



SYLLABUS

Course Name: PRINCIPLES OF MARKETING
Course Number: MRKG 1311-0012 (10510)
Semester: Spring 2017
Classroom: BSCC 209
Campus: Houston Community College – Central Campus

Instructor: Kimberly Cade – Program Coordinator, Marketing
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Office Hours: Tuesdays / Thursdays 11:30a.m.–12:30 p.m.; Wednesdays 1:00-3:00 p.m.
or by appointment

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 (HCC Catalog)

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)

WORKFORCE EDUCATION COURSE MANUAL TEXAS HIGHER EDUCATION COORDINATING BOARD COURSE DESCRIPTION

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.

COURSE LEVEL: Introductory

PREREQUISITES

None

SUGGESTED PREQUISITIES

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

1. The student will be able to identify the 5 major concepts of marketing.
2. The student will be able to explain the process of marketing through communication.
3. The student will be able to plan and implement a basic communication plan.
4. The student will be able to identify external and internal forces of marketing.
5. The student will be able to write a basic Marketing Plan.
6. 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.

PROGRAM STUDENT LEARNING OUTCOMES (PSLO) FOR MARKETING

1. Identify marketing mix components in relation to market segmentation.
2. Explain the environmental factors that 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.

METHOD OF PRESENTATION: Lecture and class discussion.

INSTRUCTIONAL MATERIALS



MKTG 9, 9th Edition

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

COURSE MATERIALS NEEDED

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

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 are all required.

Exams	60 pts.*
Homework Assignments	15 pts.
Online Class Discussions	5 pts.
Semester Project	<u>20 pts.</u>
Total	<u>100 pts.</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.*

HCC GRADING SCALE

A = 100- 90

B = 89 – 80

C = 79 – 70

D = 69 – 60

59 and below = F

FX (Failure due to non-attendance)

IP (In Progress)

W (Withdrawn)

I (Incomplete)

AUD (Audit)

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.

FINAL GRADE OF FX: Students who stop attending class and do not withdraw themselves prior to the withdrawal deadline may either be dropped by their professor for excessive absences or be assigned the final grade of "FX" at the end of the semester. Students who stop attending classes will receive a grade of "FX", compared to an earned grade of "F" which is due to poor performance. Logging into a DE course without active participation is seen as non-attending. Please note that HCC will not disperse financial aid funding for students who have never attended class.

Students who receive financial aid but fail to attend class will be reported to the Department of Education and may have to pay back their aid. A grade of "FX" is treated exactly the same as a grade of "F" in terms of GPA, probation, suspension, and satisfactory academic progress.

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 chapters covered in class. These readings and lecture material are the basis of the 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.

EXAMS

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

The lowest exam 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 an exam, the zero earned will be deducted as the lowest grade.

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. 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 when given and turn in every homework assignment.

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.

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. The lowest homework score will be dropped at the time of final grade calculation.
2. Exams will be given in class 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. **Student must bring a pencil and scantron card to take the exam.**

3. The lowest exam 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 an exam, the zero earned will be deducted as the lowest grade.
4. There is no comprehensive final exam in this course. The semester project will serve as the test of your mastery of the course material.

CLASSROOM CONDUCT AND ETIQUETTE

Students 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 from the class.

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. Unless you have turned in authorization from the Office of Ability Services, laptops will not be allowed in the classroom.

Common courtesy is an extremely important trait in the business world. It is a minimum requirement for getting and keeping most jobs. Using common courtesy in college is good practice for the real world.

Respect in this classroom is reciprocal. I will respect you, your comments, opinions and beliefs and in return I expect you to respect my time and form of instruction, opinions and beliefs. Class disruption will not be allowed under any circumstances. It breaks my concentration and that of those who have paid for the privilege to be a part of this class. I reserve the right to dismiss students who violate this classroom conduct policy.

The class starts at 8:30 a.m. Late students miss the first part of class, which is valuable instructional time. Not only late students missing part of the class, but they disrupt the learning of students that make the sacrifice to arrive on time. **Tardiness is disruptive to the learning process.** While it may be unavoidable on the rare occasion, persistent and chronic tardiness will not be allowed. If you have a chronic situation which will cause you to arrive late or have to leave early, please discuss the issue with the instructor immediately.

The late student is responsible for obtaining any missed information, handouts, etc. from the course site on Eagle Online or from a fellow student.

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).

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.

See the HCC Student Handbook for the most up to date information at:
<http://www.hccs.edu/district/students/student-handbook/>

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. **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.** For additional information refer to the HCCS catalog.

Attendance in a distance education class constitutes logging into the Eagle Online and the course page at least once a week, my suggestion however is that you log in at least once a day.

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.

See the HCC Student Handbook for the most up to date information at:

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

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.**

Access Student Services Policies on the Web site:

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

HCC Online Policies on the Web site:

The HCC Online Student Handbook contains policies and procedures unique to the online student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The handbook contains valuable information, answers, and resources, such as HCC Online contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the HCC Online Student Handbook by visiting this link:

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

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.

See the HCC Student Handbook for the most up to date information at:

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

Title IX

Title IX of the Education Amendments of 1972 requires that institutions have policies and procedures that protect students' rights with regard to sex/gender discrimination. Information regarding these rights is on the HCC website under Students-Antidiscrimination. Students who are pregnant and require accommodations should contact any of the ADA Counselors for assistance. It is important that every student understands and conforms to respectful behavior while at HCC. Sexual misconduct is not condoned and will be addressed promptly.

Log in to www.edurisksolutions.org Sign in using your HCC student email account, then go to the button at the top right that says Login and enter your student number. Access HCC Online Policies:

All students are responsible for reading and understanding the HCC Online Student Handbook, which contains policies, information about conduct, and other important information. For the HCC Online Student Handbook click on the link below or go to the HCC Online page on the HCC website.

The HCC Online Student Handbook contains policies and procedures unique to the online student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The handbook contains valuable information, answers, and resources, such as HCC Online contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the HCC Online Student Handbook by visiting this link:

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

HCC Policy Statement: Sexual Misconduct

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. 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
Houston, TX 77266-7517 or Institutional.Equity@hccs.edu

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/studenthandbook/>

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 (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
- 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://EO.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.

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.

EAGLE ONLINE STUDENT USER ID

How to log in to Eagle Online (EO)

Your Eagle Online username/password is the same as your Eagle ID, which is the User ID or W number that you were issued upon admission and the password you created for your HCC Email (issued upon enrollment through the Student System). Your Eagle ID is also used for logging into campus computers, Ask Online tutoring, printing on campus, etc.

If you do know your W number, you can look it up from the [Student System Sign In](#) page (see "Forgot My User ID"), <https://hccsaweb.hccs.edu:8080/psp/csprd/?cmd=login&languageCd=ENG&>

For more information on your User ID or your HCC Email password see the Eagle ID web page.

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>. 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), 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.)

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.

Sample Homework Assignment

THIS IS AN EXAMPLE OF HOW HOMEWORK ASSIGNMENTS SHOULD BE COMPLETED.

McDonald's Expands Globally While Adjusting Its Local Recipe

1. **Identify the key elements in McDonald's global marketing strategy (GMS). In particular, how does McDonald's approach the issue of standardization?**

The popularity of American-style hamburgers, fries, and soft drinks is growing around the world. The restaurants offer the consumers a chance to experience for themselves a fast food legend. In many locations, menu items are adapted according to the customs and tastes of individual countries. For example, in India where the Hindu religion prohibits eating beef, McDonald's sells the Maharaja Mace which uses lamb in place of beef.

2. **Do you think government officials in developing countries such as Russia, China, and India welcome McDonald's? Do consumers in these countries welcome McDonald's? Why or why not?** McDonald's and other franchises with well-known brand names are generally welcome. Such businesses provide jobs and employee training.

McDonald's does a good job of earning the support of local authorities and the local population by working with agricultural producers to develop local supply sources for beef, potatoes, and dairy products. As lifestyles change globally, more people are embracing the concept of fast food.

3. **At the end of 2003, McDonald's announced that was selling the Donatos Pizza unit. Then, in 2006, the Chipotle chain was spun off. In light of these strategic actions, assess McDonald's prospects for success beyond the burger-and-fries model.**

McDonald's spent a period of time acquiring businesses they believed to be complimentary to their core business but in the end this strategy backfired. Competitors made inroads in the burgers and fried business. The company reasserted themselves in their core business; they re-established themselves as innovators in the market.

McDonald's learned that attention cannot be diverted from their core business model.

4. **Is it realistic to expect that McDonald's – or any well-known company – can expand globally without occasionally making mistakes or generating controversy? Why do anti-globalization protesters around the world frequently target McDonald's?**

McDonald's has a reputation for being sensitive to local issues and mentalities. One of the company's guiding principles is that our restaurants should always be a reflection of the communities they serve.

Another issue is to maintain the service attitude that was a cornerstone of McDonald's U.S. reputation. A German student noted that in Germany, good service is not associated with McDonald's because counter help consists of immigrants who do not exhibit the cheerful demeanor of their U.S. counterparts.

McDonald's will often find it is the target of anti-globalization protesters because they see McDonald's as a prime example of the spread of U.S. style eating habits around the world which is another form of imperialism in their minds.

**PRINCIPLES OF MARKETING
MRKG 1311-0004 (10558)
Spring 2017
COURSE CALENDAR**

<i>Dates</i>	<i>Chapter</i>	<i>Activity</i>
Monday, January 16, 2017	Martin Luther King Jr. Day Holiday	HCC Offices are closed. No Classes.
Week of January 16th	Course Introduction <i>Not completing the GETTING TO KNOW YOU class discussion during the first week is the equivalent of not attending class. You may be dropped from the class due to lack of participation.</i>	Online class discussion. Completion date has been extended to 11:55 p.m. January 30, 2017.
Week of January 23rd	Chapter 1. An Overview of Marketing	READ Chapter 1.
Week of January 30th	Chapter 2. Strategic Planning for Competitive Advantage Chapter 3. Ethics and Social Responsibility	READ Chapters 2 & 3. Homework #1 (Chapter 2 - Marketing Mix) due February 7, 2017
Week of February 6th	Chapter 4. The Marketing Environment Chapter 5. Developing a Global Vision	READ Chapters 4 & 5. Class discussion – Deadline 11:55 p.m. February 14, 2017.
Week of February 13th	Chapter 6. Consumer Decision Making Exam 1 (Chapters 1-5) ONLINE	READ Chapter 6. Exam 1 (Chapters 1-5) Open February 14th to 11:55 p.m., February 21, 2017
Monday, February 20, 2017	President's Day Holiday	HCC Offices are closed. No Classes.
Week of February 20th	Chapter 7. Business Marketing Chapter 8. Segmenting and Targeting Markets	READ Chapters 7 & 8. Submit your product choice to the instructor via EO for the final project by 11:55 p.m. February 21, 2017. See the instructions in Eagle Online.

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.

Week of February 27th	Chapter 9. Marketing Research Chapter 10. Product Concepts	READ Chapter 9 & 10. Homework #2 (Chapter 9 – EyeSee Mannequins) due February 28, 2017 at 11:55 p.m.
Week of March 6th	Exam 2 (Chapters 6-9) ONLINE Chapter 11. Developing and Managing Products	Exam 2 (Chapters 6-9) Open March 7th to 11:55 p.m., March 14, 2017 READ Chapters 11.
Week of March 13th	<i>SPRING BREAK</i> <i>Monday, March 13 – Sunday, March 19, 2017</i>	<i>HCC Offices are closed. No Classes.</i>
Week of March 20th	Chapter 12. Services and Nonprofit Organization Marketing Chapter 13. Supply Chain Management	READ Chapters 12 & 13. Class discussion – Deadline 11:55 p.m. March 28, 2017.
Week of March 27th	Chapter 14. Marketing Channels Chapter 15. Retailing	READ Chapters 14 & 15. Homework #3 (Chapter 12 – Services & Nonprofit) deadline 11:55 p.m. March 28, 2017.
April 3, 2017	LAST DAY TO WITHDRAW	
Week of April 3rd	Exam 3 (Chapters 10-15) ONLINE Chapter 16. Marketing Communications <i>YOUR SEMESTER PROJECT IS DUE NEXT WEEK! The semester project is due via EO by 11:55 p.m. Thursday, April 11, 2017.</i>	Exam 3 (Chapters 10-15) Open April 4th to 11:55 p.m., April 11th, 2017 READ Chapters 16. <i>Assignment – Work on your semester project.</i>
Week of April 10th	Chapter 17. Advertising, Public Relations and Sales Promotion Chapter 18. Personal Selling and Sales Management	READ Chapters 17 & 18. REMINDER: THE SEMESTER PROJECT IS DUE IN EAGLE ONLINE BY 11:55 P.M. ON TUESDAY, APRIL 11, 2017.

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.

Friday, April 14, 2017	Spring Holiday	HCC Offices are closed. No Classes.
Week of April 17th	Chapter 19. Social Media and Marketing Chapter 20. Pricing Concepts	READ Chapters 19 & 20. Homework #4 (Chapter 17 – Advertising) Deadline, 11:55 April 25th, 2017
Week of April 24th	Chapter 21. Setting the Right Price	READ Chapter 21.
Week of May 1st	Exam 4 (Chapters 16-21) ONLINE	Exam 4 (Chapters 15-21) Open April 24th to 11:55 p.m., May 4th, 2017
May 8-14, 2017	Course wrap-up / Grading Period	
May 14, 2017	Spring 2017 semester ends	

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