

# PRINCIPLES OF MARKETING

MRKG 1311-0004, CRN 77221

Syllabus

Spring 2012

Distance Education  
Houston Community College – Central Campus

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*Revised: January, 2012*

# **PRINCIPLES OF MARKETING**

## **MRKG 1311-0004, CRN 77221**

### **SYLLABUS**

#### **COURSE DESCRIPTION**

Introduction to basic 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. (Formerly MKTG 1305)

#### **PREREQUISITES**

None

#### **FREQUENT REQUISITES**

- ENGL 0300 or 0347
- GUST 0342 (9th -11th Grade Reading)
- MATH 0306 (Basic Math Pre-Algebra)

#### **COURSE SEMESTER CREDIT HOURS**

Credit Hours = 3.00

Lecture Hours = 3.00

Laboratory Hours = 0

Total course contact hours = 48

#### **COURSE LENGTH**

16 weeks

#### **INSTRUCTIONAL MATERIALS**

- Author: Grewal/Levy
- Edition:2nd
- Publisher: McGraw-Hill
- ISBN: 9780077399016
- McGraw-Hill CONNECT

#### **COURSE GOALS**

- The student will be able to identify the 5 major concepts of marketing.
- The student will be able to explain the process of marketing through communication.
- The student will be able to plan and implement a basic communication plan.
- The student will be able to identify external and internal forces of marketing.
- The student will be able to write a basic Marketing Plan.
- Goals 1-6 will incorporate the SCANS skills.

#### **ACADEMIC DISCIPLINE/CTE PROGRAM LEARNING OUTCOMES**

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.

#### **COURSE STUDENT LEARNING OUTCOMES (SLO)**

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.

## **INSTRUCTIONAL METHODS**

Distance (100%)

## **SCANS AND/OR CORE CURRICULUM COMPETENCIES**

**Identify the marketing mix components in relation to market segmentation.**

Foundation Skills - Basic -Reading  
Foundation Skills - Basic -Writing  
Foundation Skills - Basic -Mathematics  
Foundation Skills - Basic -Listening  
Foundation Skills - Basic –Speaking

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

Foundation Skills - Basic -Reading  
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

## **LAB REQUIREMENTS**

None

## **COURSE REQUIREMENTS AND GRADING POLICY**

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 requirement to their courses.

Text readings, online class discussions, homework assignments, exams and a final paper are all required. Your final grade for this course is based on the total point system of 100 points as follows:

Four (4) exams	60 pts.*
Four (4) homework assignments at 5 pts. each	20 pts.
Semester Project	15 pts.
Class Discussion	<u>5 pts.</u>
Total	<u>100 pts.</u>

**\* The last exam in this course is NOT comprehensive.  
The lowest exam grade will be dropped.**

## **MATERIALS NEEDED**

- Textbook
  - Internet access
  - Storage Device (flash drive)
  - An active HCC email account
- A McGraw-Hill CONNECT account

## 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
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," "COM" and "I" do not affect GPA.

## COURSE CALENDAR WITH READING ASSIGNMENTS

Reading assignments are associated with READ Chapters covered on homework assignments and each exam. It is the student's responsibility to review the course syllabus insuring correct READ Chapters are read and studied prior to completing homework assignments and each exam.

A "week" for the class runs from Sunday to Saturday.

Homework assignments will cover details of a reading assignment or a related video and should be completed via the CONNECT system. The assignment will open on the Sunday of the week and will be due by the Saturday of the same week (see the Course Calendar at the end of the syllabus).

## TESTING (EXAMS)

The format of the tests will be multiple choice questions with several short answer questions and a possible bonus question worth 5 points. The bonus question is optional. Students can gain points but cannot lose points by attempting the bonus question. **EXAMS ARE NOT OPEN BOOK.** I am testing what you have learned in the course, not how well you can look-up information.

All exams will be administered via the CONNECT system. The exams will open on the Sunday of the week and will be due by the Saturday of the same week (see the Course Calendar at the end of the syllabus). Bonus and short answer questions may require manual grading by the instructor. The lowest test score will be dropped in the calculation of the student's final grade. **NO MAKE-UP EXAMS WILL BE GIVEN UNDER ANY CIRCUMSTANCES.** In the event a student fails to take an exam, the zero earned will be deducted as the lowest grade.

## TO ACCESS STUDENT SERVICES POLICIES ON THE WEB SITE

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

## MAKE-UP POLICY

Assignments, exams, or project grades cannot be made up. If you miss the due date for an assignment, exam, homework or project you will receive a zero (0) unless the instructor has approved this and only in extenuating circumstances. All assignments, exams and projects will be accepted prior to (early) the due date. **No makeup exams will be given in this course.** THE LOWEST EXAM GRADE WILL BE DROPPED, however, it is important take students make every effort to take each exam when given.

## PROJECTS, ASSIGNMENTS, PORTFOLIOS, PRESENTATIONS, SERVICE LEARNING, INTERNSHIPS, ETC.

Specific Assignments:

1. Homework provided by the instructor will be assigned to provoke critical thinking and analysis that relate to the reading assignments. Each assignment will include questions that should be answered in depth, typed and double spaced using 10, 11 or

- 12 pt., Arial or Times New Roman. Homework should be submitted through CONNECT.
2. Four (4) exams will be given covering the reading assignments and online class discussion. The questions relate to our current business environment and the application of business theory, application, and coursework. The format of the exams will be a combination of multiple choice and short answer. A bonus question will be included to give students opportunities for additional points. Exams are submitted via CONNECT.
  3. A final project which is a marketing plan outline, using MLA or APA format, on an existing consumer product approved in advance by the instructor. The final project will be submitted via CONNECT.
  4. Each student is expected to make a contribution towards making the class stimulating for other class members. This includes participation in online discussions.
  5. **THERE IS NO COMPREHENSIVE FINAL EXAM IN THIS COURSE.**

### **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.

### **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.

### **ACADEMIC HONESTY**

#### **SCHOLASTIC DISHONESTY (reference the HCCS STUDENT HANDBOOK)**

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty.

**"Scholastic dishonesty"** includes, but is not limited to, cheating on a test, plagiarism, and collusion.

**"Cheating"** on test includes:

- Copying from another student's test paper;
- Using materials during a test that are not authorized by the person giving the test;
- Collaborating with another student during a test without authority;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or in part the contents of an un-administered test;
- Bribing another person to obtain a test that is to be administered.

**"Plagiarism"** means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

**"Collusion"** means the unauthorized collaboration with another person in preparing written work offered for credit.

### **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 counselor 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.*

### **HCC COURSE WITHDRAWAL POLICY**

The State of Texas imposes penalties on students who drop courses excessively. Students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

To help you avoid having to drop/withdraw from any class, contact your DE professor regarding your academic performance. You may also want to contact your DE counselor to learn about helpful HCC resources (e.g. online tutoring, child care, financial aid, job placement, etc.).

In order to withdraw from your DE class, you MUST first contact your DE professor, PRIOR to the withdrawal deadline to receive a “W” on your transcript. After the withdrawal deadline has passed, you will receive the grade that you would have earned. Zeros averaged in for required coursework not submitted will lower your semester average significantly, most likely resulting in a failing grade of an “F”. It is the responsibility of the student to withdraw from the class; however, your professor reserves the right to withdraw you without your request due to excessive absences. If you do not feel comfortable contacting your professor to withdraw, you may contact a DE counselor. However, please do not contact both a DE counselor and your DE professor to request a withdrawal; either one is sufficient.

### **EAGLE ONLINE STUDENT USER ID**

Your EO 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:

- o From [www.hccs.edu](http://www.hccs.edu), under the column “CONNECT”, click on the “Student System Sign In” link
- o 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.

## **DISTANCE EDUCATION ADVISING AND COUNSELING SERVICES**

Much DE student information can be found on the DE Student Services website: [de.hccs.edu](http://de.hccs.edu). Advising or counseling can be accomplished through our online request form [AskDECounseling](#). Counselors and Student Services Associates (SSA) can assist students with admissions, registration, entrance testing requirements, degree planning, transfer issues, and career counseling. In-person, confidential sessions, can also be scheduled to provide brief counseling and community referrals to address personal concerns impacting academic success.

## **EARLY ALERT**

HCC has instituted an Early Alert process by which your professor will “alert” you through Distance Education (DE) counselors of concerns that you might fail a class because of excessive absences and/or poor academic performance.

## **INTERNATIONAL STUDENTS**

Receiving a W in a course may affect the status of your student Visa. Once a W is given for the course, it will not be changed to an F because of the visa consideration. Please contact the International Student Office at 713-718-8520 if you have any questions about your visa status and other transfer issues.

## **STUDENTS WITH DISABILITIES**

"Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc) who needs to arrange reasonable accommodations must contact the appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester. Faculty is authorized to provide only the accommodations requested by the Disability Support Services Office. Students who are requesting special testing accommodations must first contact the appropriate DSS Counselor for assistance.

Students who require testing accommodations need to schedule an appointment for testing to ensure that staff will be available for proctoring and to arrange for any adaptive equipment that may be required. Students should contact the instructor's "Instructional Support Specialist" (ISS) the week prior to each exam throughout the semester to confirm that the requested testing accommodations will be met. PLEASE GET THIS INFORMATION TO THE INSTRUCTOR WITHIN THE FIRST TWO WEEKS OF THE SEMESTER.

### Disability Support Services Offices:

System: 713.718.5165

Central: 713.718.6164 – also for Deaf and Hard of Hearing Services and Students Outside of the HCC District service areas.

Northwest: 713.718.5422

Northeast: 713.718.8420

Southeast: 713.718.7218

Southwest: 713.718.7909

After student accommodation letters have been approved by the DSS office and submitted to DE Counseling for processing, students will receive an email confirmation informing them of the Instructional Support Specialist assigned to their professor.

## **ACTIVITIES**

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 Web resources at: [www.hccs.edu/handbookHome2.html](http://www.hccs.edu/handbookHome2.html).

## **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.

## **GRADE APPEAL, REFUNDS, DISCIPLINE ISSUES and SEXUAL HARASSMENT POLICY**

Refer to the Student Handbook, Catalog and Schedule.

## **COURSE TECHNOLOGY**

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 and campus mailboxes to ensure they do not become full.

### **STARTING THE COURSE**

So how exactly do you start this course? The following steps will walk you through the process of accessing assignments for the first week of classes. Assignments for all subsequent weeks will be accessed in the same way.

**STEP 1:** Go to <http://de.hccs.edu/de/distance-education-readiness> to ensure that you are ready to begin an online course and that yours meets the basic computer requirements. You will also be given information about the kinds of technology you're likely to encounter in this class, as well as some tips on how to make the most of this type of learning experience.

**STEP 2:** Log in to Eagle Online (see instructions below)

- Go to the HCC Central Campus Home Page
- Click on Eagle Online under the CONNECT tab
- You will then be taken to the EO home page where you follow the instructions to get registered or log in.

Or go directly to EO by going to <https://hccs1.mrooms3.net/login/index.php> and follow the instructions to log on to Eagle Online. **If you have trouble accessing the any of the web-based material, click on "Student Help" or call for HCC technical assistance at (713) 718-8800.**

<http://smartipantz.perceptis.com/hccs/content/default.aspx> is the Eagle Online home page and provides links to registration information for the system, "how-to" videos, customer service and a wealth of other useful information.

**STEP 3:** Read the syllabus. It outlines all the important policies, procedures, and expectations associated with this class. All course information can be found in the "Course Content" section of Eagle Online.

### **What is Eagle Online?**

Eagle Online is the new distance education learning management system adopted by Houston Community College in 2011. The system became mandatory for all courses as of January, 2012 thereby retiring the BlackBoard system which had been previously used.



### **What Is CONNECT?**

McGraw-Hill Connect® is a web-based assignment and assessment platform that gives students the means to better connect with their coursework, with their instructors, and with the important concepts that they will need to know for success now and in the future.

### **Why Are We Using McGraw-Hill CONNECT in MRKG 1311?**

1. It makes managing, receiving and submitting assignments easier.
2. It improves student success through engaging course-specific resources.
3. You can access Connect anytime, anywhere.

### **How Will Eagle Online And CONNECT Be Used In The MRKG 1311 Course?**

- **Eagle Online** will be used primarily for instructor to student communications via email, announcements grade posting and the discussion board.
- **CONNECT** will be the place where students will find their eBook, homework assignments, exams, and submit the final project.

### **STEP 4: Getting Started in CONNECT**

Go to the web address and click the “register now” button: [http://connect.mcgraw-hill.com/class/k\\_cade\\_mrkg\\_1311-0004\\_77221](http://connect.mcgraw-hill.com/class/k_cade_mrkg_1311-0004_77221) (for registration problems contact Customer Support at [http://mpss.mhhe.com/.](http://mpss.mhhe.com/))

**OR**

Walk through the PowerPoint slide show I have included for your review on Eagle Online called “Getting Started With CONNECT”

**OR**

### **CONNECT Customer Service**

If you need help or have any questions about Connect, you can visit their 24-hour Customer Experience support center at: [www.mcgrawhillconnect.com/support](http://www.mcgrawhillconnect.com/support)

Or call **800-331-5094**

### **Hours:**

Sunday - 6PM to 11PM (Central Time)

M-TH - 8AM to 11PM (Central Time) Friday - 8AM to 6PM (Central Time)

**Course Calendar**  
**Principles of Marketing – MRKG 1311-0004, CRN 77221**  
 Online  
 Houston Community College - Central

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Assignment or Activity</b>
1	Week of January 17 - 21, 2012	READ Chapter 1 Overview of Marketing	Course orientation  You are encouraged to join the online class discussion for the week!
2	Week of January 22-28 , 2012	READ Chapter 2 Developing Marketing Strategies and a Marketing Plan	Homework 1 Assigned <i>(Assignment opens on Sunday, January 22<sup>nd</sup> and closes on Saturday January 28<sup>th</sup> in CONNECT.)</i>
3	Week of January 29 – February 4, 2012	READ Chapter 3 Marketing Ethics  READ Chapter 4 Analyzing the Marketing Environment	You are encouraged to join the online class discussion for the week!
4	Week of February 5 - 11, 2012	Exam #1 is available  READ Chapter 5 Consumer Behavior	Exam 1 covers Chapters 1-4 Students have one week to take the exam in CONNECT. <i>(Exam opens Sunday February 5<sup>th</sup> and will close at 11:59 PM Saturday, February 11<sup>th</sup>.)</i>
5	Week of February 12-18, 2012	READ Chapter 6 Business-to-Business Marketing	Homework 2 Assigned <i>(Assignment opens on Sunday, February 12<sup>th</sup> and closes on Saturday January 18<sup>th</sup> in CONNECT.)</i>
6	Week of February 19-25, 2012  February 20 <sup>th</sup> - HCC offices are closed for President's Day	READ Chapter 7 Global Marketing	You are encouraged to join the online class discussion for the week!
7	Week of February 26-March 3, 2012	READ Chapter 8 Segmentation, Targeting & Positioning	Homework 3 Assigned <i>(Assignment opens on Sunday, February 26<sup>th</sup> and closes on Saturday March 3<sup>rd</sup> in CONNECT.)</i>
8	Week of March 4-10, 2012	READ Chapter 9 Marketing Research & Information Systems  Exam #2 is available	Your consumer product choice is due to the instructor by 11:59 PM March 10 <sup>th</sup> , 2012.  Exam 2 covers Chapters 5-9 Students have one week to take the exam in CONNECT. <i>(Exam opens Sunday March 4<sup>th</sup> and will close at 11:59 PM Saturday, March 10<sup>th</sup>.)</i>
9	Week of March 11-17, 2012	READ Chapter 10	

	March 12 <sup>th</sup> – 18th - HCC offices are closed for Spring Break	Product, Branding, & Packaging Decisions READ Chapter 11 Developing New Products	HAVE A SAFE AND ENJOYABLE SPRING BREAK!
10	Week of March 18-24, 2012	READ Chapter 12 Services: The Intangible Product	You are encouraged to join the online class discussion for the week!
11	Week of March 25-31, 2012	READ Chapter 13 Pricing Concepts for Establishing Value	
12	Week of April 1-7, 2012  April 6-8 - HCC offices are closed for the Spring Holiday	READ Chapter 14 Supply Chain Management  Exam #3 is available	Exam #3 covers Chapters 10-14. Students have one week to take the exam in CONNECT. ( <i>Exam opens Sunday April 1st and will close at 11:59 PM Saturday, April 7th.</i> )
13	Week of April 8-14, 2012	READ Chapter 15 Retailing & Multichannel Marketing	You are encouraged to join the online class discussion for the week!
14	Week of April 15-21, 2012	READ Chapter 16 <i>Integrated Marketing Communications</i>	<b>THE SEMESTER PROJECT IS DUE BY 11:59 P.M. ON SUNDAY, APRIL 21, 2012</b>
15	Week of April 22-28, 2012	READ Chapter 17 Advertising, Public Relations & Sales Promotion  READ Chapter 18 Personal Selling & Sales Management  Graded Semester projects returned to students	Homework 4 Assigned ( <i>Assignment opens on Sunday, April 22nd and closes on Saturday April 28th in CONNECT.</i> )
16	Week of April 28 – May 5, 2012	Students should take Exam 4 during this time.	Exam #4 covers Chapters 15-18. Students have one week to take the exam in CONNECT. ( <i>Exam opens Sunday April 28th and will close at 11:59 PM Saturday, May 5th.</i> )
	Week of May 18, 2012	Final Course Grades Available To Students	

