



Course Syllabus
Principles of Marketing
MRKG 1311

TEXTBOOK: **MARKETING 9TH EDITION**
BY Lamb/Hair/McDaniel, Cengage, Mason Ohio, 2014

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EO2: Quickmail

Office Location and Hours Contact instructor via email

Course Location/Times DISTANCE

Course Semester Credit Hours (SCH) (lecture, lab) If applicable Credit Hours: 3
Lecture Hours: 3
Laboratory Hours:
External Hours:

Total Course Contact Hours 48.00

Course Length (number of weeks) 8 weeks

Type of Instruction	DISTANCE
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 impact of marketing research. (Formerly MKTG 1305)
Course Prerequisite(s)	<p>FREQUENT REQUISITES</p> <ul style="list-style-type: none"> • MATH 0106 • PRER 0100 & INRW 0410 • INRW 0410
Academic Discipline/CTE Program Learning Outcomes	<ol style="list-style-type: none"> 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. 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): 4 to 7	<ol style="list-style-type: none"> 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.
Learning Objectives (Numbering system should be linked to SLO - e.g., 1.1, 1.2, 1.3, etc.)	<p>Identify the marketing mix components in relation to market segmentation.</p> <p>Explain the environmental factors which influence consumer and organizational decision-making processes.</p> <p>Outline a marketing plan.</p>
SCANS and/or Core Curriculum Competencies: If applicable	<p>SCANS</p> <p>Identify the marketing mix components in relation to market segmentation.</p> <p>Foundation Skills - Basic -Reading</p> <p>Foundation Skills - Basic -Writing</p> <p>Foundation Skills - Basic -Mathematics</p> <p>Foundation Skills - Basic -Listening</p> <p>Foundation Skills - Basic -Speaking</p> <p>Explain the environmental factors which influence consumer and organizational decision-making processes.</p> <p>Foundation Skills - Basic -Reading</p>

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**

DISTANCE 100%

**Student
Assignments**

Identify the marketing mix components in relation to market segmentation.

CASE STUDIES

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

CASE STUDIES

Outline a marketing plan.

CASE STUDIES

**Student
Assessment(s)**

**Instructor's
Requirements**

EXAMS

Three (3) exams will be given with the lowest score of the 3 exams being dropped. Please note that if an exam is missed, there is no penalty. NO MAKE-UP EXAMS ARE GIVEN!

ASSIGNMENTS

There will be case studies that will serve as project grade. Specific cases on EO2.

Program/Discipline Requirements: If applicable

If you are having technical difficulties and cannot login, you must immediately contact your instructor or the
Online Help desk or you will be counted as absent.

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 (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 to receive credit. (Completed) is given in non-credit and continuing education courses.

FINAL GRADE OF FX: Students who stop attending class and do not withdraw themselves prior to the deadline may either be dropped by their professor for excessive absences or be assigned the final grade of "FX" at the end of the semester. Students who stop attending classes will receive a grade of "FX", comparable to a grade of "F" which is due to poor performance. Logging into a DE course without active participation is not considered attending. Please note that HCC will not disperse financial aid funding for students who have never attended.

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

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.

NO MAKE UP WORK IS GIVEN PAST DUE DATES FOR TESTS OR CASE STUDIES

Instructor Grading:

GRADE COMPUTATION

3 TESTS	40%	Highest from 2 tests
Case Studies	30%	
Syllabus Test	10%	FIRST WEEK OF CLASS
<u>FINAL</u>	<u>20%</u>	
TOTAL POINTS	100%	

Test ONE... Chapters 1 through 6.. DATES: TBA

Test TWO... Chapters 7 through 13.. DATES: TBA

Test Three... Chapters 14 through 19..DATES:TBA

FINAL EXAM...CHAPTERS 1 THROUGH 19

TEXTBOOK:

Lamb/Hair/McDaniel.. AUTHORS

MKTG, 9th Edition...TITLE

PUBLISHER: Cengage, Mason Ohio, 2014

HCC Policy Statement:

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

<http://hccs.edu/student-rights>

**EGLS3 --
Evaluation for
Greater Learning
Student Survey
System**

At Houston Community College, professors believe that thoughtful student feedback is necessary for teaching and learning. During a designated time near the end of the term, you will be asked to complete a 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 your part of the Houston Community College Student System online near the end of the term.

Distance Education and/or Continuing Education Policies

**Access DE
Policies on their
Web site:**

http://de.hccs.edu/Distance_Ed/DE_Home/faculty_resources/PDFs/DE_Syllabus.pdf

**Access CE
Policies on their
Web site:**

<http://hccs.edu/CE-student-guidelines>