



Course Syllabus

Special Topics in Business Marketing

MRKG 1391-0002 (75003)

Semester with Course Reference Number (CRN)	MRKG 1391-0002 (75003)
Instructor contact information (phone number and email address)	Kimberly Cade Davis Professor, Business Administration Office: 713.718.6275 Cell: 832.287.2583 Email: kimberly.cade@hccs.edu
Office Location and Hours	BSCC 206 Office hours are by appointment
Course Location/Times	100% online
Course Semester Credit Hours (SCH) (lecture, lab) If applicable	Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0 External Hours: 0
Total Course Contact Hours	48.00
Course Length (number of weeks)	Eight (8) Weeks March 17, 2014 - May 11, 2014
Type of Instruction	Online
Course Description:	Special Topics in Business Marketing introduces the basic principles of marketing, economic impact, the history of sports and entertainment, careers, as well as legal and business risks involved in the industry. Students will also learn characteristics and buying behaviors of sports consumers as well as entertainment consumers.

Course Prerequisite(s)	<p>FREQUENT REQUISITES</p> <ul style="list-style-type: none"> • MATH 0306 (Basic Math Pre-Algebra) • GUST 0342 (9th -11th Grade Reading) • ENGL 0300 or 0347
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 process. 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.
SCANS and/or Core Curriculum Competencies: If applicable	<p>SCANS</p> <p>Learning outcomes/objectives are determined by local occupational need and business and industry trends.</p> <p>Foundation Skills - Basic -Reading Foundation Skills - Basic -Writing Foundation Skills - Basic -Mathematics Foundation Skills - Basic -Listening Foundation Skills - Basic -Speaking</p>
Instructional Methods	<p>Web-enhanced (49% or less) Hybrid (50% or more) Distance (100%) Face to Face</p>
Student Assignments	<p>Learning outcomes/objectives are determined by local occupational need and business and industry trends.</p>
Student Assessment(s)	<p>The student's final grade for this course will be determined from weekly quizzes over the topical reading, a final exam and through weekly class discussions (required).</p>
Instructor's Requirements	<ol style="list-style-type: none"> 1. Assignments will be provided by the instructor are designed to provoke critical thinking and analytical skills related to the reading assignments and class discussions. Each assignment will include questions that should be answered in depth, typed and double spaced using 10, 11 or 12 point Arial or Times New Roman. Homework should be submitted via Eagle Online. 2. Weekly reading assignments, online class discussions and quizzes are the course requirements. The topics relate to our current business environment and the application of business theory, application and coursework. 3. A final quiz over the course content will be given by the instructor. 4. Each student is expected to make a contribution towards making the class stimulating for other class members. This includes participation in online discussions.
Program/Discipline	<p>None.</p>

Requirements: If applicable

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. COM (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 withdrawal 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", compared to an earned grade of "F" which is due to poor performance. Logging into a DE course without active participation is seen as non-attending. Please note that HCC will not disperse financial aid funding for students who have never attended class.

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

Health Sciences Programs Grading Scales may differ from the approved HCC Grading Scale. For Health Sciences Programs Grading Scales, see the "Program Discipline Requirements" section of the Program's syllabi.

Instructor Grading Criteria

The student's final grade for this course will be determined in the following manner:

Weekly quiz over topical reading	70%
Final Exam	20%
Class discussion	<u>10%</u>
Total	100%

Instructional Materials

There is no textbook for this course. The instructor will post weekly readings for the students and links to online material.

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 to improve teaching and learning. During a designated time near the end of the term, 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 department 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.

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>

Attendance and Withdrawal Policies

In accordance with HCCS rules, the instructor has the authority to drop a student from any class after the student has been absent for periods equivalent to two weeks of class (6 classes). However, the student has the ultimate responsibility to withdraw from the course. If there are extreme circumstances that require absence from class, it is the student's responsibility to notify the instructor. For additional information refer to the HCCS catalog.

IN THIS CLASS YOU ARE RESPONSIBLE FOR DROPPING THE CLASS IF YOU NO LONGER PLAN TO ATTEND. THE INSTRUCTOR WILL NOT DO THIS FOR YOU.

The State of Texas has begun to impose penalties on students who drop courses excessively. That is, if you repeat the same course more than twice, you have to pay extra tuition. In addition, as of Fall 2007, students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

In order to withdraw from your class, you MUST contact your professor and this must be done PRIOR to the withdrawal deadline to receive a "W" on your transcript. If you do not withdraw before the deadline, you will receive the grade that you have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower your semester average significantly, most likely resulting in a failing grade ("F").

Please visit the online registration calendars, HCC schedule of classes and catalog, any HCC Registration Office, or any HCC course or to determine class withdrawal deadlines. Remember to allow a 24-hour response time when communicating via email or telephone with your professor. Do not submit a request to discuss withdrawal options less than a day before the deadline.

**Eagle Online
Student User ID**

Your Eagle Online login user ID will be your HCC User ID (sometimes referred to as the "W" number). All HCC students have a unique User ID. If you do not know your User ID you can look it up by visiting the HCC home page:

- From www.hccs.edu, under the column "CONNECT", click on the "Student System Sign In" link
- Then click on "Retrieve User ID" and follow the instructions.

Or use the direct link to access the Student Sign In page:

<https://hccsaweb.hccs.edu:8080/psp/csprd/?cmd=login&languageCd=ENG>

The default student password is "distance."

Students will then be prompted to change their password after their first login. Please visit the DE Technical Support website if you need additional assistance with your login.

**Virtual Classroom
Conduct**

As with on-campus classes, all students in HCC Distance Education courses are required to follow all HCC Policies & Procedures, the Student Code of Conduct, the Student Handbook, and relevant sections of the Texas Education Code when interacting and communicating in a virtual classroom with faculty and fellow students. Students who violate these policies and guidelines will be subject to disciplinary action that could include denial of access to course-related email, discussion groups, and chat rooms or being removed from the class.

Materials Needed

- Folder or binder in which to keep assignments and projects
- Internet Access
- Storage Device (Flash Drive)
- An active HCC email account

**Online Classroom
Etiquette**

Open and mutually respectful communication of varied opinions, beliefs, and perspectives during classroom or online discussion encourages the free exchange of ideas that is essential to higher learning and to the ability to learn from each other. Use of any electronic device is at the discretion of the instructor.

**Online Class
Participation**

Students will participate in several online class discussions during the course of the semester via the online discussion thread within Eagle Online. Topics will be posted. Full participation will be given for involvement in 8 out of 10 discussions.

Course Calendar

A course calendar listing assignments and due dates will be posted on Eagle Online by the first class day.