PRINCIPLES OF MARKETING
MRKG 1311-0025, CRN 57295

Syllabus

Fall 2011

Houston Community College – Central Campus

Ms. Kimberly Cade Davis – Instructor, Business Administration

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Office Hours:  By appointment

Revised:  August, 2011
COURSE DESCRIPTION
Introduction to 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. (Formerly MKTG 1305)

PREREQUISITES
None

FREQUENT REQUISITES
- ENGL 0300 or 0347
- GUST 0342 (9th-11th Grade Reading)
- MATH 0306 (Basic Math Pre-Algebra)

COURSE SEMESTER CREDIT HOURS
Credit Hours = 3.00
Lecture Hours = 3.00
Laboratory Hours = 0
Total course contact hours = 48

COURSE LENGTH
16 weeks

TYPE OF INSTRUCTION
Primarily lecture and web enhanced instruction

INSTRUCTIONAL MATERIALS
Author: Grewal/Levy
Edition: 2nd
Publisher: McGraw-Hill
ISBN: 9780077399016
Students must also register for the Mc-Graw Hill CONNECT site.

HCC offers textbook rental! See information section in the syllabus.

COURSE GOALS
- The student will be able to identify the 5 major concepts of marketing.
- The student will be able to explain the process of marketing through communication.
- The student will be able to plan and implement a basic communication plan.
- The student will be able to identify external and internal forces of marketing.
- The student will be able to write a basic Marketing Plan.
- Goals 1-6 will incorporate the SCANS skills.

ACADEMIC DISCIPLINE/CTE PROGRAM LEARNING OUTCOMES
1. Identify the marketing mix components in relation to market segmentation.
2. Explain the environmental factors which influence consumer and organizational decision-making process.
3. Outline a marketing plan.
4. Identify the elements of the communication process between buyers and sellers in business.
5. Utilize marketing research techniques to implement competitive marketing decisions.
COURSE STUDENT LEARNING OUTCOMES (SLO)
1. Identify the marketing mix components in relation to market segmentation.
2. Explain the environmental factors which influence consumer and organizational decision-making processes.
3. Outline a marketing plan.

SCANS AND/OR CORE CURRICULUM COMPETENCIES

Identify the marketing mix components in relation to market segmentation.
Foundation Skills - Basic -Reading
Foundation Skills - Basic -Writing
Foundation Skills - Basic -Mathematics
Foundation Skills - Basic -Listening
Foundation Skills - Basic -Speaking

Explain the environmental factors which influence consumer and organizational decision-making processes.
Foundation Skills - Basic -Reading
Foundation Skills - Basic -Writing
Foundation Skills - Basic -Mathematics
Foundation Skills - Basic -Listening
Foundation Skills - Basic -Speaking

Outline a marketing plan.
Foundation Skills - Basic -Reading
Foundation Skills - Basic -Writing
Foundation Skills - Basic -Mathematics
Foundation Skills - Basic -Listening
Foundation Skills - Basic -Speaking

LAB REQUIREMENTS
None

COURSE REQUIREMENTS AND GRADING POLICY
It is the policy of the Dean of Workforce that an Incomplete be given only for extenuating circumstances (i.e., family illness, accident, or an unforeseen event occurring at final exam time). Individual instructors use a variety of grading policies and create tailored course requirement to their courses.

Text readings, class participation, cases, exams, a final paper is all required. Your final grade for this course is based on the total point system of 100 pts, as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four (4) exams</td>
<td>60 pts. *</td>
</tr>
<tr>
<td>Four (4) homework assignments at 5 pts. each</td>
<td>20 pts.</td>
</tr>
<tr>
<td>Semester Project</td>
<td>15 pts.</td>
</tr>
<tr>
<td>Class Discussion</td>
<td>5 pts.</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100 pts.</strong></td>
</tr>
</tbody>
</table>

* The last exam in this course is NOT comprehensive.
The lowest exam grade will be dropped.

MATERIALS NEEDED
• Textbook and access to the McGraw-Hill CONNECT website
• Folder or binder in which to keep assignments and projects
• Internet access: Available in HCC computer labs if you do not have access to a computer at home.
• Storage Device (flash drive)
• An active HCC email account
HCC GRADING SCALE

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>Points per Semester Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100-90</td>
<td>4 points</td>
</tr>
<tr>
<td>B</td>
<td>89-80</td>
<td>3 points</td>
</tr>
<tr>
<td>C</td>
<td>79-70</td>
<td>2 points</td>
</tr>
<tr>
<td>D</td>
<td>69-60</td>
<td>1 point</td>
</tr>
<tr>
<td>59 and below</td>
<td>F</td>
<td>0 points</td>
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<tr>
<td>IP (In Progress)</td>
<td></td>
<td>0 points</td>
</tr>
<tr>
<td>W (Withdrawn)</td>
<td></td>
<td>0 points</td>
</tr>
<tr>
<td>I (Incomplete)</td>
<td></td>
<td>0 points</td>
</tr>
<tr>
<td>AUD (Audit)</td>
<td></td>
<td>0 points</td>
</tr>
</tbody>
</table>

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

COURSE CALENDAR WITH READING ASSIGNMENTS

Reading assignments are associated with chapters covered on each exam. It is the student's responsibility to review the course syllabus insuring correct chapters are read and studied prior to each exam.

TESTING

The format of the tests will be multiple choice questions with several short answer questions and a possible bonus question worth 5 pts.

Exams will be done online in the CONNECT system.

TO ACCESS STUDENT SERVICES POLICIES ON THE WEB SITE
http://hccs.edu/student-rights

MAKE-UP POLICY

Assignments, exams, or project grades cannot be made up. If you miss the due date for an assignment, exam, homework or project you will receive a zero (0) unless the instructor has approved this and only in extenuating circumstances. All assignments, exams and projects will be accepted prior to (early) the due date. **No makeup exams will be given in this course.** THE LOWEST EXAM GRADE WILL BE DROPPED, however, it is important take students make every effort to take each exam when given.

PROJECTS, ASSIGNMENTS, PORTFOLIOS, PRESENTATIONS, SERVICE LEARNING, INTERNSHIPS, ETC.

Specific Assignments:

1. Homework provided by the instructor will be assigned to provoke critical thinking and analysis that relate to the reading assignments. Each assignment will include questions that should be answered in depth, typed and double spaced using 10, 11 or 12 pt., Arial or Times New Roman.
2. Four (4) exams will be given covering the reading assignments and online class discussion. The questions relate to our current business environment and the application of business theory, application, and coursework. The format of the exams will be a combination of multiple choice and short answer. A bonus question will be included to give students opportunities for additional points.
3. A final project which is a marketing plan outline, using MLA or APA format, on an existing consumer product approved in advance by the instructor.
4. Each student is expected to make a contribution towards making the class stimulating for other class members. This includes arriving on time for class and remaining current or marketing business situations and/or events.
5. **THERE IS NO COMPREHENSIVE FINAL EXAM IN THIS COURSE.**
HOMEWORK
Four homework assignments are listed on the course schedule. Please take heed of the due dates. All homework should be submitted via the CONNECT site.

NO HANDWRITTEN ASSIGNMENTS WILL BE ACCEPTED.

FINAL PROJECT
A marketing plan is your final project and will be explained in more detail several weeks into the class. The project counts as 15% of your final grade and is required of all students.

EGLS3 -- EVALUATION FOR GREATER LEARNING STUDENT SURVEY SYSTEM
At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

CLASSROOM CONDUCT AND ETIQUETTE
Students are required to follow all HCC Policies & Procedures, the Student Code of Conduct, the Student Handbook, and relevant sections of the Texas Education Code when interacting and communicating in a virtual classroom with faculty and fellow students. Students who violate these policies and guidelines will be subject to disciplinary action that could include denial of access to course-related email, discussion groups, and chat rooms or being removed from the class.

Open and mutually respectful communication of varied opinions, beliefs, and perspectives during classroom or online discussion encourages the free exchange of ideas that is essential to higher learning and to the ability to learn from each other. Unless you have turned in authorization from the Office of Ability Services, laptops will not be allowed in the classroom.

Common courtesy is an extremely important trait in the business world. It is a minimum requirement for getting and keeping most jobs. Using common courtesy in college is good practice for the real world,

The most basic idea is to not disrupt your classmates, or your instructor, during class. So, please avoid behavior like: habitually coming to class late; maintaining steady conversation with neighbors during lecture or other class activities; taking (or making!) calls on your cell phone.

Respect is this classroom is reciprocal. I will respect you, your comments, opinions and beliefs and in return I expect you to respect my time and form of instruction, opinions and beliefs. Class disruption will not be allowed under any circumstances. It breaks my concentration and that of those who have paid for the privilege to be a part of this class. I reserve the right to dismiss students who violate this classroom conduct policy.

COURSE CALENDAR WITH READING ASSIGNMENTS
Reading assignments are associated with chapters covered on each exam. It is the student’s responsibility to review the course syllabus insuring correct chapters are read and studied prior to each exam.

ACADEMIC HONESTY
SCHOLASTIC DISHONESTY (reference the HCCS STUDENT HANDBOOK)
Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty.

"Scholastic dishonesty" includes, but is not limited to, cheating on a test, plagiarism, and collusion.

"Cheating" on test includes:
· Copying from another student's test paper;
· Using materials during a test that are not authorized by the person giving the test;
· Collaborating with another student during a test without authority;
· Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or in part the contents of an un-administered test;
· Bribing another person to obtain a test that is to be administered.

"Plagiarism" means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

"Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit.

ATTENDANCE AND WITHDRAWAL POLICIES
In accordance with HCCS rules, the instructor has the authority to drop a student from any class after the student has been absent for periods equivalent to two weeks of class (6 classes). However, the student has the ultimate responsibility to withdraw from the course. If there are extreme circumstances that require absence from class, it is the student's responsibility to notify the instructor. For additional information refer to the HCCS catalog. IN THIS CLASS YOU ARE RESPONSIBLE FOR DROPPING THE CLASS IF YOU NO LONGER PLAN TO ATTEND. THE INSTRUCTOR WILL NOT DO THIS FOR YOU.

The State of Texas has begun to impose penalties on students who drop courses excessively. That is, if you repeat the same course more than twice, you have to pay extra tuition. In addition, as of Fall 2007, students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

In order to withdraw from your class, you MUST contact your professor and this must be done PRIOR to the withdrawal deadline to receive a "W" on your transcript. If you do not withdraw before the deadline, you will receive the grade that you have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower your semester average significantly, most likely resulting in a failing grade ("F").

Please visit the online registration calendars, HCC schedule of classes and catalog, any HCC Registration Office, or any HCC counselor to determine class withdrawal deadlines. Remember to allow a 24-hour response time when communicating via email or telephone with your professor. Do not submit a request to discuss withdrawal options less than a day before the deadline.

HCC COURSE WITHDRAWAL POLICY
The State of Texas imposes penalties on students who drop courses excessively. Students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

To help you avoid having to drop/withdraw from any class, contact your DE professor regarding your academic performance. You may also want to contact your DE counselor to learn about helpful HCC resources (e.g. online tutoring, child care, financial aid, job placement, etc.).

In order to withdraw from your DE class, you MUST first contact your DE professor, PRIOR to the withdrawal deadline to receive a “W” on your transcript. After the withdrawal deadline has passed, you
will receive the grade that you would have earned. Zeros averaged in for required coursework not submitted will lower your semester average significantly, most likely resulting in a failing grade of an “F”. It is the responsibility of the student to withdraw from the class; however, your professor reserves the right to withdraw you without your request due to excessive absences. If you do not feel comfortable contacting your professor to withdraw, you may contact a DE counselor. However, please do not contact both a DE counselor and your DE professor to request a withdrawal; either one is sufficient.

BLACKBOARD STUDENT USER ID
Your Blackboard login user ID will be your HCC User ID (sometimes referred to as the “W” number). All HCC students have a unique User ID. If you do not know your User ID you can look it up by visiting the HCC home page:
- From www.hccs.edu, under the column “CONNECT”, click on the “Student System Sign In” link
- Then click on “Retrieve User ID” and follow the instructions.

Or use the direct link to access the Student Sign In page: https://hccsaweb.hccs.edu:8080/psp/csprd/?cmd=login&languageCd=ENG

The default student password is “distance.” Students will then be prompted to change their password after their first login. Please visit the DE Technical Support website if you need additional assistance with your login.

EARLY ALERT
HCC has instituted an Early Alert process by which your professor will “alert” you through Distance Education (DE) counselors of concerns that you might fail a class because of excessive absences and/or poor academic performance.

INTERNATIONAL STUDENTS
Receiving a W in a course may affect the status of your student Visa. Once a W is given for the course, it will not be changed to an F because of the visa consideration. Please contact the International Student Office at 713-718-8520 if you have any questions about your visa status and other transfer issues.

STUDENTS WITH DISABILITIES
"Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc) who needs to arrange reasonable accommodations must contact the appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester. Faculty are authorized to provide only the accommodations requested by the Disability Support Services Office. Students who are requesting special testing accommodations must first contact the appropriate DSS Counselor for assistance.

Students who require testing accommodations need to schedule an appointment for testing to ensure that staff will be available for proctoring and to arrange for any adaptive equipment that may be required. Students should contact the instructor’s "Instructional Support Specialist" (ISS) the week prior to each exam throughout the semester to confirm that the requested testing accommodations will be met. PLEASE GET THIS INFORMATION TO THE INSTRUCTOR WITHIN THE FIRST TWO WEEKS OF THE SEMESTER.

Disability Support Services Offices:
System: 713.718.5165
Central: 713.718.6164 – also for Deaf and Hard of Hearing Services and Students Outside of the HCC District service areas.

Northwest: 713.718.5422
Northeast: 713.718.8420
Southeast: 713.718.7218
Southwest: 713.718.7909

After student accommodation letters have been approved by the DSS office and submitted to DE Counseling for processing, students will receive an email confirmation informing them of the Instructional Support Specialist assigned to their professor.

**ACTIVITIES**
You have the opportunity to enhance your personal and intellectual growth by participating in a variety of activities. Those activities can be located in the Student Handbook or through the HCCS Web resources at: [www.hccs.edu/handbookHome2.html](http://www.hccs.edu/handbookHome2.html).

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**USE OF CAMERAS OR RECORDING DEVICES:**
Use of recording devices, including camera phones and tape recorders, is prohibited in classrooms, laboratories, faculty offices, and other locations where instruction, tutoring, or testing occurs. Students with disabilities who need to use a recording device as a reasonable accommodation should contact the Office for Students with Disabilities for information regarding reasonable accommodations.

**INCLEMENT WEATHER**
HCC rarely closes. If extreme weather conditions or emergency situations arise, HCC always gives cancellation notices to radio and television stations. This information is also posted on the HCC website ([www.hccs.edu](http://www.hccs.edu)).

**GRADE APPEAL, REFUNDS, DISCIPLINE ISSUES and SEXUAL HARASSMENT POLICY**
Refer to the Student Handbook, Catalog and Schedule.
INSTRUCTIONS FOR REGISTERING FOR CONNECT AND YOUR E-BOOK

1. Copy and paste the following link in the address line in your browser. You will be taken to the McGraw Hill CONNECT website:

   http://connect.mcgraw-hill.com/class/k_cade_summer_2010

2. YOU CAN ONLY USE YOUR HCC EMAIL ADDRESS IN THE CONNECT SITE.

3. Click on the red “REGISTER NOW” button at the bottom of the page to get registered immediately. (If you need additional help, click on the “How To Register With An Access Code” arrow at the bottom left of the screen to view a brief video to guide you through the process).

4. As a student in the MRKG 1311 CONNECT pilot course you have the option of purchasing an e-book.

5. Type in your HCC email address in the STUDENT REGISTRATION SECTION.

6. Use your unique CONNECT access code to register in the system at the next page of STUDENT REGISTRATION. Access codes are found in front of the textbook or in the case of used textbooks can be purchased from the publisher for $30.00

7. Submit the registration information.

8. Complete all required sections of the STUDENT REGISTRATION pages and exit the page.

9. YOU ARE NOW REGISTERED!

10. Future access to the CONNECT site should be at www.mhhm.com. You can also find the link through our class page on BlackBoard.

11. Browse the website.

12. The e-book is found under the library tab on the site. Lecture notes and PowerPoint slides are posted on BlackBoard and the Learning Web.
Textbook rentals saving measure for students

August 10, 2010 by Diana Sanders

HCC Bookstores announce textbook rental program

Starting this fall the HCC Bookstores will give students a new lease on their budget-focused, hectic lives by offering a new, multi-channel textbook rental program that delivers maximum savings and convenience.

This innovative textbook rental program will allow students to rent their textbooks for less than 50% of the cost of purchasing a new printed textbook. Students will be able to rent their books either in the store or from the store’s website, www.hccs.bkstore.com, making it much more convenient.

The textbook rental program is a joint effort by the HCC Administration and Barnes & Noble College Booksellers. The HCC Board of Trustees and Dr. Mary Spangler, HCC Chancellor, spearheaded the program with strong support from student leaders.

“We are constantly seeking ways to keep the cost of higher education affordable for our students. This program will help lower the expense of textbooks,” said Dr. Spangler.

Barnes & Noble College Booksellers Regional Manager Marc Eckhart said “We are committed to providing students with the widest range of options. Whether students are interested in new books, used, digital, unbundled, or now rentals, they know they can find what they want at the HCC Bookstores.”

Other program features include:

• Students can pay the rental fees by check, cash or charge – including student financial aid and campus debit cards. (Note: For security purposes, a valid credit card must also be provided regardless of the method of payment for the rental fee.)

• Students can highlight or mark the rented books just as they would if they purchased a book and planned to sell it back to the bookstore.

• Students can convert their rental to a purchase during the first two weeks of class.

• The rental period is for the duration of the term/semester. Books are due back at the bookstore no later than 10 days after the last day of finals. Students can return the books in person or mail them to the bookstore.

• Courtesy emails will go out as the end of the term/semester approaches reminding students to return their books. Books not returned (or returned in unusable condition) will be subject to replacement and processing fees.

For more information about the HCC Bookstores visit www.hccs.bkstore.com.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignment or Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tuesday, August 30, 2011</td>
<td>Course orientation</td>
<td>Introduction to course and class</td>
</tr>
<tr>
<td></td>
<td>Thursday, September 1, 2011</td>
<td>Chapter 1 Overview of Marketing</td>
<td>Overview of textbook &amp; CONNECT</td>
</tr>
<tr>
<td>2</td>
<td>Tuesday, September 6, 2011</td>
<td>Chapter 1 Overview of Marketing</td>
<td>Homework 1 Assigned</td>
</tr>
<tr>
<td></td>
<td>Thursday, September 8, 2011</td>
<td>Chapter 2 Developing Marketing Strategies and a Marketing Plan (continued)</td>
<td>Homework 1 due Tuesday, September 13th</td>
</tr>
<tr>
<td>3</td>
<td>Tuesday, September 13, 2011</td>
<td>Chapter 3 Marketing Ethics</td>
<td>In-class activity (Student activity, video, learning reinforcement or guest speaker)</td>
</tr>
<tr>
<td></td>
<td>Thursday, September 15, 2011</td>
<td>Chapter 4 Analyzing the Marketing Environment</td>
<td>Homework 1 returned</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Exam #1</td>
<td>Exam 1 covers Chapters 1-4</td>
</tr>
<tr>
<td>4</td>
<td>Tuesday, September 20, 2011</td>
<td>Chapter 4 Analyzing the Marketing Environment (continued)</td>
<td>In-class activity (Student activity, video, learning reinforcement or guest speaker)</td>
</tr>
<tr>
<td></td>
<td>Thursday, September 22, 2011</td>
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<tr>
<td>5</td>
<td>Tuesday, September 27, 2011</td>
<td>Chapter 5 Consumer Behavior</td>
<td>Homework 2 Assigned</td>
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<tr>
<td></td>
<td>Thursday, September 29, 2011</td>
<td>Chapter 5 Consumer Behavior</td>
<td>Exam is returned to the students</td>
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<td></td>
<td>In-class activity (Student activity, video, learning reinforcement or guest speaker)</td>
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<tr>
<td>6</td>
<td>Tuesday, October 4, 2011</td>
<td>Chapter 6 Business-to-Business Marketing</td>
<td>Homework 2 due</td>
</tr>
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<td></td>
<td>Thursday, October 6, 2011</td>
<td>Chapter 7 Global Marketing</td>
<td>In-class activity (Student activity, video, learning reinforcement or guest speaker)</td>
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<tr>
<td>7</td>
<td>Tuesday, October 11, 2011</td>
<td>Chapter 8</td>
<td>Homework 2 returned</td>
</tr>
<tr>
<td>Date</td>
<td>Topic</td>
<td>Activity Details</td>
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<tr>
<td>Thursday, October 13, 2011</td>
<td>Segmentation, Targeting &amp; Positioning</td>
<td>Homework 3 assigned</td>
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<tr>
<td></td>
<td>Chapter 8 Segmentation, Targeting &amp; Positioning (continued)</td>
<td>In-class activity (Student activity, video, learning reinforcement or guest speaker)</td>
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<tr>
<td>8</td>
<td>Tuesday, October 18, 2011</td>
<td>Chapter 9 Marketing Research &amp; Information Systems</td>
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<tr>
<td></td>
<td>Chapter 9 Marketing Research &amp; Information Systems (continued)</td>
<td>Homework 3 due</td>
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<tr>
<td></td>
<td>Thursday, October 20, 2011</td>
<td>Exam #2</td>
<td></td>
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<tr>
<td>9</td>
<td>Tuesday, October 25, 2011</td>
<td>Chapter 10 Product, Branding, &amp; Packaging Decisions</td>
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<tr>
<td></td>
<td>Chapter 10 Product, Branding, &amp; Packaging Decisions (continued)</td>
<td>Homework 3 returned</td>
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<tr>
<td></td>
<td>Thursday, October 27, 2011</td>
<td>Exam #2 is returned to students</td>
<td></td>
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<td></td>
<td></td>
<td>In-class activity (Student activity, video, learning reinforcement or guest speaker)</td>
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<tr>
<td>10</td>
<td>Tuesday, November 1, 2011</td>
<td>Chapter 11 Developing New Products</td>
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<td></td>
<td>Chapter 12 Services: The Intangible Product</td>
<td>Exam #3 covers Chapters 5-9</td>
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<tr>
<td></td>
<td>Thursday, November 3, 2011</td>
<td>In-class activity (Student activity, video, learning reinforcement or guest speaker)</td>
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<tr>
<td>11</td>
<td>Tuesday, November 8, 2011</td>
<td>Chapter 13 Pricing Concepts for Establishing Value</td>
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<tr>
<td></td>
<td>Chapter 13 Pricing Concepts for Establishing Value (continued)</td>
<td>In-class activity (Student activity, video, learning reinforcement or guest speaker)</td>
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<tr>
<td></td>
<td>Thursday, November 10, 2011</td>
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<tr>
<td>12</td>
<td>Tuesday, November 15, 2011</td>
<td>Exam #3</td>
<td>Exam #3 covers Chapters 10-13</td>
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<tr>
<td></td>
<td>Chapter 14 Supply Chain Management</td>
<td>Homework 4 Assigned</td>
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<tr>
<td></td>
<td>Thursday, November 17, 2011</td>
<td></td>
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<tr>
<td>13</td>
<td>Tuesday, November 22, 2011</td>
<td>Chapter 15 Retailing &amp; Multichannel Marketing</td>
<td>Exam #3 returned</td>
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<tr>
<td></td>
<td>THE SEMESTER PROJECT IS DUE</td>
<td>Thankgiving Break</td>
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<tr>
<td></td>
<td>Thanksgiving Break</td>
<td>HCC is closed Thursday-Sunday, November 24-26, 2011</td>
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<tr>
<td>14</td>
<td>Tuesday, November 29, 2011</td>
<td>Chapter 16 Integrated Marketing Communications</td>
<td>Homework 4 Due</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
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<tr>
<td>Thursday, December 1, 2011</td>
<td>Chapter 17 Advertising, Public Relations &amp; Sales Promotion</td>
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<td>Tuesday, December 6, 2011</td>
<td>Chapter 18 Personal Selling &amp; Sales Management</td>
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<tr>
<td>Thursday, December 8, 2011</td>
<td>Exam #4</td>
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<tr>
<td>Week of December 12 – 16</td>
<td>HCC Final Exam period</td>
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<tr>
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<td>Final Course Grades Available To Students</td>
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