



Course Syllabus

**Department of Marketing, International
Marketing Management
Banking, Legal and Real Estate
MRKG 1391 Special Topics
CRN 13811
Online Education**

This syllabus has been revised. All links to HCC student policies have been removed.

INSTRUCTOR: Linda Koffel, M.S.

INSTRUCTOR CONTACT INFORMATION:

***Phone:* 713-718-2895**

***E-mail:* linda.koffel@hccs.edu**

OFFICE LOCATION AND HOURS

Alief Hayes Campus Room C409 Thursdays 1 – 4 p.m. by appointment. Please feel free to contact me concerning any problems that you may be having in this course. It is very important to me that students learn in my class and do as well as they can. I am available to hear student concerns and just to discuss course topics. This is an online course and I always check student requests and questions Monday – Friday at least once a day. All communication in this course should be through the online email in the course.

FINAL EXAM: December 11, 2018 by 11:00 p.m. (taken online)

**LAST DAY FOR ADMINISTRATIVE & STUDENT WITHDRAWALS: November 2, 2018 by 4:30 p.m.
Verify in College Schedule Page.**

COURSE DESCRIPTION

The Special Topics in Business Marketing/ Marketing Management course was developed to give students the opportunity to investigate and study special current marketing topics either not covered in marketing courses or to offer an opportunity to gain a more in-depth knowledge of those topics. Areas of study will include marketing through sports marketing, entertainment marketing and social media among others.

This particular course this semester is about how entrepreneurs can market their start-up companies with little or no budget.

COURSE PREREQUISITE

None: ENGL 0300 or 0347 writing or above and MATH 0306 or above are recommended.

PROGRAM LEARNING OUTCOMES

1. **Outline a marketing plan.**
2. Identify the marketing mix components in relation to market segmentation.
3. Explain the environmental factors which influence consumer and organizational decision-making process.
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 LEARNING OUTCOMES

As outlined in the learning plan, students are to apply the theory, concepts, and skills involving specialized materials, tools, equipment, procedures, regulations, laws, and interactions within and among political, economic, environmental, social, and legal systems associated with the occupation and the business/industry and will demonstrate legal and ethical behavior, safety practices, interpersonal and teamwork skills, and appropriate written and verbal communication skills using the terminology of the occupation and the business/industry.

1. Students will research to develop a marketing situation analysis (achieved through the final project)
2. Students will develop ideas for low cost marketing for start-up entrepreneurs (achieved through an assignment)
3. Students will learn the process for innovation (achieved through an assignment)
4. Students will develop a promotion plan for a start-up entrepreneurial venture (achieved through the final project and assignments)

STUDENT LEARNING OUTCOMES

- 1.1 Students will research a specific entrepreneurial idea in order to develop a marketing situation analysis based on that topic (achieved through the final project)
- 2.1 Students will develop ideas for low cost marketing for start-up entrepreneurs (achieved through an assignment)
- 3.1 Students will learn the process for innovation for the specific entrepreneurial endeavor which they have researched (achieved through an assignment).
- 4.1 Students will develop a promotion plan for a start-up entrepreneurial venture (achieved through the final project and assignments)

(Course Calendar Follows on Next Page)

16 WEEK COURSE CALENDAR
MRKG 1391 Online
Weekly Activity Schedule
16 WEEKS SESSION

WEEK	Module	Reading/Viewing Material
1 08/28	Module 1	Start Here Module/Orientation Start Here/ Syllabus Quiz Due
2 09/04	Module 2	Overview of Entrepreneurship Parts I and II Discussion due 09/11
3 09/11	Module 2	Overview of Entrepreneurship Parts I and II
4 09/18	Module 3	Market Situation Analysis Market Analysis Assignment Due 09/25
5 09/25	Module 4	Entrepreneurship 5Ps
6 10/03	Module 5	Marketing Strategic Planning Product Innovation Assignment Due 10/03
7 10/09	Module 6	Product / People Follow-up and Customer Sustainability
8 10/16	Module 7	No Money Budget /Price TEST ONE DUE online 10/16/2018 by 11:00 p.m. (The Basics – Mods 1 – 5) No Makeups
9 10/23	Module 8	Place Low Budget Marketing Assignment Due 10/23
10 10/30	Module 9	Promotion Parts I and II People/Place/Price Assignment Due 10/30 Last Day to Withdraw: November 2, 2018 by 4:30 p.m.
11 11/06	Module 9	Promotion Parts I and II
12 11/13	Module 10	Promotion Part III Promotion Plan Due 11/06/2018
13 11/20	Module 10	Promotion Part III
14 11/27	Module 11	Follow-up and Customer Sustainability FINAL PROJECTS due by 11/27/18 by 11:00 p.m. Study for Final NO LATE PAPERS ACCEPTED. NO PAPERS ACCEPTED BY EMAIL

15 12/4	Module 12	Project week Debriefing of Projects
16 12/11	Module 13	FINAL EXAM (TEST TWO – The Specifics Mods 6 - 9) DUE By 11:00 PM on Tuesday December 11, 2018 NO MAKEUPS

Course Requirements

Start Here / Syllabus Quiz

The Start Here/Syllabus quiz will be cover information in the Start Here Module (including the article on work ethics) as well as the syllabus. The quiz is located under the Assignments course tool. Type out the question and then the answer on a word document and then send it in as an attached file submission. **NO MAKE-UP QUIZ WILL BE GIVEN.** All quizzes must be submitted in Eagle on Line CANVAS. **No late quizzes are accepted.** Students must complete the Start Here Quiz before submitting any more assignments. No quizzes are accepted by email. Do NOT skip this assignment. Students must make a 70% or higher or they will be blocked out of the course until they redo the test and get a 70%. Deadlines on subsequent work will not be extended. Do not skip this assignment.

Assignments

Each week, there will be assignments related to the marketing of a start-up entrepreneurial venture. Most of the assignments will be part of your final project so that you will be doing your final project in small assignments throughout the semester and you will only need to revise and refine what you have already done for the final project. You must turn in all assignments through the Eagle on Line CANVAS Assignments tool and on time. The computer system will not allow you to turn them in even one minute late and no assignments will be accepted via email without prior permission. Be sure to plan enough time to get your work in so that you can call the Online Education Tech helpline if you have trouble submitting your work (713-718-5275). Any assignments sent in by email will be a 0 and points may also be taken off of your grade for assignments/participation due to not following directions. In addition, assignments sent in with files which will not open will not be graded and no make-ups will be given. Be sure to use the appropriate software for submitting your assignments. See the discussion of this in the Start Here Module. There are no exceptions to these policies. One extra credit assignment will be allowed in case you miss an assignment.

Late Assignments: Students are expected to adhere to the weekly schedule of assignments printed in the course syllabus. **Late assignments will not be accepted. Assignments will not be accepted by email. Assignments will only be accepted through Eagle on Line Assignments.**

Instructions for submitting assignments: Assignments must be submitted in using Eagle Online CANVAS. No assignments will be accepted late. No assignments will be accepted through email, but must be submitted properly using the Eagle on Line CANVAS Assignments submission and/or test submission procedures. All students must submit the assignments. Failure to turn assignments (one or more) may cause the student to be withdrawn from this HCC Online Education course.

Final Project

The project in this course will be to develop a creative marketing plan for a entrepreneurial enterprise that is a small start-up, the kind of business a person would start without borrowing money, part time from home. You will develop this marketing plan from the readings and videos presented in the course and as well as research/ marketing plan information. You will develop all the parts of the all the parts of the marketing plan assuming you have little budget to contribute to the marketing. In this case, creativity is your key to success and your plan will be graded and evaluated based on your creative ideas (to use instead of money). You will develop this as individual assignments, and then pull it all together at the end as your final project.

TESTS ONE and TWO

The two tests will be multiple choice questions (25 questions) with some possible essay questions. These will be developed based on the articles, readings and videos posted throughout the course. Tests will be submitted online. All tests are open book and open note. No makeup exams are given.

FINAL

The final (which is actually Test Two) will be comprised of 25 multiple choice questions. The final will be open book and you will be able to use your notes. You will have 2 hours to complete the final. **THE FINAL WILL BE ONLINE. NO MAKE-UP FINAL WILL BE GIVEN.**

Make-Up Test Policy

Students are expected to adhere to the weekly schedule printed in the course syllabus. **No make-up tests will be given.**

INSTRUCTIONAL METHODOLOGY

The most important thing a student can take away from a college course in business is the real world application of that material. Sometimes, it may be hard for students to understand the relevance of some topics as the students may not yet have worked in the discipline. As a professor, I try to reinforce all the important, relevant information as well as to provide direction for the student as to real world application. Information is important. Knowing what to do with information is even more important. This is a project based course and it is an open-source course that will not require a textbook. Instead, I will post readings, videos and other data in the course each week for you to use to build your creative marketing plan. You are responsible to read the readings and the information I have posted. Your tests will be over that information and any information that I provide you online. If you have questions about what you are reading or need further explanation, please email me.

In addition, you are responsible to complete the project, which is the most important learning tool in this course. Over the semester, I will grade your assignments and give you positive and negative feedback (items on which you can improve) on each assignment. Each assignment will go into your final project and you can use my comments to enhance your final project and improve your grade. I will coach you through the process throughout the semester. You **MUST** do all the assignments as they are all part of your final project and you will want to get my feedback so you can sharpen and improve your project prior to turning it in.

GRADING

HCCS Grading System

The Houston Community College grading system will be used to evaluate students' performance in this course. See grading system below:

The HCC grading scale is:

A = 100 - 90	4 points per semester hour
B = 89 - 80	3 points per semester hour
C = 79 - 70	2 points per semester hour
D = 69 - 60	1 point per semester hour
59 and below = F	0 points per semester hour
FX (Failure due to non-attendance)	0 points per semester hour
IP (In Progress)	0 points per semester hour
W (Withdrawn)	0 points per semester hour
I (Incomplete)	0 points per semester hour
AUD (Audit)	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses.

To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP", "W", "AUD", "COM" and "I" do not affect GPA.

Incompletes

The grade of "I" (Incomplete) is conditional. A student receiving an "I" must arrange with the instructor to complete the course work within six months of the end of the incomplete term. After the deadline, the "I" becomes an "F." Upon completion of the coursework, the grade will be entered as I/grade on the student transcript. All "I"s must be changed to grades prior to graduation.

The following departmental grading system will be used to evaluate student’s performances in this course:

Syllabus Quiz/ Assignments/ Participation	20%
Creative Marketing Plan	40%
Test One	20%
Test Two/Final Exam	20%
Total	100%

INSTRUCTIONAL MATERIALS

Textbook required: NONE: This is an Open Educational Resource Course. I will be building the course as we go along from open sources readily available online or I will post reviews of information that I have written.

General Required Information

BASIC NEEDS

“Any student who faces challenges securing their food or housing and believes this may affect their performance in the course is urged to contact the Dean of Students for Support. Furthermore, please notify the professor if you are comfortable doing so.”

STUDENT RESPONSIBILITIES

It is the student’s responsibility to read the textbook (and/or materials provided), submit assignments on the due dates, study for the exams, complete the exams, participate in activities, and attend class if the course is face-to-face (attend by logging in and submitting assignments if this is an online course).

To be successful in this class, it is the student’s responsibility to:

- Participate in class activities via the topic discussions and log in three times per week
- Read and comprehend the textbook or materials provided
- Complete the required assignments and exams on time:
- Ask for help when there is a question or problem in time to meet the original deadline

PROGRAM/DISCIPLINE REQUIREMENTS

The Marketing Department is determined to prepare students with the knowledge and skills needed to succeed in today’s dynamic work environment. Students in Marketing must be able to budget their time and perform class-related activities as assigned on a weekly basis. Opportunities are provided for students to recognize the important role personal qualities play in the business environment and activities have been enhanced to help students develop the attitudes and interpersonal skills that are in demand by employers.

Degree Plan

Students are encouraged to file a degree plan with a Counselor or the Marketing Department for the certificate and/or degree plan. Please ask your instructor for Degree Plan information or contact the Marketing Department for information about filing a degree plan.

GENERAL STUDENT INFORMATION

Look at the website to get detailed information concerning students attending Houston Community College System (HCCS). Data such as withdrawal policies, refund policies, incomplete, late assignments, make-ups, extra credit, grading system, attendance requirements, grade appeal process and other details are included in the website

HCC COURSE WITHDRAWAL AND ATTENDANCE POLICY

HCC Course Withdrawal Policy (updated 7/26/2010)

Beginning Fall 2007, the State of Texas imposes 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, students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

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 (4 classes for regular face-to-face courses). (This means 2 classes for hybrids or 2 assignments in an online course or 2 weeks without logging into an online course.) 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.

The professor may withdraw students who do not log in and/or do not submit assignments. If a student wishes to withdraw from class, he/she must withdraw him or herself and this must be done PRIOR to the withdrawal deadline to receive a "W" on the transcript. If students do not withdraw before the deadline, the student will receive the grade that they have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower the semester average significantly, most likely resulting in a failing grade.

Classes of other duration (mini-term, flex-entry, 8-weeks, etc.) may have different final withdrawal deadlines. Please contact the HCC Registrar's Office at 713.718.8500 to determine mini-term class withdrawal deadlines.

Students should check HCC's Academic Calendar by Term for drop/withdrawal dates and deadlines. If a student decides to drop or withdraw from a class upon careful review of other

options, the student can drop online prior to the deadline through their HCC Student Service Center.

HCC Class Attendance Policy

All students are expected to attend classes regularly.

Although it is the responsibility of the student to drop a course for non-attendance, the instructor also has the authority to block a student from accessing Eagle Online CANVAS, and/or to drop a student for excessive absences or failure to participate regularly (which in an online course means failure to log in and failure to submit assignments). If you stop logging into class or submitting assignments to class you could receive an F, FX, or W, depending on the circumstances. No incompletes will be given for any reason. If you fail to turn in an assignment, you will receive a "0" and your grade will be calculated accordingly and you may be dropped. **You must log into this course and complete your first assignment (and attend class if there is a face-to-face class) within the first week, before the Official Date of Record, or you will be dropped from this course (based on Texas State law.)**

EARLY ALERT

HCC has instituted an Early Alert process by which your professors may "alert" you and online counselors that you might fail a class because of excessive absences and/or poor academic performance. Any student who fails to submit the Start Here Module/Syllabus Quiz or other significant assignments or tests will be referred to Early Alert. This referral is meant to help the student get the resources he/she needs in time to catch up and do well in the course.

INTERNATIONAL STUDENTS

Contact the International Student Office at 713-718-8520 if you have questions about your visa status.

ACCOMMODATIONS DUE TO A QUALIFIED DISABILITY

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services.

It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to:

<http://www.hccs.edu/district/students/disability-services/>

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. Instructors are authorized to provide only the HCC DSSO approved accommodations but must do so in a

timely manner. Students with disabilities need to scan their letter of accommodation and send it in to me by the end of the first week of the course.

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. However, since this is an online course, most students prefer to take the tests online.

DISABILITY SUPPORT SERVICES OFFICES:

System: 713.718.5165

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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 (ISS) assigned to their professor.

ONLINE TUTORING

HCC provides free online tutoring in writing, math, science, and other subjects. Students should link to <http://hccsupswing.io>. Another way to access free HCC tutoring is to go to <http://www.hccs.edu/district/students/tutoring/>. Use your student ID or HCC e-mail

address to create an account. Instructions are provided to make you familiar with the capabilities of this service.

LIBRARY RESOURCES

As an HCC student you have access to first-rate information resources that the HCC Libraries make available to all HCC students. Here is the library link: <http://library.hccs.edu/home>

HCC POLICY REGARDING ONLINE EDUCATION

For technical support for Eagle on Line CANVAS, call 713-718-5275 or 713- 718-2000.

ACADEMIC DISHONESTY

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 students' test paper;
- Using materials not authorized by the person giving the test;
- Collaborating with another student during a test without authorization;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered;

- 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** mean the unauthorized collaboration with another person in preparing written work offered for credit. Possible punishments for academic dishonesty may include a grade of 0 or F in the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System.

Academic dishonesty can result in a grade of F or 0 for the particular test or assignment involved, dropped, and/or expelled from HCCS.

CLASSROOM/ONLINE BEHAVIOR

As student instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. The instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, students are asked to respect the learning needs of student classmates and assist student instructor achieve this critical goal. Students are to maintain courtesy and respect for everyone involved in the course when communicating online, including respect for the professor at all times.

**For technical assistance with HCC online courses
call 713-718-5275**

HCC POLICY ON 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. Title IX prohibits discrimination on the basis of sex- including pregnancy and parental status-in educational programs and activities. If you require an

accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerni

HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to

David Cross

Director EEO/Compliance

Office of Institutional Equity & Diversity

3100 Main

(713) 718-8271

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

Campus Carry Law

“At HCC the safety of our students, staff, and faculty is our first priority. As of August 1, 2017, Houston Community College is subject to the Campus Carry Law (SB11 2015). For more information, visit the HCC Campus Carry web page at <http://www.hccs.edu/district/departments/police/campus-carry/>.”

A NOTE ABOUT THIS SYLLABUS

At any time during the semester, your instructor reserves the right to modify the course requirements, assignments, exams, grading procedures, and all other related policies and procedures (and this course syllabus) as circumstances may dictate. Remember, also, it is the sole responsibility of each student to read, completely understand, and adhere to this document and all other documents or materials associated with this course in their entirety. Students should always refer to the syllabus that is imbedded in the actual course for the latest updates and information.

NOTE TO STUDENT: If you have any questions or concerns about the course and/or course assignments, please come to me so that we can resolve any issues. If your concerns are not resolved, you are encouraged to meet with my supervisor, [Kenneth Hernandez](#), email kenneth.hernandez@hccs.edu at 713-718-2468 or Room 803, Commons Building, Spring Branch Campus. If you have any problems/questions about enrollment, you should contact the department office. The department administrative assistant is [Lyssa Wilson](#), 713-718- 5125, email melissa.wilson3@hccs.edu

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