



**Business Center of Excellence
Marketing/Marketing Management Department**

<https://www.hccs.edu/programs/areas-of-study/business/marketing--marketing-management/>

**MRKG 1311: Principles of Marketing | Lecture | CRN 22775
Spring 2021 | 12 Weeks (02.16.2021-05.16.2021)
Online on a Schedule | TTh 10:00AM - 11:50AM
3 Credit Hours | 48 hours per semester
REVISED 02/24/2021**

Instructor Contact Information

Instructor:	Kimberly Cade	Office Phone:	713-718-2993
Office:	BSCC 310	Office Hours:	Online
HCC Email:	kimberly.cade@hccs.edu	Office Location:	Central Campus

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

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. I can be reached by email (best) at Kimberly.cade@hccs.edu; at the office: Central Campus – BSCC 310; or by phone (713) 7182993.

I normally check email at least once per day Monday-Thursday between the hours of 9:00 a.m. and 5:00 p.m. I will respond to your email as quickly as possible. I will make every effort to respond to email within 24 hours on those days. I usually check email on Friday and Saturday at least once a day; Sundays are reserved for church and family. Instructors need a downtime as well, so the turnaround time on weekend emails and phone calls may not be as quick as on the weekdays so your patience is appreciated.

You may also contact the Marketing Department personnel listed below:

Program Coordinator:	Kimberly Cade, kimberly.cade@hccs.edu , 713-718-2993
Division Chair:	Ken Hernandez, kenneth.hernandez@hccs.edu , 713-718-2468
Division Admin Assistant:	Lyssa Wilson, melissa.wilson3@hccs.edu , 713-718-5125

What's Exciting About This Course

What makes Principles of Marketing an interesting course is that it provides the foundation of the marketing discipline to those who have little or no knowledge of the subject. I often compare the Principles of Marketing course to a buffet meal. There are portions of the entire discipline taught in this one course. Much like a buffet meal, you get a sample of all the interesting topics such as International Marketing, Selling, Advertising, Services Marketing and Consumer Behavior just to name a few thereby providing the student a good overview of each of these topics which are covered in detail in subsequent courses. Students get to demonstrate their knowledge at the end of the course as they prepare a marketing plan outline on a new consumer product. In this course we get to understand how marketing fits into the overall business function.

My Personal Welcome

Welcome to Principles of Marketing — I look forward to working with each of you this semester. I will make all the resources available of which I am aware to help you to have a positive experience in this course this semester.

I wish each of you much success during the semester!

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. **This course will be delivered using the online format (100% online).** You will need to have access to the Internet, an e-mail address (the HCC student address), and a graphical web-browser to take this course. Please read the following carefully, as it will address common concerns and questions. It may even determine whether you decide to stay enrolled in this course.

Online on a Schedule Course

The course will be taught online on a schedule in the Eagle Online (Canvas) educational platform. I recommend that you check your email daily for updates, messages, discussion board posts, grade updates etc.

Class Day

Our class online lecture day will be **Tuesdays. Thursdays** are the days when the assignments and exams are due. All of the course work, including the homework, exams and final semester project will be completed online in the CANVAS learning system.

HCCS Open Lab locations may be used to access the Internet and Canvas. You may also inquire at any HCC library regarding the loan of a tablet computer for your coursework. **USE FIREFOX OR CHROME AS THE INTERNET BROWSER.**

HCC Online Information and Policies

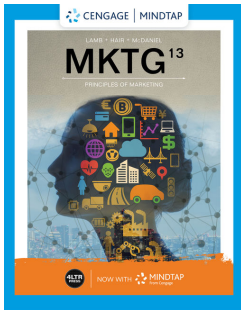
Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <http://www.hccs.edu/online/>

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 above is **required** for this course.

MKTG, 13th Edition

Charles W. Lamb, Joseph F. Hair, Carl McDaniel

Print Edition ISBN: 9780357127803

MKTG, 13th Edition

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MindTap ISBN: 9780357127827

This semester we will use Cengage's First Day/Inclusive Access program. This is part of our ongoing efforts to increase completion, retention and success rates for our students. With the First Day/Inclusive Access program, the cost of course materials are included with registration costs. Course materials are delivered to the students via the Eagle Online Learning Management System (LMS) so students are ready to begin their studies from day one.

Students do have the ability to opt out of the First Day/Inclusive Access program and purchase or rent if they prefer a hard copy textbook.

Publisher's Course site: <http://www.cengagebrain.com> (Links to an external site.)

A link to the publisher and an instructional video for starting Mindtap and accessing the eBook. Our class will ONLY use the eBook and not the other features of Mindtap.

CENGAGE SUPPORT (*call the 800 number if you still cannot access the eBook*)

Phone: (800) 354-9706

Online: support.cengage.com

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

Weekly Reading Assignments

Each week you will be required to read one or two chapters from the textbook to gain the content of the course and learn the foundations of the discipline of marketing. That said, a textbook is required in this course. See the COURSE CALENDAR in the syllabus for the weekly reading assignments. In addition to the textbook I have also made available the PowerPoint

slides and videos which I use in the in-person classes to serve as a visual reinforcement of the course material.

Written Assignment

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.

The Final Semester Project is the comprehensive research written assignment which allows students to demonstrate their mastery of the course material. There is no comprehensive final exam in this course. The final project will serve as your 'final' for the course.

Exams

Four (4) exams will be given 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.

- The format of the tests will be 40-50 multiple choice questions.
- All exams in the course will be given online in Canvas.
- Exams will be open for one week.
- Students will be allowed 90 minutes to complete the exam.

In-Class Activities

Throughout the semester we will engage in classroom activities which include class discussions, classroom exercises, videos, or guest speakers.

Final Semester Project

The final project in the Principles of Marketing course will require students to analyze a product or service and identify the marketing mix for that product or service in relation to the market segment as a demonstration of the student's mastery of this concept. The final project will be explained in more detail several weeks into the class. The project counts as 15% of your final grade and is required of all students.

Grading Formula

Your grade in the Principles of Marketing course will be calculated as follows:

Exams	60%
Homework Activities	20%
Class Discussions	5%
Semester Project	<u>15%</u>
Total	<u>100%</u>

Grade	Total Points
A	100 – 90
B	89 – 80
C	79 – 70
D	69 – 60
F	59 and below

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

Week	Dates	Topic / Assignments Due
1	Week of February 15th	<p>President's Day Holiday – HCC offices are closed and classes are cancelled</p> <p>Introduction to the class</p> <p>Class will review the syllabus, course introduction and introductions of the class members.</p> <p>Chapter 1 An Overview of Marketing Chapter 2 Strategic Planning for Competitive Advantage.</p> <p>Class Discussion #1 – Introduction to the class</p>
		HCC closed due to Winter Storm Uri (February 16-23, 2021). Syllabus dates were adjusted due to the disruption in the schedule.
2	Week of February 22nd	<p>Chapter 3 Ethics and Social Responsibility Chapter 4 The Marketing Environment</p> <p>Homework Assignment #1 - Semester Project topic due via Canvas by 11:55 p.m. on Thursday, February 25, 2021 EXTENDED TO MONDAY, MARCH 1, 2021</p> <p>Spring 2021 2nd Start: Official Day of Record</p>
3	Week of March 1st	<p>Chapter 5 Developing a Global Vision Chapter 6 Consumer Decision Making</p> <p>Exam 1 (Chapters 1-4), Deadline: Thursday, March 4, 2021 EXTENDED TO MONDAY, MARCH 1, 2021.</p> <p>Homework Assignment #2 – The Marketing Mix is due to instructor via Canvas Deadline: Thursday, March 4, 2021 EXTENDED TO MONDAY, MARCH 1, 2021</p>
4	Week of March 8th	<p>Chapter 7 Business Marketing Chapter 8 Segmenting and Targeting Markets</p> <p>Homework Assignment #3 – Generational Marketing is due to instructor via Canvas Thursday, March 11, 2021</p>
	Week of March 15th	Spring Break – March 15 – 19, 2021

Week	Dates	Topic / Assignments Due
5	Week of March 22nd	Chapter 9 Marketing Research Chapter 10 Product Concepts Exam 2 (Chapters 5-8), Deadline: Thursday, March 25th Class Discussion #2 – Personal Branding Deadline: Thursday, March 25th
6	Week of March 29th	Chapter 11 Developing and Managing Products Chapter 19 Pricing Concepts Homework Assignment #3 – Warby Parker Deadline: Thursday, April 1, 2021 (<i>No joke</i>)
7	Week of April 5th	Chapter 13 Supply Chain Management and Marketing Channels Chapter 14 Retailing Homework Assignment #4 - Brick-and-Mortar Retail's Future Deadline: Thursday, April 8, 2021
8	Week of April 12th	Chapter 15 Marketing Communications Exam 3 (Chapters 9, 10, 11, 13 & 19). Deadline 11:55 a.m. Thursday, April 15, 2021.
9	Week of April 19th	Chapter 16 Advertising, Public Relations, and Sales Promotion Class Discussion #3–Amazon Go Deadline: Thursday, April 22, 2021
10	Week of April 26th	Chapter 12 Services and Nonprofit Organization Marketing FINAL SEMESTER PROJECTS ARE DUE TO THE INSTRUCTOR THURSDAY, APRIL 29, 2021
11	Week of May 3rd	Chapter 17 Personal Selling and Sales Management Chapter 18 Social Media and Marketing Course Wrap Up Class Discussion #4 – Social Media Deadline: 11:55 p.m. Thursday, May 6, 2021
12	Week of May 10th	Final Exam Week Exam #4 - Chapters 12, 14, 15, 16, 17, 18), Deadline: 11:55 p.m. May 13, 2021.
		Semester Ends – May 16, 2021

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

Assignments, exams, or project grades cannot be made up. If you miss the due date for an exam or homework assignment, you will receive a zero (0) unless the instructor has approved this and only in extenuating circumstances. The student must provide proof of that extenuating circumstance.

All assignments, exams and projects will be accepted prior to (early) the due date. No work will be accepted late. No makeup exams will be given in this course. The lowest exam grade and lowest homework will be dropped, however, it is important take students make every effort to take each exam on a timely basis and turn in every homework assignment.

Academic Integrity

I expect each of you to demonstrate your best efforts in the course. I expect you to do your own work. Acts of academic dishonesty such as cheating including:

- Plagiarism;
- Copying from another student's test or class work;
- Using materials during the exam that are not authorized by the professor;
- Collaborating with another student to take the exam.

Scholastic Dishonesty will result in a referral to the Dean of Student Services. See the link below for details.

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/studentprocedures/>

Attendance Procedures

The Principles of Marketing class meets once a week on Thursdays. This an Online instructional course format which means that the entire class is taught 100% in an online format in the CANVAS learning management system. All class discussions, homework assignments, exams and the semester project will be completed and submitted to the instructor via CANVAS

If at any time during the semester you decide you cannot complete the course, you should officially drop/withdraw yourself from the course. This is your responsibility and not that of your instructor. Student are automatically dropped for never having attending by the Official Date of Record/Approve Roster date. HCC will drop that student due to non-attendance. You

must 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 Professor Cade's, the Marketing department, or Houston Community College created policy.

Tardiness is a distraction to the instructor and to your fellow students. Please make every effort to arrive to class on time. Parking continues to be a problem at the Central campus. Allow yourself enough time to secure parking and make it to class on a timely basis.

Student Conduct

Meaningful and constructive exchange of opinions and ideas is encouraged in this class both in person and online and requires a degree of mutual respect, willingness to listen, and tolerance of opposing points of view. Respect for individual differences and alternative viewpoints will be maintained at all times in this class.

Student's words and language should be civil and decent. Every student is entitled to full participation in class without interruption. That being said, all students are expected to come to class prepared and on time, and remain for the full class period.

Repetitive and seriously disruptive behavior, such as fighting, using profanity, personal or physical threats or insults, damaging property, may result in your removal from class in accordance with policies and procedures outlined in the HCC Student Handbook and Student Code of Conduct.

Instructor's Course-Specific Information

METHOD OF COMMUNICATION

Each student is assigned an HCC email address. This is the address I expect you to use throughout the semester. I will communicate with you via email using that address. Students 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. I expect students to communicate through CANVAS email system 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.

ASSIGNMENT GRADES

Assignment results will be available to students as follows:

- Homework will be graded within one week of submission.
- Exams will be graded immediately following submission.
- The semester project will be graded within one week of submission.

FIREFOX or GOOGLE CHROME are the recommended browsers for the course.

CAMPUS LIFE - 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.

INCLEMENT WEATHER - 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).

Electronic Devices

All phones, games, players or other electronic devices that generate sound and/or pictures must be turned off during class. Disruptive behaviors, including excessive talking, arriving late to class, sleeping, reading newspapers, using unauthorized electronic devices during class is not permitted.

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/currentstudents/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

EGLS³

The EGLS³ ([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. EGLS³ 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/supportservices/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
<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/studentcomplaints/speak-with-the-dean-of-students/>

Department Chair Contact Information

Division Chair: Ken Hernandez, kenneth.hernandez@hccs.edu, 713-718-2468
Division Admin Assistant: Lyssa Wilson, melissa.wilson3@hccs.edu, 713-718-5125