



Course Syllabus
Principles of Marketing

MRKG 1311

CRN: 36877

TEXTBOOK:

MARKETING 12TH EDITION

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BY Lamb/Hair/McDaniel, Cengage, Mason Ohio, 2014

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Course DISTANCE AND WEB ENHANCED

Location/Times

Credit Hours: 3 **Course Semester** Lecture Hours: 3

Credit Hours: 3

Type of Instruction: DISTANCE OR FACE TO FACE

Course Description: Introduction to basic marketing functions; identification of consumer and organizational needs. economic, psychological, sociological, and global issues; and description and analysis of the Marketing research. (Formerly MKTG 1305)

Course Prerequisite(s)

FREQUENT REQUISITES

- MATH 0106
- PRER 0100 & INRW 0410
- INRW 0410

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 decisions
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

1. Identify the marketing mix components in relation to market segmentation.
2. Explain the environmental factors which influence consumer and organizational decisions.
3. Outline a marketing plan.

Outcomes (SLO): 4 to 7

Learning Objectives

Identify the marketing mix components in relation to market segmentation.

(Numbering

Explain the environmental factors which influence consumer and organizational system should be decision- processes.

**SLO - 8 to 9
e.g., 1.1, 1.2, 1.3,
etc.)**

Outline a marketing plan.

**SCANS and/or
Core Curriculum**

SCANS

**Competencies: If
applicable**

**Identify the marketing mix components in relation to market segmentation.
Foundation Skills - Basic -Reading**

Total Course

Contact Hours 48.00

Course Length
(Number of weeks) 8 WEEKS

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-processes.

Foundation Skills - Basic –Reading

CASE STUDIES

Instructors Requirements

EXAMS

Three (3) exams will be given with the lowest score of the 3 exams being dropped. NO MAKE-UP EXAMS ARE GIVEN!

PROJECT

ASSIGNMENTS

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

Instructional Methods

Student Assignments

DISTANCE;FACE TO FACE;WEB ENHANCED

Identify the marketing mix components in relation to market segmentation.

PROJECT

Explain the environmental factors which influence consumer and organizational decision-processes.

DISCUSSION QUESTIONS

Outline a marketing plan.

FINAL EXAM:

NO FINAL EXAM THREE TESTS and MARKETING PLAN EXERCISE

READ YOUR EMAILS

EVERY TUESDAYS AND THURSDAYS AFTER 5:00PM

HELPFUL STUDYING TIPS:

1. READ CHAPTERS AND OUTLINE
2. Open Power Point Slides and review weekly
3. OUTLINE YOUR CHAPTERS BEFORE TAKING TESTS
4. STUDY FOR TESTS AS IF THEY WERE CLOSED BOOK
5. DO NOT ATTEMPT READING CHAPTERS FOR FIRST TIME WHILE TAKING TESTS
6. FIND CLASSMATE(S) TO STUDY WITH YOU.
7. **ALL TESTS ARE 2 HOURS LIMIT WITH ONE ATTEMPT. SEE DATES ON WEEKENDS 8.
8. **ALL TESTS WILL HAVE ONLY MULTIPLE CHOICE QUESTIONS
9. Define all Key terms at end of chapters....See Glossary.

ASSIGNMENTS

NO MAKE UP WORK IS GIVEN PAST DUE DATES

TBA ON CANVAS WITHIN THE COURSE.

Requirements:

If you are having technical difficulties and cannot login, you must immediately contact your instructor and Online Help desk on Distance Education page.

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
F	= 59 and below = F	0 points per semester hour
FX (Failure 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 and (Completed) is given in non-credit and continuing education courses.

Students who receive financial aid but fail to attend class will be reported to the Department of Education to pay back their aid. A grade of "FX" is treated exactly the same as a grade of "F" in terms of satisfactory academic progress.

Instructor Grading:
GRADE COMPUTATION

3 TESTS	60% H i g h e s t from 2 tests
FINAL Project	30%
DISCUSSION/ ATTENDANCE	<u>10%</u> ON CAVASS
	100%

Test ONE... Chapters 1 through 6

Test TWO... Chapters 7 through 13

Test Three... Chapters 14 through 19

HCC Policy Statement:

Access Student <http://hccs.edu/student-rights>
Services Policies on their Web site:

EGLS3 -- At Houston Community College, professors believe that thoughtful student feedback is necessary
Evaluation for teaching and learning. During a designated time near the end of the term, you will be asked to an
Greater Learning survey of research-based questions related to instruction. The anonymous results of the survey w
Student Survey available to your professors and department chairs for continual improvement of instruction. Look
System part of the Houston Community College Student System online near the end of the term.

Distance Education and/or Continuing Education Policies

Access DE http://de.hccs.edu/Distance_Ed/DE_Home/faculty_resources/PDFs/DE_Syllabus.pdf **Policies**
on their Web site:

Access CE <http://hccs.edu/CE-student-guidelines>
Policies on their Web site:

CLASS CALENDAR

FIRST WEEK OF CLASS	CHAPTERS 1 AND 2	
SECOND WEEK OF CLASS	Syllabus Test Chapters 3, 4, and 5	IN CLASS ONLY
THIRD WEEK OF CLASS	Chapters 6, 7, and 8	TEST ONE
FOURTH WEEK OF CLASS	Chapters 9, 10, and 11	
FIFTH WEEK OF CLASS	Chapters 12, 13, and 14	
SIXTH WEEK OF CLASS	Marketing Plan REVIEW Chapters 15, 16 and 17	TEST TWO
SEVENTH WEEK OF CLASS	Chapters 18 and 10	TEST THREE
EIGHTH WEEK OF CLASS	FINAL EXAM	

REVIEW THE COURSE SCHEDULE FOR DUE DATES FOR ASSIGNMENTS and TESTS.

CHAPTERS/TOPICS:

1. An Overview of Marketing
2. Strategic Planning for Competitive Advantage
3. Ethics and Social Responsibility
4. The Marketing Environment
5. Developing a Global Vision
6. Consumer Decision Making
7. Business Marketing
8. Segmenting and Targeting Markets
9. Marketing Research
10. Product Concepts
11. Developing and Managing Products
12. Services and Nonprofit Organization Marketing.
13. Supply Chain Management and Marketing Channels
14. Retailing
15. Marketing Communications
16. Advertising, Public Relations, and Sales Promotion
17. Personal Selling and Sales Management.
18. Social Media and Marketing.
19. Pricing Concepts.