



# SYLLABUS

**Course Name:** PRINCIPLES OF MARKETING  
**Course Number:** MRKG 1311-0012 (40658)  
**Semester:** Spring 2015  
**Location:** JDB 211  
**Campus:** Houston Community College – Central Campus

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**Instructor:** Mrs. Kimberly Cade Davis – Instructor, Business Administration  
**Contact Phone:** (832) 287-2583 (Cell)  
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**E-mail:** [kimberly.cade@hccs.edu](mailto:kimberly.cade@hccs.edu)  
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**Office Hours:** Before and after class and by appointment

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The professor reserves the right to change or modify the syllabus as necessary to meet the objectives of the course.

Check Eagle Online regularly for announcements.

## 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 (9<sup>th</sup> -11<sup>th</sup> Grade Reading)
  - MATH 0306 (Basic Math Pre-Algebra)
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## 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.

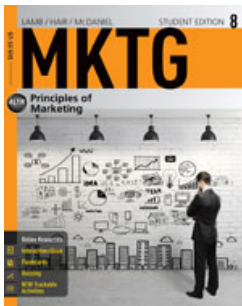
## ACADEMIC DISCIPLINE/CTE PROGRAM LEARNING OUTCOMES

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 8, 8th Edition

Lamb, Hair and McDaniel

ISBN-10: 1285432622

ISBN-13: 9781285432625

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.

## NEWSHOES MARKETING SIMULATION

**New this semester** – for the first time during the Spring 2015 semester, students enrolled in MRKG 1311 will participate in a marketing case simulation. As a professor I understand that students learn best by doing. The simulations for the Principles of Marketing classes will allow

students to make realistic marketing decisions with the concepts you will be taught throughout the term. SEE THE SECTION ON THE NEW SHOES SIMULATION.

### **INSTRUCTIONAL METHODS**

Web-Enhanced (Classroom instruction/lecture and online course content)

### **COURSE MATERIALS NEEDED**

- Textbook
- Internet access
- Storage Device (flash drive)
- An active HCC email account
- Access to the Interpretive Simulation (*will be provided by the professor*)

### **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.

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

Analyze marketing case studies employing the problem-solving process;

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic -Speaking

Utilize marketing research techniques to implement competitive marketing decisions.

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening  
Foundation Skills - Basic –Speaking

Demonstrate management, accounting, and marketing knowledge through oral and/or written presentations.

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

Interpret marketing research data to forecast industry trends and meet customer demands.

### **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, class discussions, homework assignments, exams and a final project (marketing simulation) are all required.

### **HCC GRADING SCALE**

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

### **COURSE CALENDAR WITH READING ASSIGNMENTS**

Reading assignments are associated with chapters covered in class. These readings and lecture material are the basis of the classroom simulation assignments and quizzes. It is the student's responsibility to review the course syllabus insuring the correct chapters are read and studied prior to completing homework assignments and each quiz.

### **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:

Five (5) quizzes	40 pts.*
Twelve (12) homework/class assignments	30 pts.
Simulation Game Results (Project)	25 pts.
Preliminary Exercise	5 pts.
Total	100 pts.

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

### QUIZZES

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

The lowest quiz score will be dropped in the calculation of the student's final grade. NO MAKE-UP QUIZZES WILL BE GIVEN UNDER ANY CIRCUMSTANCES. In the event a student fails to take a quiz, the zero earned will be deducted as the lowest grade.

### MAKE-UP POLICY

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

### 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).

### 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 and the case in the course simulation. 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. Quizzes will be given covering the reading assignments and the case simulation. The questions relate to our current business environment and the application of business theory, application, and coursework. There is a graded preliminary quiz as part of the simulation game.

3. A marketing simulation game (NewShoes) will cover basic marketing concepts of price, product, promotion and place. This exercise serves as the semester project for the course.
4. **THERE IS NO COMPREHENSIVE FINAL QUIZ IN THIS COURSE. THE NEWSHOES GAME SIMULATION WILL SERVE AS THE TEST OF YOUR MASTERY OF THE COURSE MATERIAL.**

### **HCC GRADING SCALE**

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

### **COURSE CALENDAR WITH READING ASSIGNMENTS**

Reading assignments are associated with chapters covered in class. These readings and lecture material are the basis of the marketing simulation, assignments and exams. It is the student's responsibility to review the course syllabus 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:

5. 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, typed and double spaced using 10, 11 or 12 pt., Arial or Times New Roman. Homework should be submitted through Eagle Online 2.
6. Exams will be given covering the reading assignments and the case simulation. The questions relate to our current business environment and the application of business theory, application, and coursework. The first exam will be a preliminary to ensure an understanding of the case concepts.
3. A final project (NewShoes) will cover basic marketing concepts of price, product, promotion and place.
7. **THERE IS NO COMPREHENSIVE FINAL EXAM IN THIS COURSE. THE NEWSHOES PROJECT WILL SERVE AS THE TEST OF YOUR MASTERY OF THE COURSE MATERIAL.**

## **CLASSROOM ETIQUETTE**

Open and mutually respectful communication of varied opinions, beliefs, and perspectives during the classroom discussions 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 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 a web-enhanced 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.

### **INCLEMENT WEATHER**

HCC rarely closes. If extreme weather conditions or emergency situations arise, HCC always gives cancellation notices to radio and television stations. HCC will post school closure notices on the website. You may also receive a telephone notification; therefore it is important to notify the registrar’s office whenever you change your phone number. Closure information is also posted on the HCC website ([www.hccs.edu](http://www.hccs.edu)). Instructors are not privy to early notifications of closures, so please do not call me as I will be watching the news and the HCC website for closure notices and will find out at the same time as the students.

### **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 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.

### **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:**

Review the information about the various types of online courses offered by Houston Community College. <http://de.hccs.edu/>

This page provides links to registration information for the system, "how-to" videos, customer service and a wealth of other useful information.

### **STEP 2:**

- Log in to Eagle Online 2 (see instructions below)
- Go to the HCC Central Campus Home Page
- Click on “Student Sign-Ins” at the top right of the page.
- Click on Eagle Online 2
- You will then be taken to the EO2 home page where you follow the instructions to get registered or log in.

Or go directly to EO2 by going to <https://eo2.hccs.edu/login/index.php> and follow the instructions to log on to Eagle Online. If you have trouble accessing any of the web-based material, click on “Student Help” or call for HCC technical assistance at (713) 718-8800.

### **STEP 3:**

Read the syllabus. It outlines all the important policies, procedures, and expectations associated with this class.

### **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](http://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.

### **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.

### **STUDENT E-MAIL ACCOUNTS**

The HCC e-mail system is Microsoft Exchange. You may access your account from anywhere, at anytime using a Web browser such as Netscape, Internet Explorer or Firefox. The URL to access the system is <http://webmail.hccs.edu>. Quick Mail is the system you are to use for communication in the online course.

- **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](http://www.hccs.edu)), click on “CURRENT STUDENTS” on the left bar of the main page, go to “STUDENT E-MAIL” to look it up.

- **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.)

**QUICKMAIL**

Starting the week of 8/18, EAGLE ONLINE-2 Internal Email Tool Will Be Quickmail.

Email messages to your instructor must be sent via the online classroom. If sending a message from a "non" HCC email address you **MUST** include the course number **CRN 40658**. MRKG 1311 is insufficient in this new email system. Emails not sent in this manner will not be read.

Students need to use their HCC Student Email to read and/or reply to these messages. See your DE Orientation for further information about Quickmail.

**HOW TO USE QUICKMAIL**

Quickmail PDF tutorial:

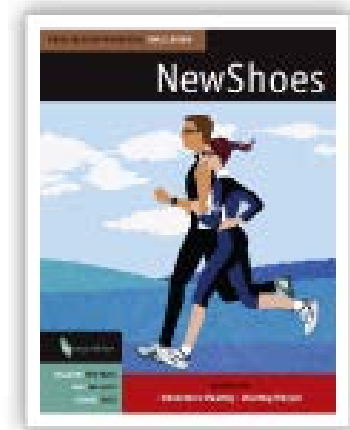
[http://de1.hccs.edu/docs/EO2/pdf/Student\\_Quickmail\\_Tutorial.pdf](http://de1.hccs.edu/docs/EO2/pdf/Student_Quickmail_Tutorial.pdf)

Quickmail video tutorial: [http://de1.hccs.edu/docs/EO2/mp4/EO2\\_QMS1.mp4](http://de1.hccs.edu/docs/EO2/mp4/EO2_QMS1.mp4)

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**NewShoes** (*Marketing Principles Simulation*)

*NewShoes covers basic marketing concepts of price, product, promotion and place in a context that students can easily grasp - the athletic shoe market.*



**Overview**

NewShoes covers marketing concepts at a basic level, focusing on the roles of price, product, promotion, and place. The simulation provides an engaging interactive experience. Students utilize the 4Ps in marketing to make their company profitable. You will be exposed to marketing concepts such as marketing mix, dealing with different marketing environments,

B2B sales, contract bidding, and using marketing research in a “real-world” setting. The simulation is team based. The class will be divided into teams of 3-4 students.

### **Objective**

The main objective in the development of NewShoes was to create a simple simulation that allows students to apply marketing concepts and manipulate marketing variables in a realistic setting. NewShoes is designed to help your students understand:

- Marketing mix (price, promotion, product, place)
- Markets with differing responses (foreign markets) and with different business climates
- Push vs. pull promotional strategy
- Short-run vs. long-run strategies
- Business-to-business sales and contract bidding
- Group decision-making
- Research and its use in making decisions
- Responding to competitors' actions

### **Performance Measures**

Student performance can be compared on standard marketing success measures such as:

- Net Profit
- Cumulative Net Profit
- Total Unit Sales
- Return on Sales
- Cumulative Return on Sales
- Cumulative Share of Unit Sales
- Overall Customer Satisfaction
- Product Level
- Share of Revenue
- Cost of Goods Sold
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### **Simulation Game**

The class will be divided into teams of 2-3 students randomly assigned by the instructor. You will compete against other teams in your class who are also in the athletic shoe industry. Your grade will be based on how your team compares in your industry (as in real life). Please be respectful of your team members. If you are having problems, please see me early. Do not wait until the end of the semester.

Group Discussion boards will be set up in Eagle Online 2 to facilitate communication with your team members.

### **Simulation Quiz**

Each student will take a 10 question **GRADED** quiz that covers information found in Section 1 of the shoe case. **THERE ARE NO MAKE-UPS FOR THIS QUIZ!** If the quiz is missed, you will receive a “0” for the assignment.

**Financial Performance**

Your company’s financial performance will be based on the final shoe industry rankings. First place gets 100. Last place gets 75. Other teams rank in between. In other words, you cannot make lower than 75 on the simulation game. Exact grades will be determined by how many teams are placed within an industry (determined several weeks into the class).

**Peer Evaluations**

Peer evaluations are required but not graded. Each member of a team must rate of every other team member at the end of the semester on participation and contribution to the game. Evaluations will be completed online as instructed by the professor. Failure to complete the peer evaluation will result in a “0” on your portion of the simulation game. **NO EXCEPTIONS.**

The peer evaluation assists the professor in identifying the “slackers” on the team. *Slackers* are those individuals who do not carry their share of the project work. 90% or higher scores will not negatively impact the individual grades. 89% or lower will incrementally lower the grade of that individual—not the grade of the overall team as follows:

80-89%	Lowers your grade by 33%
70-79%	Lowers your grade by 66%
60-69%%	Drops a full letter grade
50-59%	Drops a full letter grade and an additional 33%
40-49%	Drops a full letter grade and an additional 66%
30-3 39%	Drops 2 full letter grades
Below 30%	75

As you can see, slacking is a serious offense and slackers are penalized accordingly. **THERE ARE NO FREE RIDERS IN THE SIMULATION GAME.** Everyone must do their fair share of the work as determined by the individual groups.

The professor reserves the right to change or modify the syllabus as necessary to meet the objectives of the course. Check Eagle Online regularly for announcements.

**PRINCIPLES OF MARKETING  
MRKG 1311-0012 (40658)  
Spring 2015  
COURSE CALENDAR**

<b>Week</b>	<b>Date</b>	<b>Chapter</b>	<b>Activity</b>
1	January 19, 2015	<b>Martin Luther King, Jr. Holiday</b>	<i>All HCC Offices are closed. Classes are cancelled.</i>
	January 20, 2015	Course Introduction	Introduction to the class. Meet your fellow classmates.
	January 22, 2015	Chapter 1. An Overview of Marketing	Read the chapter & review PowerPoint slides.
2	January 27, 2015	Review the Course Syllabus	Read the chapters & review PowerPoint slides.
	January 29, 2015	Chapter 1. An Overview of Marketing ( <i>continued</i> )	
3	February 3, 2015	Chapter 2. Strategic Planning for Competitive Advantage	Read the chapters & review PowerPoint slides.
	February 5, 2015	Chapter 3. Ethics and Social Responsibility	Sign onto the Simulation Game. Download the Student Simulation Guide.
4	February 10, 2015	Chapter 4. The Marketing Environment	Read the chapters & review PowerPoint slides.
	February 12, 2015	Chapter 5. Developing a Global Vision	Read the NewShoes introduction and Section 1: New NewShoes and take the Simulation Quiz.  Complete the Case Preparation Assignment. Due online by 11:55 p.m. Tuesday, February 17, 2015
5	February 16, 2015	<b>President's Day Holiday</b>	<i>All HCC Offices are closed. Classes are cancelled.</i>
	February 17, 2015	<b>Quiz 1 (Chapters 1-5)</b>	<b>Quiz 1 (Chapters 1-5)</b>
	February 19, 2015	Chapter 6. Consumer Decision Making	Read the chapter & review PowerPoint slides.  <b>TEAM:</b> Read the NewShoes Sections 2-4 and Appendix A. Make the Practice Decision.
6	February 24, 2015	Chapter 7. Business Marketing	Read the chapters & review

	February 26, 2015	Chapter 8. Segmenting and Targeting Markets	PowerPoint slides. <b>TEAM:</b> MAKE DECISION 1. Strategic Plan assignment due.
7	March 3, 2015 March 5, 2015	Chapter 8. Segmenting and Targeting Markets ( <i>continued</i> ) Chapter 9. Marketing Research	Read the chapters & review PowerPoint slides. <b>TEAM:</b> MAKE DECISION 2. Brand Name & Logo assignments due.
8	March 10, 2015 March 12, 2015	<b>Quiz 2 (Chaps. 6-9)</b> Chapter 10. Product Concepts	<b>Quiz 2 (Chaps. 6-9)</b> Read the chapter & review PowerPoint slides. <b>TEAM:</b> MAKE DECISION 3. Income Statement and Income Statement Analysis assignment due.
9	<b>March 16-22, 2015</b>	<b>SPRING BREAK</b>	<i>All HCC Offices are closed. Classes are cancelled.</i>
10	March 24, 2015 March 26, 2015	Chapter 11. Developing and Managing Products Chapter 12. Services and Nonprofit Organization Marketing	Read the chapters & review PowerPoint slides. <b>TEAM:</b> MAKE DECISION 4. Advertising Development assignment due.
11	March 31, 2015 April 2, 2015 <b>April 3-5, 2015</b>	Chapter 13. Supply Chain Management Chapter 13. Supply Chain Management ( <i>continued</i> ) <b>SPRING (EASTER) HOLIDAY</b>	Read the chapters & review PowerPoint slides. <b>TEAM:</b> MAKE DECISION 5. Market Segmentation assignment due. <i>All HCC Offices are closed. Classes are cancelled.</i>
12	April 7, 2015 April 9, 2015	Chapter 14. Marketing Channels and Retailing Chapter 15. Marketing Communications	Read the chapters & review PowerPoint slides. <b>TEAM:</b> MAKE DECISION 6. Retail Channel assignment due.



13	April 14, 2015	<b>Quiz 3 (Chaps. 10-14)</b>	<b>Quiz 3 (Chaps. 10-14)</b>
	April 16, 2015	Chapter 16. Advertising, Public Relations, and Sales Promotion	Read the chapters & review PowerPoint slides.  <b>TEAM:</b> MAKE DECISION 7. Channel Promotion assignment due.
14	April 21, 2015	Chapter 17. Personal Selling and Sales Management	Read the chapters & review PowerPoint slides.
	April 23, 2015	Chapter 18. Social Media and Marketing	<b>TEAM:</b> MAKE DECISION 8. New Product Development assignment.
15	April 28, 2015	Chapter 19. Pricing Concepts	Read the chapters & review PowerPoint slides.
	April 30, 2015	Chapter 20. Setting the Right Price	<b>TEAM:</b> MAKE DECISION 9. Product Positioning assignment due.
16	May 5, 2015	<b>Quiz 4 (Chapters 15-20)</b>	<b>Quiz 4 (Chapters 15-20)</b>
	May 7, 2015	<b>FINAL PRESENTATIONS</b> The order of the presentations will be determined by the instructor.	<b>TEAM:</b> MAKE DECISION 10. Peer Evaluation due before the class presentations begin.  Final Presentations
	May 11-16, 2015	<b>Final Exam Week</b>	Final Presentations (continued)
	May 17, 2015	<b>Semester Ends</b>	

The professor reserves the right to change or modify the syllabus as necessary to meet the objectives of the course. Check Eagle Online regularly for announcements.