



SYLLABUS

Course Name: PRINCIPLES OF MARKETING (DE)

Course Number: MRKG 1311-0005 (70737)

Semester: Fall 2015

Location: Distance Education

Campus: Houston Community College – Central Campus

Instructor: Mrs. Kimberly Cade Davis – Instructor, Business Administration

Office Phone: (713) 718-6295

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Campus Office: BSCC 206 (Business Administration & Accounting)

Office Hours: By appointment

Class Day: Tuesday (Day of the week when assignments and exams are due.)

Assignments and due dates contained in the syllabus are subject to change

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 REQUISITIES

- 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

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 MATERIALS



MKTG, 9th Edition
Charles W. Lamb | Joe F. Hair | Carl McDaniel
ISBN-10: 1285860160 | ISBN-13: 9781285860169
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Publisher: Cengage

YOU DO NOT NEED TO ACTIVATE THE MARKETING COURSE MATE PRINTED ACCESS CARD.

Rental textbooks are a less expensive alternative and are available through HCC's bookstore or from outside online sources. Many students have been pleased with this option.

INSTRUCTIONAL METHODS

100% Online

SCANS AND/OR CORE CURRICULUM COMPETENCIES

The Secretary's Commission on Achieving Necessary Skills (SCANS) from the U.S. Department of Labor was asked to examine the demands of the workplace and whether our young people are capable of meeting those demands. Specifically, the Commission was directed to advise the Secretary on the level of skills required to enter employment. In carrying out this charge, the Commission was asked to do the following:

- Define the skills needed for employment,
- Propose acceptable levels of proficiency,
- Suggest effective ways to assess proficiency, and
- Develop a dissemination strategy for the nation's schools, businesses, and homes.

SCANS research verifies that what we call workplace know-how defines effective job performance today. This know-how has two elements: competencies and a foundation. This report identifies five competencies and a three-part foundation of skills and personal qualities that lie at the heart of job performance. These eight requirements are essential preparation for all students, whether they go directly to work or plan further education. Thus, the competencies and the foundation should be taught and understood in an integrated fashion that reflects the workplace contexts in which they are applied. The primary goal of this course is to provide the student an overview of the basic elements of global marketing. The course covers the actions directly involved in global strategy, the global marketing mix and managing the global marketing effort.

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

TO ACCESS STUDENT SERVICES POLICIES ON THE WEB SITE

<http://www.hccs.edu/district/about-us/policies/d-student-services/d4-student-rights-responsibilities/>

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 %*
Four (4) homework assignments	20 %
Class Discussion	5 %
Semester Project	<u>15 %</u>
Total	<u>100 %</u>

*** 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.**

MATERIALS NEEDED

- Textbook
- Internet access
- Storage Device (flash drive)
- An active HCC email account

HCC GRADING SCALE

A = 100- 90
B = 89 - 80
C = 79 - 70
D = 69 – 60
F = 59 and below
W = Withdrawn
I = Incomplete

TESTING (EXAMS)

The format of the tests will be 40 - 50 multiple choice questions with several short answer questions. EXAMS ARE NOT OPEN BOOK. I am testing what you have learned in the course, not how well you can look-up information.

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. EXAMS WILL BE OPEN FOR ONE WEEK but you are only allowed 2 hours to complete the exam!

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.

COURSE CALENDAR WITH READING ASSIGNMENTS

Reading assignments are associated with chapters covered in the course. These readings and related PowerPoint slides are the basis of homework assignments and exams. It is the student's responsibility to review the course calendar insuring the correct chapters are read and studied prior to completing homework assignments and each exam.

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 Eagle Online 2.
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. Exams are submitted via Eagle Online 2.
3. A final project which is a summation of the marketing principles you have learned in the course. The final project will be submitted via Eagle Online 2. Detail of the project will be available on Eagle Online 2.
4. **THERE IS NO COMPREHENSIVE FINAL EXAM IN THIS COURSE. THE FINAL PROJECT WILL SERVE AS THE TEST OF YOUR MASTERY OF THE COURSE MATERIAL.**

CLASS DISCUSSION

There will be one or more required class discussions during the semester as is reflected in the course calendar. Students may access the discussion via the Advanced Forum in Eagle Online 2. The discussions are evaluated on quality rather than quantity. Comments should be written in standard English. NO TEXT SPEAK PLEASE.

CLASSROOM ETIQUETTE

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

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 a 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. Attendance in an online class constitutes logging into the Eagle Online and CONNECT® course at least once a week. **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 2 STUDENT USER ID

Your EO2 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, under the column “CONNECT”, click on the “Student Sign Ins” link
- o Then click on “Eagle Online 2” and follow the instructions.

Or use the direct link to access the Student Sign-in page:

<https://eo2.hccs.edu/login/index.php>

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.

EARLY ALERT

To help students avoid having to drop/withdraw from any class, HCC has instituted an Early Alert process by which your professor may “alert” you and HCC counselors that you might fail a class because of excessive absences and/or poor academic performance. It is your responsibility to visit with your professor or a counselor to learn about what, if any, HCC interventions might be available to assist you – online tutoring, child care, financial aid, job placement, etc. – to stay in class and improve your academic performance.

REPEAT COURSE FEE

The State of Texas encourages students to complete college without having to repeat failed classes. To increase student success, students who repeat the same course more than twice, are required to pay extra tuition. The purpose of this extra tuition fee is to encourage students to pass their courses and to graduate.

Effective fall 2006, HCC will charge a higher tuition rate to students registering the third or subsequent time for a course. If you are considering course withdrawal because you are not earning passing grades, confer with your instructor/counselor as early as possible about your study habits, reading and writing homework, test taking skills, attendance, course participation, and opportunities for tutoring or other assistance that might be available.

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 WEEK 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.

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.

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: <http://www.hccs.edu/district/students/student-handbook/>

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.

You must use your Houston Community College email account for communicating with me and with other students in the course. FIREFOX is the recommended browser 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 and campus mailboxes to ensure they do not become full.

The Principles of Marketing course will be taught within the Eagle Online classroom environment. This means that I expect students to communicate through Eagle Online 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.

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/about-us/> 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 go to <https://eo2.hccs.edu/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.

STEP 3: Complete the orientation for the distance education course <http://de2.hccs.edu/courses/index.php?sem=6142>.

STEP 4: Read the course 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 June, 2012. In this course we will use Eagle Online the 2.0 version.

HOW WILL EAGLE ONLINE 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.
- Eagle Online will be the place where students will find their homework assignments, exams, and submit the final project.
- Eagle Online is the online classroom. I expect all course related messages, assignments, and email will be routed via the Eagle Online classroom environment.

STEP 5:

Familiarize yourself with the textbook. You will not need to register for Course Mate for this class.

STUDENT E-MAIL ACCOUNTS

The HCC e-mail system is Microsoft Exchange. You may access your account from anywhere, at any time using a Web browser such as Netscape, Internet Explorer or Firefox. The URL to access the system is <http://webmail.hccs.edu>.

- **Your login ID is the same as your HCC User ID which is used for Online Registration. [example: W0034567].** If you are new to HCC and don't know your login ID, go to the HCC Central web page (www.hccs.edu), click on "CURRENT STUDENTS" on the left bar of the main page, go to "STUDENT E-MAIL".

- **Your initial password has been reset to your date of birth (mm/dd/yyyy).** For example, the password for February 8, 1982 would be '02/08/1982'.

Forgot your password or need help with your account?

- Call the HCC Help Desk at (713) 718-8800 (7:00 a.m. – 8:00 p.m.)

**PRINCIPLES OF MARKETING
MRKG 1311-0005 (70737)
DISTANCE EDUCATION
Fall 2015
COURSE CALENDAR**

<i>Dates</i>	<i>Chapter</i>	<i>Activity</i>
Week of August 24th	Course Introduction <i>Join the online class discussion. Class introductions. (1)</i> Chapter 1. An Overview of Marketing	<i>Join the online class discussion and meet your fellow classmates. (1)</i> Deadline: 11:55 p.m. August 31, 2015. Participation is MANDATORY!
Week of August 31st	Chapter 2. Strategic Planning for Competitive Advantage Chapter 3. Ethics and Social Responsibility	Homework #1 – Due by Tuesday, September 8, 2015 at 11:55 p.m. on EO2.
	Labor Day Holiday, September 7, 2015 <i>(HCC Offices are closed - No classes)</i>	
Week of September 7th	<i>Join the online class discussion on target marketing (2)</i> Chapter 4. The Marketing Environment Chapter 5. Developing a Global Vision	<i>Join the online class discussion on target marketing - Chapter 4 (2)</i> Deadline: 11:55 p.m. September 15, 2015.
Week of September 14th	Exam 1 (Chapters 1-5) Chapter 6. Consumer Decision Making	Exam 1 (Chapters 1-5) ONLINE
Week of September 21st	Chapter 7. Business Marketing Chapter 8. Segmenting and Targeting Markets	<i>Join the online class discussion on decision making - Chapter 6 (3)</i> Deadline: 11:55 p.m. September 29, 2015.
Week of September 28th	Chapter 8. Segmenting and Targeting Markets (continued) Chapter 9. Marketing Research	Homework #2 Due by Tuesday, October 6, 2015 at 11:55 p.m. on EO2.
Week of October 5th	Exam 2 (Chapters 6-9) Chapter 10. Product Concepts	Exam 2 (Chapters 6-9) ONLINE
Week of October 12th	Chapter 11. Developing and Managing Products	Homework #3 Due Tuesday, October 20, 2015 at 11:55 p.m. on EO2. Submit your product choice to the instructor via EO2 for

		the final project by 11:55 p.m. October 20, 2015.
Week of October 19th	Chapter 12. Services and Nonprofit Organization Marketing	
Week of October 26th	Chapter 13. Supply Chain Management <i>Join the online class discussion on supply chain and logistics. (4)</i>	<i>Join the online class discussion on the supply chain and logistics. - Chapter 13 (4)</i> Deadline: 11:55 p.m. November 3, 2015.
Week of November 2nd	Chapter 14. Marketing Channels Chapter 15. Retailing	Homework #4 Due by Sunday, November 9, 2015 at 11:55 p.m. on EO2.
Week of November 9th	Exam 3 (Chapters 10-15) Chapter 16. Marketing Communications YOUR SEMESTER PROJECT IS DUE NEXT WEEK! <i>The semester project is due Sunday, November 24, 2015</i>	Exam 3 (Chapters 10-14) ONLINE
Week of November 16th	Chapter 17. Advertising, Public Relations and Sales Promotion Chapter 18. Personal Selling and Sales Management	REMINDER: <i>The semester project is due in EO2 by 11:55 p.m. on Tuesday, November 17, 2015.</i> No homework. No class discussion.
Week of November 23rd	Chapter 19. Social Media and Marketing <i>Thanksgiving Holiday- November 26 – November 29, 2015 (HCC Offices are closed-No classes)</i>	No homework. No class discussion.
Week of November 30th	<i>Join the online class discussion on pricing. (5)</i> Chapter 20. Pricing Concepts Chapter 21. Setting the Right Price	<i>Join the online class discussion on pricing. Chapters 19-20 (5).</i> Deadline: 11:55 p.m. December 9, 2015.
Week of December 8th	Exam 4 (Chapters 15-21)	Exam 4 (Chapters 15-21) ONLINE
Week of December 14th	Course wrap-up	No assignments