WACO, TEXAS

COURSE SYLLABUS

AND

INSTRUCTOR PLAN

PRINCIPLES OF MARKETING

MRKG 1311.87

BECKY PARKER

This is a 16-week online 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.

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: 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 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.
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 1/10, due 1/14 (before you move to Week 1)
Week 1 (Chapter 1) - opens 1/10, due 1/16
Week 2 (Chapter 2) - opens 1/15, due 1/23
Week 3 (Chapter 3 & 4) – 1/22, due 1/30
Week 4 (Chapter 5) - opens 1/29, due 2/6
Week 5 (Chapter 6) - opens 2/5 due 2/13
Week 6 (Chapter 7) - opens 2/12, due 2/20
Week 7 (Chapter 8) - opens 2/19, due 2/27
Week 8 (Chapter 9) – opens 2/26, due 3/6
Week 9 (Chapter 10 & mid-term) - opens 3/5, due 3/20 (open 2 weeks due to Spring Break)
Week 10 (Chapters 11 & 12) - opens 3/19, due 3/27
Week 11 (Chapters 13 & 14) - opens 3/26, due 4/3
Week 12 (Chapter 19) - opens 4/2 due 4/10
Week 13 (Chapters 15 & 16) - opens 4/9, due 4/17

Week 14 (Chapter 18) - opens 4/16, due 4/24
Week 15 - opens 4/23, due 4/30 (NOTE SHORTER DEADLINE)
Week 16 - Final exam (opens 4/30, due 5/4); Marketing Plan (due 5/3)

Course Grading Information:

Grades will be based on the following system:

Mid-Term Exam & Final Exam	20% (10% each)
Marketing Plan Project	20%
Discussion Board (Creative Meeting)	20%
Discussion Board (Water Cooler)	10%
Assignments	20%
Quizzes	10%
Total	100%

Late Work, Attendance, and Make Up Work Policies:

The material in the course will be covered in units. After the Training unit and first unit (which will become available on the first day of class) the units will be made available at 1:00 am on Monday, Wednesday and Friday. Each unit will close and all work must be completed by 11:30pm on Monday, Wednesday or Friday one week later. Because you have basically 8 days Units are available at 1:00 am and close at11:30 pm) to complete all assignments, no late work will be accepted. At most times in the course, you will have 3 units available to work on. I strongly suggest that you not wait until the day work is due to complete assignments.

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 Creative Meetings (discussion board assignments) to meet the minimum attendance requirements. If you fail to participate in 75% of all Creative Meetings (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

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**
(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 COMMUNITY 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.