



Business Center of Excellence

MRKG 1311-0003 – Principles of Marketing

CRN 56333 – Spring 2018

SECOND START

Introductory Level Course

Instructor contact Information and Preferred Method of Contact Principles of Marketing
kimberly.cade@hccs.edu
(713) 718-2993
Canvas Inbox (preferred method of contact for class-related communication)
Students can expect a response from me within 24 hours.

Office Location and Hours BSCC 310
Tuesday and Thursday: 9:00 a.m. – 11:00 a.m. and 2:00 p.m. – 3:00 p.m.

Office location and hours

Please feel free to contact me concerning any problems that you are experiencing in this course. You do not need to wait until you have received a poor grade before asking for my assistance. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics.

Course Location/Times Central Campus - Online

Course Semester Credit Hours (SCH) (lecture, lab) If applicable Credit Hours: 3.0
Lecture Hours Weekly: 3.0

Total Course Contact Hours 48.00

Course Length (number of weeks) 16

Type of Instruction 100% Online

Course Description (WECM) Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.

Course Prerequisite(s) **Frequent Requisites**

- Math 0106
- PRER 0100 & INRW 0410

Program Student Learning Outcomes (PSLO)	<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.
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Course Student Learning Outcomes (SLO):	<p>The student will be able to:</p> <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.
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Learning Objectives	<p>Students will:</p> <ol style="list-style-type: none"> 1.1 Define the term <i>marketing</i> 1.2 Discuss the differences between sales and market orientations 1.3 Describe several reasons for studying marketing 1.4 Discuss the sources of competitive advantage 1.5 Identify the various ways of entering the global marketplace 1.6 Describe business marketing 1.7 Describe the role of the Internet in business marketing 1.8 Discuss the unique aspects of business buying behavior 1.9 Describe the seven types of business goods and services 1.10 Describe the six categories of new products 1.11 Explain the diffusion process through which new products are adopted 1.12 Explain the concept of product life cycles 1.13 Describe which supply chain functions affect business success 1.14 Discuss new technology and emerging trends in supply chain management 1.15 Explain the importance of the retailer within the channel and the U.S. economy 1.16 Discuss the different retail operations models and why they vary in strategy and format 1.17 Explain the goals and tasks of promotion 1.18 Discuss the elements of the promotional mix 1.19 Discuss the AIDA concept and its relationship to the promotional mix 1.20 Discuss how the Internet is affecting global marketing 1.21 Describe marketing uses of branding 1.22 Discuss global issues in new-product development 1.23 Discuss the concept of product life cycles as it relates to the product chosen 1.24 Describe marketing channels and channel intermediaries as it relates to the product 1.25 Describe the communication process for the product 1.26 Discuss advertising and market share 1.27 Identify the major types of advertising 1.28 Describe social media is used in the integrated marketing communications 1.29 Discuss product line pricing 1.30 Describe social media, how they are used, and their relation to integrated marketing communications 1.31 Explain how to create a social media campaign 1.32 Explain the various methods of measurement for social media 1.33 Understand the important aspects of developing a social media plan 1.34 Describe the procedure for setting the right price 1.35 Identify the legal constraints on pricing decisions 1.36 Explain how pricing tactics can be used to fine-tune the base price
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- 2.1 Define strategic business units (SBUs)
- 2.2 Explain the determinants of a civil society
- 2.3 Explain the concept of ethical behavior
- 2.4 Describe ethical behavior in business
- 2.5 Describe the social factors that affect marketing
- 2.6 Discuss the external environment of marketing
- 2.7 Explain the importance to marketing managers of current demographic trends
- 2.8 Discuss the importance of global marketing
- 2.9 Discuss the impact of multinational firms on the world economy
- 2.10 Explain why marketing managers should understand consumer behavior
- 2.11 Analyze the components of the consumer decision-making process
- 2.12 Identify the types of consumer buying decisions
- 2.13 Discuss the significance of consumer involvement
- 2.14 Describe how the cultural factors that affect consumer buying decisions
- 2.15 Discuss how the social factors that affect consumer buying decisions
- 2.16 Describe how the individual factors that affect consumer buying decisions
- 2.17 Identify the psychological factors that affect consumer buying decision
- 2.18 Identify the four major categories of business market customers
- 2.19 Define marketing research and explain its importance to marketing decision making
- 2.20 Describe the steps involved in conducting a marketing research project
- 2.21 Explain when marketing research should be conducted
- 2.22 Explain the concept of competitive intelligence
- 2.23 Discuss global issues in branding
- 2.24 Describe the different types of retailers
- 2.25 Explain how retail marketing strategies are developed and executed
- 2.26 Discuss the importance of strategic planning
- 2.27 Identify sources of competitive advantage
- 2.28 Discuss target market strategies
- 2.29 Explain the current demographic trends
- 2.30 Identify consumer and marketer reactions to the state of the economy
- 2.31 Discuss the political and legal environment of marketing
- 2.32 Explain the foreign and domestic competition
- 2.33 Discuss global marketing
- 2.34 Describe the external environment facing global marketers
- 2.35 Explain the importance of market segmentation to a company

- 3.1 Apply knowledge of strategic planning
- 3.2 Identify strategic alternatives and know a basic outline for a marketing plan

Course Calendar

Dates	Chapter	Activity
(1) Week of February 11 th <i>Second Start Classes begin (02/12/2018)</i>	Course Introduction Chapter 1. An Overview of Marketing Chapter 2. Strategic Planning for Competitive Advantage	QUIZ - The Syllabus Quiz due by 11:55 p.m. February 20, 2018. READ Chapters 1 & 2 REVIEW PowerPoint slides DISCUSSION (1) - Join the online class discussion and meet your fellow classmates. This assignment is due by 11:55 p.m. Tuesday, February 20, 2018. THESE ASSIGNMENTS ARE MANDATORY. NOT PARTICIPATING RESULTS IN THE STUDENT BEING DROPPED FROM THE CLASS.
(2) Week of February 18 th	Chapter 3. Ethics and Social Responsibility Chapter 4. The Marketing Environment President's Day Holiday Observance Monday, February 19, 2018	READ Chapters 3 & 4 REVIEW PowerPoint slides HOMEWORK #1 (Chapter 2 - Marketing Mix). Due by 11:55 p.m. on February 20 th .
(3) Week of February 25 th	Chapter 5. Developing a Global Vision Chapter 6. Consumer Decision Making	READ Chapters 5 & 6 REVIEW PowerPoint slides DISCUSSION (2) – Due by 11:55 p.m. on February 27 th .
(4) Week of March 4 th	Chapter 7. Business Marketing Exam 1 (Chapters 1-5) ONLINE	READ Chapter 7 REVIEW PowerPoint slides EXAM #1 (Chapters 1-5) Deadline 11:55 p.m. March 6th
(5) Week of March 11 th	Chapter 8. Segmenting and Targeting Markets Chapter 9. Marketing Research Exam 2 (Chapters 6-9) ONLINE	READ Chapters 8 & 9 REVIEW PowerPoint slides SUBMIT your product choice to the instructor via CANVAS for the final project by 11:55 p.m. March 13th. See the instructions in CANVAS. EXAM 2 (Chapters 6-9) is open until 11:55 p.m. on October 7, 2017.
	Spring Break Monday – Sunday March 11- 18, 2018	No assignments over Spring Break

(6) Week of March 18th	Chapter 10. Product Concepts Chapter 11. Developing and Managing Products	READ Chapters 10 & 11 REVIEW PowerPoint slides HOMEWORK #2 (Chapter 9 – Eye See Mannequins) open until 11:55 p.m. March 20th.
(7) Week of March 25 th	Chapter 12. Services and Nonprofit Organization Marketing Chapter 13. Supply Chain Management	READ Chapters 12 & 13 REVIEW PowerPoint slides DISCUSSION (3) – Due by 11:55 p.m. on March 27 th .
(8) Week of April 1st	Chapter 20. Pricing Concepts Chapter 21. Setting the Right Price	READ Chapters 20 & 21 REVIEW PowerPoint slides HOMEWORK #3 - Deadline April 3 rd .
(9) Week of April 8th	Chapter 14. Marketing Channels Chapter 15. Retailing Exam 3 (Chapters 10-15) ONLINE	READ Chapters 14 & 15 REVIEW PowerPoint slides EXAM 3 (Chapters 10-13; 20 & 21) Deadline 11:55 p.m. April 10 th .
(10) Week of April 15th	Chapter 16. Marketing Communications Chapter 17. Advertising, Public Relations and Sales Promotion	READ Chapters 16 & 17 REVIEW PowerPoint slides SEMESTER PROJECT IS DUE IN CANVAS BY 11:55 P.M. ON Tuesday, April 17th
(11) Week of April 22nd	Chapter 18. Personal Selling and Sales Management	READ Chapter 18 REVIEW PowerPoint slides HOMEWORK #4 - Deadline April 24th.
(12) Week of April 29th	Chapter 19. Social Media and Marketing Exam 4 (Chapters 16-19) ONLINE	READ Chapter 18 REVIEW PowerPoint slides EXAM 4 (Chapters 16-19) – Deadline May 1, 2018
Week of May 6th	Course Wrap Up	Course wrap-up /Final Exam & Grading Period
	May 13, 2018 – Semester Ends	
(8) Week of April 1st		

Instructional Methods

MRKG 1311 is a required course for all Marketing Majors.

As an instructor, I want my students to be successful. I feel that it is my responsibility to provide you with knowledge concerning the field of education, modeling good teaching strategies, and organizing and monitoring the field experience that allows you to connect the information that you learn in this course to the real world of education.

As a student wanting to learn about the field of education, it is your responsibility to read the textbook, submit assignments on the due dates, study for the exams, participate in classroom activities, attend class, and enjoy yourself while experiencing the real world of education.

As I believe that engaging the students in the learning is essential for teaching to be effective, you will spend the majority of class time involved in collaborative activities. You will be involved in discussions with your classmates and your instructor. As you will want to contribute to these discussions, you will need to come to class prepared to discuss, analyze and evaluate information from your text and other assigned readings.

Student Assignments

- Homework provided by the instructor will be assigned to provoke critical thinking and analysis that relate to the reading assignments and the case in the course simulation. Each assignment will include questions that should be answered in depth. Homework should be submitted through Eagle Online-Canvas. I DROP THE LOWEST HOMEWORK SCORE IN THE CALCULATION OF YOUR FINAL COURSE GRADE.
- Exams will be taken online in Canvas and will cover the reading assignments and supplemental material. The questions relate to our current business environment and the application of business theory, application, and coursework. Exams in the course will be part of the assessment of your progress and mastery of the material. I DROP THE LOWEST EXAM SCORE IN THE CALCULATION OF YOUR FINAL COURSE GRADE.
- There is no comprehensive final exam in this course. The final project will serve as a demonstration of your mastery of the course material.

**Assessments will be graded and posted within a week after the due date.

Student Assessment(s)

Exams	60%
Homework Assignments	15%
Online Class Discussions	05%
Final Project	20%
Total	100%

** The last exam in this course is NOT comprehensive. You will complete a final project instead of a final exam. The lowest exam grade will be dropped.*

It is the policy of the Dean of Workforce that an Incomplete be given only for extenuating circumstances (i.e., family illness, accident, or an unforeseen event occurring at final exam time). Individual instructors use a variety of grading policies and create tailored course requirements to their courses.

Class Day

Tuesday is our 'class day' which is the day of the week when assignments and exams are due.

Instructor's Requirements

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 class activities, discussions, and lectures
- Description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness and make up
- Provide the course outline and class calendar which will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

To be successful in this class, it is the student's responsibility to:

- Attend class and participate in class discussions and activities
- Read and comprehend the textbook
- Complete the required assignments and exams:
- Bloom's Taxonomy Analysis, Educational Philosophy Paper, Midterm Exam, Final Exam, Field Study
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts and all assignments
- Complete the field study with a 70% passing score

Program/Discipline Requirements

A Marketing Plan Outline is a required final project for this course.

Exams in the course will be part of the assessment of your progress and mastery of the material.

You have the opportunity to enhance your personal and intellectual growth by participating in a variety of activities. Those activities can be located in the Student Handbook or through the HCCS website.

HCC rarely closes. If extreme weather conditions or emergency situations arise, HCC always gives cancellation notices to radio and television stations. You will also be contacted directly via the school's callout system. This information is also posted on the HCC website (www.hccs.edu).

You must use your Houston Community College email account for communicating with me and with other students in the course. You should check your e-mail to assure that your account is active. You will want to check it often throughout your enrollment to keep up on important course and HCC information. There are many technical reasons for this email policy. Please manage your Eagle Online-Canvas and campus mailboxes to ensure they do not become full.

You must use your Houston Community College email account for communicating with me and with other students in the course. FIREFOX or GOOGLE CHROME are the recommended browsers for the course. You should check your e-mail to assure that your account is active. You will want to check it often throughout your enrollment to keep up on important course and HCC information. There are many technical reasons for this email policy. Please manage your Eagle Online-Canvas and campus mailboxes to ensure they do not become full.

The Principles of Marketing course will be taught within the Eagle Online-Canvas classroom environment. This means that I expect students to communicate through Eagle Online-Canvas rather than the HCC system email. I get lots of email every day and student

emails might get lost or overlooked in the standard HCC email environment. I will not encourage the behavior by answering email in the HCC system environment.

HCC Grading Scale:

The HCC grading scale is:

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.

To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP", "W", "AUD", "COM" and "I" do not affect GPA.

Incompletes

The grade of "I" (Incomplete) is conditional. A student receiving an "I" must arrange with the instructor to complete the course work within six months of the end of the incomplete term. After the deadline, the "I" becomes an "F." Upon completion of the coursework, the grade will be entered as I/grade on the student transcript. All "I"s must be changed to grades prior to graduation.

Instructor Grading Criteria

Your instructor will conduct exams, discussions and assessments that you can use to determine how successful you are at achieving the course learning outcomes (mastery of course content and skills) outlined in the syllabus. If you find you are not mastering the material and skills, you are encouraged to reflect on how you study and prepare for each class. Your instructor welcomes a dialogue on what you discover and may be able to assist you in finding resources on campus that will improve your performance.

Exams	60% of your final grade
Homework Assignments	15% of your final grade
Online Class Discussions	5% of your final grade
Final Project	20% of your final grade

Instructional Materials

MKTG 9, 9th Edition

Charles W. Lamb | Joe F. Hair | Carl McDaniel
ISBN-10: 1285860160 | ISBN-13: 9781285860169
Publisher: Cengage

HCC Policy Statement:

ADA, Academic
Honesty, Student
attendance, 3-peater,
Withdrawal Deadline

Access Student Services Policies on their Web site:

<http://www.hccs.edu/resources-for/current-students/student-handbook/>

Accommodations due to a Qualified Disability	HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including 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/
Basic Needs	Any student who faces challenges securing their food or housing and believes this may affect their performance in the course is urged to contact the Dean of Students for support. Furthermore, please notify the professor if you are comfortable in doing so.
Campus Carry	At HCC, the safety of our students, staff, and faculty is our first priority. As of August 1, 2017, Houston Community College is subject to the Campus Carry Law (SB11 2015). For more information, visit the HCC Campus Carry web page at http://www.hccs.edu/departments/police/campus-carry/
HCC Policy Statement: Sexual Misconduct	<p>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:</p> <p>David Cross Director EEO/Compliance Office of Institutional Equity & Diversity 3100 Main (713) 718-8271 Houston, TX 77266-7517 or Institutional.Equity@hccs.edu</p>
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.
HCC Online and/or Continuing Education Policies	<p>Access HCC Online Policies on their Web site:</p> <p><i>All students are responsible for reading and understanding the HCC Online Student Handbook, which contains policies, information about conduct, and other important information. For the HCC Online Student Handbook, click on the link below or go to the HCC Online page on the HCC website.</i></p> <p>The HCC Online Student Handbook contains policies and procedures unique to the online student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The</p>

handbook contains valuable information, answers, and resources, such as HCC Online contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the HCC Online Student Handbook by visiting this link:

<http://www.hccs.edu/media/houston-community-college/distance-education/student-services/HCC-Online-Student-Handbook.pdf>

This syllabus is subject to change at the discretion of the instructor. Announcements will be made in Canvas of any changes to assignments, due dates or course material.