



## Course Syllabus

# Principles of Marketing

### MRKG 1311

**Semester with Course  
Reference Number  
(CRN)**

Spring 2017/ 8 Week Term/ Distance Education  
CRN: 19025

**Instructor contact  
information (phone  
number and email  
address)**

De Juana M. Williams  
(713) 718-6257  
[dejuana.williams@hccce.edu](mailto:dejuana.williams@hccce.edu)

**Office Location and  
Hours**

Feel free to contact me concerning any problems that you are experiencing in this course. Your performance in my class is very important to me. I am available to hear your concerns and to discuss course topics.

Office: Central Campus / 2nd Floor / San Jacinto Memorial Building Suite 259  
Office Hours: by appointment only

**Course  
Location/Times**

Distance Education Canvas

**Course Semester  
Credit Hours (SCH)  
(lecture, lab) If  
applicable**

Credit Hours	3.00
Lecture Hours	3.00
Laboratory Hours	0

**Total Course  
Contact Hours**

48

<b>Continuing Education Units (CEU): if applicable</b>	None
<b>Course Length (number of weeks)</b>	8 Spring: March 20 – May 14, 2017
<b>Type of Instruction</b>	Distance Education (100% Online)
<b>Course Description:</b>	MRKG 1311 is the study of basic marketing functions: identification of consumer and organizational needs; explanation of economic, psychological, and global issues; and describing and analysis of the importance of marketing research.
<b>Workforce Education Course Manual Texas Higher Education Coordinating Board Course Description</b>	Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.
<b>Course Prerequisite(s)</b>	<b>PREREQUISITE(S):</b> None
<b>Suggested Prerequisite(s)</b>	ENGL 0300 or 0347 GUST 0342 (9 <sup>th</sup> – 11 <sup>th</sup> Grade Reading) Math 0306 (Basic Math Pre-Algebra)
<b>Academic Discipline/CTE Program Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Identify the marketing mix components in relation to marketing segmentation.</li> <li>2. Explain the environmental factors that influence consumer and organizational decision – making process.</li> <li>3. Outline a marketing plan.</li> <li>4. Identify elements of the communication process between buyers and sellers in business.</li> <li>5. Utilize marketing research techniques to implement competitive marketing decisions.</li> </ol>
<b>Course Student Learning Outcomes (SLO) Marketing</b>	<ol style="list-style-type: none"> <li>1. Identify marketing mix components in relation to marketing segmentation.</li> <li>2. Explain the environmental factors that influence consumer and organizational decision-making process.</li> <li>3. Outline marketing plan.</li> <li>4. Identify elements of the communication process between buyers and sellers in business.</li> </ol>

**Learning Objectives**

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

**SCANS and/or Core Curriculum Competencies**

The Secretary's Commission on Achieving Necessary Skills (SCANS) from the U.S. Department of Labor was asked to examine the demands of the workplace and whether our young people are capable of meeting those demands. Specifically, the Commission was directed to advise the Secretary on the level of skills required to enter employment. In carrying out this charge, the Commission was asked to do the following:

- Define the skills needed for employment,
- Propose acceptable levels of proficiency,
- Suggest effective ways to assess proficiency, and
- Develop a dissemination strategy for the nation's schools, businesses, and homes.

SCANS research verifies that what we call workplace know-how defines effective job performance today. This know-how has two elements: competencies and a foundation. This report identifies five competencies and a three-part foundation of skills and personal qualities that lie at the heart of job performance. These eight requirements are essential preparation for all students, whether they go directly to work or plan further education. Thus, the competencies and the foundation should be taught and understood in an integrated fashion that reflects the workplace contexts in which they are applied. The primary goal of this course is to provide the student an overview of the basic elements of global marketing. The course covers the actions directly involved in global strategy, the global marketing mix and managing the global marketing effort.

1. Analyze marketing case studies employing the problem solving process:
  - Foundation Skills – Basic – Reading
  - Foundation Skills – Basic – Writing
  - Foundation Skills – Basis – Mathematics
  - Foundation Skills – Basic – Listing
  - Foundation Skills – Basic – Speaking
2. Utilizing marketing research techniques to implement competitive marketing decisions.
  - Foundation Skills – Basic – Reading
  - Foundation Skills – Basic – Writing
  - Foundation Skills – Basis – Mathematics
  - Foundation Skills – Basic – Listing
  - Foundation Skills – Basic – Speaking

3. Demonstrate management, accounting, and marketing knowledge through oral and/or written presentation.  
Foundation Skills – Basic – Reading  
Foundation Skills – Basic – Writing  
Foundation Skills – Basis – Mathematics  
Foundation Skills – Basic – Listing  
Foundation Skills – Basic – Speaking  
Interpret marketing research data to forecast industry trends and meet customer demands.

**Course Calendar**

See page ten - eleven for assignment deadlines and dates for exams.

**Official Date of Record – March 27, 2017**

**Last Day to withdraw – April 24, 2017**

**Instructional Methods**

Online

Distance Education (100% )

This course utilizes chapter-reading assignments, class discussions, lecture notes, group discussions, exams based on reading assignments other instructional material and a group project, which demonstrates a student's mastery of the subject materials.

**Student Assignments**

Identify the marketing mix components in relation to market segmentation; explain the environmental factors, which influence consumer and organizational decision-making processes; and outline a marketing plan.

**Student Assessment(s)**

Knowledge checks are given in most of the online topics sections. Knowledge checks are given in most of the online topics sections. In addition, a mid-term and group project will be administered.

## Instructor's Requirements

As your instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived.
- Facilitate an effective learning environment through class activities, discussions, and lectures or other forms of presenting materials.
- Provide the course outline and class calendar, which will include a description of any special projects or assignments.
- Inform students of policies, such as attendance, withdrawal, tardiness and make up.

To be successful in this class, it is the student's responsibility to:

- Attend class and participate in class discussions and activities.
- Read and comprehend the textbook.
- Complete the required assignments and exams:
- Ask for help when there is a question or problem.
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments.
- Complete the course with a passing score.

## Program/Discipline Requirements: If applicable

Three (4) "self-assessments" exams will be given with the lowest score of the 4 exams being dropped. Please note that if one exam is missed, there is no penalty. **NO MAKE-UP EXAMS ARE GIVEN!** All exam dates are subject to change.

Exercise assignments are posted within the Assignment Page and can be done with or without group members. The due dates are located on the "Weekly Schedule of Assignments" documents and written each CANVAS weekly topic. Each assignment may have a files attached including instructions. Follow the directions and submit individually (if in a group) on the due date and time. **NO LATE ASSIGNMENTS WILL BE ACCEPTED!**

If an assignment and/or coursework is not submitted by the due date and due time, no credit may be earned on the assignment and/or coursework, resulting in a grade zero (0) on the assignment and/or coursework. Exceptions to the rule will include death in the family; sever car accident or hospitalization, all others of which will require supporting documents. **ALL ASSIGNMENTS ARE SUBJECT TO CHANGE!**

Group projects will require that each group prepare a FULL ten-page paper (not including exhibits, diagrams, charts, etc.) w/1" margins (including and introduction and a summary) on the following topics. Choose a company and illustrate, for example how Apple identifies their marketing mix components in relation to market segmentation; explain their environmental factors which influence consumer and organizational decision-making processes; and outline a marketing plan.

Topics should include:

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.

The MLA style should be utilized for the paper component. Sources must be properly documented (works cited). Remember that plagiarism is cheating and HCC guidelines on cheating will be followed. See the Grading Rubric under the "GETTING Started" section of the for grading criteria utilized for this project.

### HCC Grading Scale

A = 100- 90	4 points per semester hour
B = 89 - 80:	3 points per semester hour
C = 79 - 70:	2 points per semester hour
D = 69 - 60:	1 point per semester hour
59 and below = F	0 points per semester hour
FX (Failing due to non-attendance)	0 points per semester hour
IP (In Progress)	0 points per semester hour
W(Withdrawn)	0 points per semester hour
I (Incomplete)	0 points per semester hour
AUD (Audit)	0 points per semester hour

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.

<http://www.hccs.edu/district/students/student-handbook/>

### Instructor Grading Criteria

50 pts.	6 Exams	25%
200 pts.	1 Group Project	20%
50 pts.	7 Discussions	30%
25 pts.	4 Written Assignments	25%

### Instructional Materials



MKTG 9, 9<sup>th</sup> Edition  
 Charles W. Lamb | Joe F. Hair | Carl McDaniel  
**ISBN-10** 1285860160 | **ISBN-13** 9781285860169  
 Publisher: Cengage

### Course Materials

Textbook  
 Internet access  
 Storage Device (flash drive)  
 An active HCC email account

### 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, 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 division 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.

### HCC Policy Statement:

#### Access Student Services Policies on their Web site:

<http://www.hccs.edu/district/about-us/policies/d-student-services/>

#### Attendance Policy:

Although it is your responsibility to drop a course for nonattendance, the instructor has the authority to drop you for excessive absences. You may be dropped from a course after accumulating absences in excess of 12.5 percent of the total hours of instruction (lecture and lab) For a 3 credit-hour lecture class meeting 3 hours per week (48 hours of instruction), you can be dropped after 6 hours of absence. The 6 hours includes accumulated minutes for arriving late to class and leaving class early.

## Distance Education Policies:

### Access DE Policies on Their Website:

All students are responsible for reading and understanding the *DE Student Handbook*, which contains policies, information about conduct, and other important information. For the *DE Student Handbook* click on the link below or go to the DE page on the HCC website.

The ***Distance Education Student Handbook*** contains policies and procedures unique to the DE student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The handbook contains valuable information, answers, and resources, such as DE contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the *DE Student Handbook* by visiting this link:

<http://de.hccs.edu/media/houston-community-college/distance-education/student-services/2013-CDEStudentHandbook-%28Revised8-1-2013%29.pdf>

### Advising:

A senior advisor is connected to this class section and will meet with the class within the first two weeks of instruction. The senior advisor will review the advising syllabus and the ways in which you can communicate with him/her. Students are required to meet with their senior advisor at least twice within the semester. Participation in these advising sessions is required and will be a part of the grade in this success class.

### Title IX

HCC is committed to providing a learning and working environment that is free from discrimination on the basis of sex which includes all forms of sexual misconduct. Title IX of the Education Amendments of 1972 requires that when a complaint is filed, a prompt and thorough investigation is initiated. Complaints may be filed with the HCC Title IX Coordinator available at 713 718-8271 or email at [oiie@hccs.edu](mailto:oiie@hccs.edu).

### Discrimination

Students should be aware that discrimination and/or other harassment based on race, sex, gender identity and gender expression, national origin, religion, age, disability, sexual orientation, color or veteran status is prohibited by HCC Policy G.1 Discrimination and Harassment and D.1.1 Equal Educational Opportunities. Any student who feels they have been discriminated against or harassed on the basis of race, sex, gender identity, gender expression, national origin, religion, age, disability, sexual orientation, color or veteran status including sexual harassment, has the opportunity to seek informal or formal resolution of the matter. All complaints/concerns should be directed to the Office of Institutional Equity, 713 718-8271 or [oiie@hccs.edu](mailto:oiie@hccs.edu). Additional information may be obtained online. Visit

<http://www.hccs.edu/district/departments/institutionalequity/>

Complaints involving sexual misconduct to include but not limited to: sexual assault, stalking, dating violence, sexual harassment or domestic violence should be directed to the HCC Title IX Coordinator, Renée Mack at 713 718-8272 or [renee.mack@hccs.edu](mailto:renee.mack@hccs.edu)



## **Pregnancy**

Title IX of the Education Amendments of 1972 requires that institutions have policies and procedures that protect students' rights with regard to sex/gender discrimination. Information regarding these rights are on the HCC website under Students-Anti-discrimination. Students who are pregnant and require accommodations should contact any of the ADA Counselors for assistance.

## **Sexual Misconduct**

It is important that every student understands and conforms to respectful behavior while at HCC. Sexual misconduct is not condoned and will be addressed promptly. Know your rights and how to avoid these difficult situations by logging in from your HCC student email account, go to [www.edurisksolutions.org](http://www.edurisksolutions.org) Go to the button at the top right that says Login and click. Enter your student number.

## **Useful Websites**

- Information: [www.hccs.edu](http://www.hccs.edu) ; <http://learning.hccs.edu>
- Tutoring & Support: <https://hccs.upswing.io/>
- Canvas: <https://eagleonline.hccs.edu/login/ldap>
- Purdue OWL: <http://owl.english.purdue.edu/owl/resource/747/01/>

# Principles of Marketing

MRKG 1311-0012 (19025)

## Spring 2017 Course Calendar

Week Due Dates	Topics	Activity
<b>WEEK 1</b> March 20 – 26 (Wednesday, March 22)	Chapter 1. An Overview of Marketing Chapter 2. Strategic Planning for Competitive Advantage Chapter 3. Ethics and Social Responsibility Chapter 4. The Marketing Environment Chapter 5. Developing a Global Vision	<ul style="list-style-type: none"> <li>• Syllabus review.</li> <li>• <i>Getting to Know You</i> exercise.</li> <li>• <b>READ</b> Chapters 1 - 5.</li> <li>• Writing Assignment</li> </ul>
<b>WEEK 2</b> March 27 – April 2 (Wednesday, March 29)	Chapter 6. Consumer Decision Making Chapter 7. Business Marketing Chapter 8. Segmenting and Targeting Markets Chapter 9. Marketing Research	<ul style="list-style-type: none"> <li>• <b>READ</b> Chapters 6 - 9.</li> <li>• <b>Chapters 1 - 5 Exam</b></li> <li>• Class Discussion</li> <li>• Writing Assignment</li> </ul>
<b>WEEK 3</b> April 3 - 9 (Wednesday, April 5)	Chapter 10. Product Concepts Chapter 11. Developing and Managing Products Chapter 12. Services and Nonprofit Organization Marketing	<ul style="list-style-type: none"> <li>• <b>READ</b> Chapters 10 – 12</li> <li>• <b>Chapters 6 – 9 Exam</b></li> <li>• Class Discussion</li> <li>• Writing Assignment</li> </ul>
<b>WEEK 4</b> April 10 – 16 (Wednesday, April 12)	Chapter 13. Supply Chain Management Chapter 14. Marketing Channels Chapter 15. Retailing	<ul style="list-style-type: none"> <li>• <b>READ</b> Chapters 13 - 15.</li> <li>• <b>Chapters 10 – 12 Exam</b></li> <li>• Group Project Topic</li> <li>• Writing Assignment</li> </ul>
<b>WEEK 5</b> April 17 - 23 (Wednesday, April 19)	Chapter 16. Marketing Communications Chapter 17. Advertising, Public Relations and Sales Promotion Chapter 18. Personal Selling and Sales Management Chapter 19. Social Media and Marketing	<ul style="list-style-type: none"> <li>• <b>READ</b> Chapters 16 - 19</li> <li>• <b>Chapters 13 – 15 Exam</b></li> <li>• Group Discussion</li> </ul>
<b>WEEK 6</b> April 24 - 30 (Wednesday, April 26)	Chapter 20. Pricing Concepts Chapter 21. Setting the Right Price	<ul style="list-style-type: none"> <li>• <b>READ</b> Chapters 20 - 21</li> <li>• <b>Chapters 16 – 19 Exam</b></li> <li>• Group Discussion</li> </ul>
<b>WEEK 7</b> May 1 – 7 (Wednesday, May 3)		<ul style="list-style-type: none"> <li>• Group Project Presentation</li> <li>• <b>Chapters 20 – 21 Exam</b></li> <li>• Group Discussion</li> </ul>
<b>WEEK 8</b> May 8 - 14 (Wednesday, May 10)		<ul style="list-style-type: none"> <li>• Group Assessment</li> <li>• Group Paper</li> </ul>

**The professor reserves the right to change or modify the syllabus as necessary to meet the objectives of the course. Check Eagle Online regularly for announcements.**

- **Please keep in mind that this is a TENATIVE CALENDER. It is subject to change. You will be given at least a week's notice for changes to the Course Calendar.**
- Exams will be available Thursday – Sunday and will not be available after the due date for garnering points. **Close at 11:55 p.m. on the due date.**
- Discussions are due Wednesdays on at 11:55 p.m. and will not be available after the due date for garnering points. **No partial points** will be awarded for Discussions.
- Assignments will **NOT** be accepted late. There are two options for submission of assignments **EARLY or ON-TIME!(11:55 pm)**
- May 14 is the last date that assignments, discussions, or quizzes will be accepted for garnering points.
- Read the chapters in the text prior to class so you are prepared for discussion. For example, read Chapter 2 Engage during week 1
- **Starred Assignments (\*) are required for successful completion of this course.**