



**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:16439&15048**

Fall 2019 | 8 Weeks (Aug. 26 – Oct 20)

Fall 2019...2nd 8 weeks (Oct. 21 –Dec. 15)

3 Credit Hours | 48 hours per semester

**Instructor Contact Information**

Instructor: Karen Overton

Office Phone: 713-718-5458

HCC Email: Karen.overton@hccs.edu

Office Hours: TBA

Office Location: Missouri City/Stafford

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**

I will respond to emails on Tuesday and Thursday after 5:00pm. I will reply to weekend messages on Tuesday. I send reply to ALL emails that I received your email.

**What's Exciting About This Course**

Many people think marketing means personal selling. Others think it means advertising. While others believe marketing mean making products available in stores, arranging displays, and maintain inventories or products for future sales. Actually, marketing includes all of these activities and more. This course will discuss the components of marketing that is used in all professions and careers.

**My Personal Welcome**

Welcome to Principles of Marketing — My goals as a professor are to inspire my students to learn and to 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.

### **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. All course work in on Canvass via HCC/Online. On the course's home page there is contact information for technical support. I recommend contacting this department concerning in technical issues on Canvas. Course assignments and tests are on canvas and no testing at the campus unless you are enrolled I hybrid or Face-to Face course. I will announce in class if testing is in the classroom. If you are registered in online course, all assignments and tests are on Canvas.

HCCS Open Lab locations at most campuses 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/>

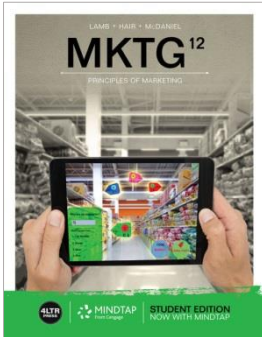
### **Scoring Rubrics, Sample Assignments, etc.**

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. MINDTAP is supplemental resource to the course and is not required to purchase.

### Temporary Access to E-Book

Access to E-Book instructions will be located in the textbook or on the publisher's website.

### Other Instructional Resources

#### 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

All assignments and tests are multiple choice questions with each question value 2 points are less. The exams are on Canvas and dates plus availability of each exam, the time limit, and number of attempts allowed will be posted on Cavass. .

### In-Class Activities

If you are registered in a Hybrid or Face-to Face course, IN-class activities will be announced in class.

### Final Exam

There is not Final Exam, but students are required to take all 3 tests. Failure to complete all tests will affect your final average.

### Grading Formula

Marketing Plan	20%
Exercises	40% Lowest DROPPED
Tests (3)	30%
Syllabus Test	<u>10%</u> <u>1<sup>st</sup> week of class</u>
TOTAL	100%

Grade	Total Points
A	100- 90
B	89 - 79
C	78-60
D	60-59
F	59 or lower

### 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

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	
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 Sale Promotion	
17	Personal Selling and Sales Management	
18	Social Media and Marketing	
19	Pricing Concepts	

### 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" for exams or late submission of assignments. One of the exercises lowest grade will be dropped, but not tests grades.

### Academic Integrity

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

In-Person, Hybrid, classes will have attendance requirement that will be given first day of class. For Online classes, if students have not submitted any assignments by drop date, student can be dropped from the class by your professor. In person and hybrid classes will have any tardiness policy that will be given first week 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**

Disruptive conduct or language in this class can result in being dropped from class with no refund given. I will send one warning email to student concerning disruptive conduct and will be dropped if behavior is not improved. See HCC website for Student Conduct policy.

### **Electronic Devices**

**Hybrid and Face-to-face classes will not be allowed to use cell phones during class, but can step out of class to answer calls. Students will decide on policy concerning use of cell phones in the class with professor's approval of this policy.**

## **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