



**Business Center of Excellence  
Marketing/Marketing Management Department**

<https://www.hccs.edu/programs/areas-of-study/business/marketing--marketing-management/>

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**MRKG 1311: Principles of Marketing | Lecture | CRN:14417**

Spring 2020-8 Weeks (3.23.2020-5.17.2020)

HYBRID | Stafford | Sat. 11 a.m.-1:00p.m.

3 Credit Hours | 48 hours per semester

**Instructor Contact Information**

Instructor: Karen Overton  
Office: HCC Campus  
HCC Email: Karen.overton@hccs.edu

Office Phone: 713-718-5453  
Office Hours: After 1:00pm  
Office Location: HCC Campus

Please 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 just to discuss course topics.

**Instructor's Preferred Method of Contact**

All contact with your professor should be sent through student's Canvas email within the course, and not their personal email accounts or HCC student account (begins with W). .

I will respond to emails on Tuesday and Thursday after 5:00pm. I will reply to weekend messages on Monday mornings.

You may also contact the Marketing Department personnel listed below:

Division Chair: Ken Hernandez, [kenneth.hernandez@hccs.edu](mailto:kenneth.hernandez@hccs.edu), 713-718-2468  
Division Admin Assistant: Lyssa Wilson, [melissa.wilson3@hccs.edu](mailto:melissa.wilson3@hccs.edu), 713-718-5125

**What's Exciting About This Course**

Welcome to Principles of Marketing — My goal as a professor is to inspire my students to learn and challenge them to reach their fullest potential. To help my students achieve these goals, I embrace the philosophy regarding teaching: YOU HAVE TO LEARN BEFORE YOUR EARN. There are 13 pages to this document and may have large gaps between pages. Complete reading all 13 pages for complete review of the course's guidelines.

## **My Personal Welcome**

Welcome to Principles of Marketing course. Students will earn strategic marketing skills for their careers that are adaptable to all educational plans.

### **Prerequisites and/or Co-Requisites**

MRKG 1311 requires placement into GUST 0342 in reading, ENGL 0300 or 0347 in writing and MATH 0306 in math. If you have enrolled in this course having satisfied these prerequisites, you have a higher chance of success than students who have not done so. Please carefully read and consider the repeater policy in the [HCCS Student Handbook](#).

### **Canvas Learning Management System**

This section of MRKG 1311 will use [Canvas](https://eagleonline.hccs.edu) (<https://eagleonline.hccs.edu>) to supplement in-class assignments, exams, and activities. HCCS Open Lab locations may be used to access the Internet and Canvas. **USE FIREFOX OR CHROME AS THE INTERNET BROWSER.**

### **HCC Online Information and Policies**

Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <http://www.hccs.edu/online/>

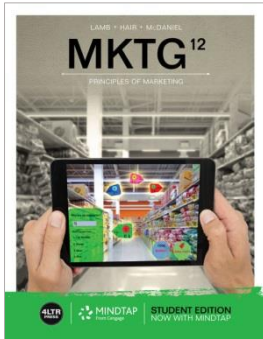
### **Scoring Rubrics, Sample Assignments, etc.**

Look in Canvas for the scoring rubrics for assignments, samples of class assignments, and other information to assist you in the course. <https://eagleonline.hccs.edu/login/ldap>

## Instructional Materials

### Textbook Information

The textbook listed below is **required** for this course.



**"MKTG"** (Print version includes MindTap Printed Access Card) (12th Edition) by Lamb/Hair/McDaniel (Cengage) ISBN: 978-1-337-40758-8

The book is included in a package that contains the text as well as an access code and are found at the HCC Bookstore

Please note that we request textbooks from the bookstore, which is operated by Barnes & Noble Bookstores and not by Houston Community College. If you do not order/buy your books before classes begin, you may have difficulty obtaining a copy of the textbook. It is in your best interest to purchase your books **BEFORE** classes begin. You may also purchase your books from another textbook retailer.

### Temporary Free Access to E-Book

Here is the link to get temporary free access to a digital version of the text for fourteen days: [www.cengage.com](http://www.cengage.com) or 1-800-354-9706.

### Other Instructional Resources

#### Publisher's Digital Workbook

**Mindtap on Cengage publisher's site will be available for students including digital workbook in this course. The assignments in the digital workbook will not be graded, but are additional study tools for students.**

#### Tutoring

HCC provides free, confidential, and convenient academic support, including writing critiques, to HCC students in an online environment and on campus. Tutoring is provided by HCC personnel in order to ensure that it is contextual and appropriate. Visit the [HCC Tutoring Services](#) website for services provided.

## **Libraries**

The HCC Library System consists of 9 libraries and 6 Electronic Resource Centers (ERCs) that are inviting places to study and collaborate on projects. Librarians are available both at the libraries and online to show you how to locate and use the resources you need. The libraries maintain a large selection of electronic resources as well as collections of books, magazines, newspapers, and audiovisual materials. The portal to all libraries' resources and services is the HCCS library web page at <http://library.hccs.edu>.

## **Supplementary Instruction**

Supplemental Instruction is an academic enrichment and support program that uses peer-assisted study sessions to improve student retention and success in historically difficult courses. Peer Support is provided by students who have already succeeded in completion of the specified course, and who earned a grade of A or B. Find details at <http://www.hccs.edu/resources-for/current-students/supplemental-instruction/>.

## **Course Overview**

MRKG 1311 is an introduction to the 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.

### **Secretary's Commission Addressing Necessary Skills (SCANS)**

The Secretary's Commission on Achieving Necessary Skills (SCANS) was appointed by the U.S. Secretary of Labor to determine the skills that U. S. employers want most in entry-level employees. The commission identified seven skills, (motivation to learn, basic skills, communication, teamwork, critical thinking, career development and leadership). These workplace competencies and foundation skills have been designed into this course and into the curriculum for each program of study.

### **Program Student Learning Outcomes (PSLOs)**

Can be found at:

<https://www.hccs.edu/programs/areas-of-study/business/marketing--marketing-management/>

### **Course Student Learning Outcomes (CSLOs)**

Upon completion of MRKG 1311, the student will be able to:

1. Outline a marketing plan.
2. Identify the marketing mix components in relation to market segmentation.
3. Explain the environmental factors which influence consumer and organizational decision-making processes.
4. Identify the elements of the communication process between buyers and sellers in business.
5. Utilize marketing research techniques to implement competitive marketing decisions.

## **Learning Objectives**

Learning Objectives for each CSLO can be found at [HCC Learning Web for Marketing](#).

## Student Success

Expect to spend at least twice as many hours per week outside of class as you do in class studying the course content. Additional time will be required for written assignments. The assignments provided will help you use your study hours wisely. Successful completion of this course requires a combination of the following:

- Reading the textbook
- Attending class in person and/or online
- Completing assignments
- Participating in class activities

There is no short cut for success in this course; it requires reading (and probably re-reading) and studying the material using the course objectives as a guide.

### Instructor and Student Responsibilities

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 learner-centered instructional techniques
- Provide a description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness, and making up assignments
- Provide the course outline and class calendar that will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

As a student, it is your responsibility to:

- Attend class in person and/or online
- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me
- 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
- Attain a raw score of at least 50% on the final exam
- Be aware of and comply with academic honesty policies in the HCCS Student Handbook

## Assignments, Exams, and Activities

### Written Assignment

The written assignment will include a Marketing Plan. The marketing plan product must be pre-approved. The marketing plan will count at least 20% of students' course grades.

Grading Formula:

- |                  |            |
|------------------|------------|
| • 3 Tests        | 60%        |
| • Syllabus Test  | 10%        |
| • Assignments    | 20%        |
| • Marketing Plan | <u>20%</u> |
|                  | 100%       |

### Exams

All Exams are multiple-choice questions and are HCC Online. Each question counts 2 points and 60% of final grade. Exams are on Canvas and will be available second week of class and all tests will have 2 hours with one attempt.

### In-Class Activities

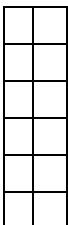
In class activities will be announced in Hybrid classes only and participation during class time will be required. If the course is through HCC online and not campus visit, there will be online assignments..

### Final Exam

There is not a Final Exam in this course. The marketing plan will serve as Final Exam and will count 20% toward final average.

### Grading Formula

|                    |             |
|--------------------|-------------|
| Tests (3)          | 60%         |
| Syllabus Test      | 10%         |
| Online Assignments | 10%         |
| Marketing Plan     | <u>20%</u>  |
|                    | <u>100%</u> |



**Incomplete Policy:**

In order to receive a grade of Incomplete ("I"), a student must have completed at least 50% of the work in the course. In all cases, the instructor reserves the right to decline a student's request to receive a grade of Incomplete.

**HCC Grading Scale can be found on this site under Academic Information:**  
<http://www.hccs.edu/resources-for/current-students/student-handbook/>



## Course Calendar

| <b>Week</b> | <b>Dates</b> | <b>Topic / Assignments Due</b>  |
|-------------|--------------|---|
| 1           | 3/30/2020    | Chapter 1: An Overview of Marketing<br>Chapter 2: Strategic Planning for Competitive Advantage<br>Chapter 3: Ethics and Social Responsibility<br>Chapter 4: The Marketing Environment<br>Homework: Syllabus Test<br>Assignments Online: Chapters 1 -4 Due 4/11/2020 |
| 2           | 4/6/2020     | Chapters 6: Consumer Decision Marketing<br>Chapter 7: Business Marketing<br>Chapter 8: Segmenting and Target Markets<br>Chapter 9: Marketing Research<br>Homework: Chapters 6-7 Due 4/11/2020<br>Test One Chapters 1 - 6 Due: 4/11/2020                             |
| 3           | 4/13/2020    | Chapters 10: Products Concepts<br>Chapter 11: Developing and Managing Products<br>Chapter 12: Services and Non Profit<br>Chapter 13: Supply Chain Management and Marketing Channels<br>Homework: Chapters 10,11,12,13 Online - Due 4/18/2020                        |
| 4           | 4/20/2020    | Chapters 14: Retailing<br>Chapter 15: Marketing Communications<br>Homework: Chapters 16, 17,18 Online Due: 4/25/2020<br>Test Two: Chapters 7 - 13 Due: 4/25/2020  |
| 5           | 4/27/2020    | Chapters 16: Advertising, Public Relations, Sales Promotions<br>Chapter 17: Personal Selling and Sales Management<br>Homework: Chapters 18 and 19 Due 4/25/2020   |
| 6           | 5/4/2020     | Chapters 18: Social Media Marketing<br>Chapter 19: Pricing Concepts<br>Test Three: Chapters 14 - 19 Due: 5/9/2020   |
| 7           | 5/11/2020    | NO Assignments Due....Work on Your Marketing Plan   |
| 8           | 5/18/2020    | Final Project Due: 5/23/2020  |
|             |              | END OF CLASS...FINAL GRADES WILL BE POSTED ON 5/23/2020   |
|             |              |   |
|             |              |   |
|             |              |   |
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|             |              |   |

### Syllabus Modifications

The instructor reserves the right to modify the syllabus at any time during the semester and will promptly notify students in writing, typically by e-mail, of any such changes.

## **Instructor's Practices and Procedures**

### **Missed Assignments**

No makeups exams or late work. Your lowest grade will be dropped. If make up is granted for extreme emergency situation, strict documentation will be requested and professor has right to deny any make up only.

### **Academic Integrity**

No cheating, plagiarism, collusion, will be tolerated. Scholastic Dishonesty will result in a referral to the Dean of Student Services. See the link below for details.

Here's the link to the HCC information about academic integrity (Scholastic Dishonesty and Violation of Academic Scholastic Dishonesty and Grievance):

<http://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>

### **Attendance Procedures**

Attendance for hybrid classes will be counted based upon on campus meetings. Online classes attendance can be based upon failure to complete assignments by end of semester. Students may be forwarded to counselor for Early Alert if professor deems necessary acoring to failure to complete assignments or non-attendance of hybrid classes. I do not drop students, so students are expected to drop themselves Tardiness guidelines will be given to hybrid classes on first day of class. If students miss the first 12.5% of any course (i.e. the period before the Official Date of Record/Approve Roster date) HCC will drop them due to non-attendance. Students need to attend the first day of class and to log on to online classes on the first day of class. THIS IS A STATE OF TEXAS POLICY. It is not an instructor, department, or college created policy.

### **Student Conduct**

See Student Conduct policy on HCC student services link on [www.hcc.edu/student](http://www.hcc.edu/student) services.

### **Instructor's Course-Specific Information**

Students are expected to log into their Canvas Email account every Tuesday and Thursday after 5:00pm to receive current or changes in the course, if needed.

### **Electronic Devices**

Electronic devices used in Hybrid classes must be pre-approved by your professor.

## **Marketing Program Information**

It is strongly recommended that students of this course ensure that their major is listed as Marketing and that you notify the school of which certificate or degree plan you are following.

This program includes a Co-Op class, MRKG 2380. Students must complete 30 semester credit hours for the AAS degree or 15 semester credit hours in the Certificate before enrolling in this course. Once you have met the requirements, you will contact the Division Chair's office at 713-718-5125 to get the permission code to enroll in this class. Please note that the Co-Op course requires you to have a position in the Marketing industry, paid or volunteer.

MRKG 2380 requires that you must work a minimum of 20 hours per week in a marketing related field.

## HCC Policies

Here's the link to the HCC Student Handbook <http://www.hccs.edu/resources-for/current-students/student-handbook/> In it you will find information about the following:

- Academic Information
- Academic Support
- Attendance, Repeating Courses, and Withdrawal
- Career Planning and Job Search
- Childcare
- disAbility Support Services
- Electronic Devices
- Equal Educational Opportunity
- Financial Aid TV (FATV)
- General Student Complaints
- Grade of FX
- Incomplete Grades
- International Student Services
- Health Awareness
- Libraries/Bookstore
- Police Services & Campus Safety
- Student Life at HCC
- Student Rights and Responsibilities
- Student Services
- Testing
- Transfer Planning
- Veteran Services

## EGLS<sup>3</sup>

The EGLS<sup>3</sup> (Evaluation for Greater Learning Student Survey System) will be available for most courses near the end of the term until finals start. This brief survey will give invaluable information to your faculty about their teaching. Results are anonymous and will be available to faculty and division chairs after the end of the term. EGLS<sup>3</sup> surveys are only available for the Fall and Spring semesters. -EGLS3 surveys are not offered during the Summer semester due to logistical constraints.

<http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>

## Campus Carry Link

Here's the link to the HCC information about Campus Carry:

<http://www.hccs.edu/departments/police/campus-carry/>

## HCC Email Policy

When communicating via email, HCC requires students to communicate only through the HCC email system to protect your privacy. If you have not activated your HCC student email account, you can go [to HCC Eagle ID](#) and activate it now. You may also use Canvas Inbox to communicate.

## **Housing and Food Assistance for Students**

Any student who faces challenges securing their foods or housing and believes this may affect their performance in the course is urged to contact the Dean of Students at their college for support. Furthermore, please notify the professor if you are comfortable in doing so.

This will enable HCC to provide any resources that HCC may possess.

## **Office of Institutional Equity**

Use the link below to access the HCC Office of Institutional Equity, Inclusion, and Engagement (<http://www.hccs.edu/departments/institutional-equity/>)

### **disAbility Services**

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including long and short term conditions, mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <http://www.hccs.edu/support-services/disability-services/>

### **Title IX**

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross  
Director EEO/Compliance  
Office of Institutional Equity & Diversity  
3100 Main  
(713) 718-8271  
Houston, TX 77266-7517 or [Institutional.Equity@hccs.edu](mailto:Institutional.Equity@hccs.edu)  
<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/>

### **Office of the Dean of Students**

Contact the office of the Dean of Students to seek assistance in determining the correct complaint procedure to follow or to identify the appropriate academic dean or supervisor for informal resolution of complaints.

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/>

### **Department Chair Contact Information**

Division Chair: Ken Hernandez, [kenneth.hernandez@hccs.edu](mailto:kenneth.hernandez@hccs.edu), 713-718-2468

Division Admin Assistant: Lyssa Wilson, [melissa.wilson3@hccs.edu](mailto:melissa.wilson3@hccs.edu), 713-718-5125