



**Business Center of Excellence
Marketing/Marketing Management Department**

<https://www.hccs.edu/programs/areas-of-study/business/marketing--marketing-management/>

MRKG 2374: Marketing Case Studies| #CRN 17360

Fall 2020 | 12 Weeks (9.21.2020-12.13.2020)

Online

3 Credit Hours | 48 hours per semester

Instructor Contact Information

Instructor:	Linda Koffel	Office Phone:	linda.koffel@hccs.edu
Office:	N/A	Office Hours:	Tuesdays 1 – 3 p.m.
HCC Email:	linda.koffel@hccs.edu	Office Location:	online

Please feel free to contact me concerning any problems that you are experiencing in this course. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics.

Instructor's Preferred Method of Contact

Tell students how you would prefer to be contacted. See Syllabus Template Directions for a few examples. NOTE: You are required to use your HCC email and students are required to use emails as listed in the Student System for communication of HCC business when communicating via email.

I will respond to emails within 24 hours Monday through Friday; I will reply to weekend messages on Monday mornings.

You may also contact the Marketing Department personnel listed below:

Division Chair: Ken Hernandez, kenneth.hernandez@hccs.edu, 713-718-2468
Division Admin Assistant: Lyssa Wilson, melissa.wilson3@hccs.edu, 713-718-5125

What's Exciting About This Course

This course is called the "capstone" course for the entire Marketing Department because this is the course where students combine the knowledge from all previous marketing courses to demonstrate a comprehensive knowledge and appropriate skillset that indicate a mastery of the discipline of marketing.

My Personal Welcome

Welcome to Marketing Case Studies (MRKG 2374) — My name is Linda Koffel and I will be the professor for this course. I am looking forward to the new semester and to meeting all of you over the Eagle On Line CANVAS. As discussed above, this course covers all aspects of marketing --- situation analysis, the 5Ps, consumer behavior and market research. This is the capstone course in which students develop a major project which will demonstrate they have mastered all the knowledge and skills required in all previous marketing courses and are now ready to graduate. It is my aim that you will be able to apply what you have learned to any marketing position you should hold in the future or your own business, should you decide to be an entrepreneur.

nextLearning - Fall 2020 Modalities

This semester, there are three modalities for HCC courses: Online Anytime, Online on a Schedule, and Flex Campus.

- **Online Anytime** classes are traditional online courses; coursework is online, and there are no meetings at specific times.
- **Online on a Schedule** classes are online courses with traditional meeting components; coursework is online, and there are specific times to log in for scheduled class meetings.
- **Flex Campus** are in-person classes; coursework is online, and students have the choice to come to campus or to participate online during scheduled class meetings.

This course is an Online Anytime course.

Prerequisites and/or Co-Requisites

MRKG 2374 requires completion of MRKG 1311 along with placement into GUST 0342 in reading, ENGL 0300 or 0347 in writing and MATH 0306 in math. If you have enrolled in this course having satisfied these prerequisites, you have a higher chance of success than students who have not done so. Please carefully read and consider the repeater policy in the [HCCS Student Handbook](#).

Canvas Learning Management System

This section of MRKG 2374 will use [Canvas](https://eagleonline.hccs.edu) (<https://eagleonline.hccs.edu>) to supplement in-class assignments, exams, and activities. CANVAS will be the foundation or LMS (Learning Management System) for this course. You will need to log into CANVAS by the end of the very first day to make sure you stay enrolled in the course. All exams, assignments, discussions and other requirements must be submitted properly through the assignment tool in CANVAS.

HCCS Open Lab locations may be used to access the Internet and Canvas. **USE [FIREFOX](#) OR [CHROME](#) AS THE INTERNET BROWSER.**

HCC Online Information and Policies

Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <http://www.hccs.edu/online/>

Scoring Rubrics, Sample Assignments, etc.

Look in Canvas for the scoring rubrics for assignments, samples of class assignments, and other information to assist you in the course. <https://eagleonline.hccs.edu/login/ldap>

Instructional Materials

Textbook Information

There is no required textbook for this course.

Other Instructional Resources

Students will learn from a variety of open sources which are easily and inexpensively available.

Tutoring

HCC provides free, confidential, and convenient academic support, including writing critiques, to HCC students in an online environment and on campus. Tutoring is provided by HCC personnel in order to ensure that it is contextual and appropriate. Visit the [HCC Tutoring Services](#) website for services provided.

Libraries

The HCC Library System consists of 9 libraries and 6 Electronic Resource Centers (ERCs) that are inviting places to study and collaborate on projects. Librarians are available both at the libraries and online to show you how to locate and use the resources you need. The libraries maintain a large selection of electronic resources as well as collections of books, magazines, newspapers, and audiovisual materials. The portal to all libraries' resources and services is the HCCS library web page at <http://library.hccs.edu>.

Supplementary Instruction

Supplemental Instruction is an academic enrichment and support program that uses peer-assisted study sessions to improve student retention and success in historically difficult courses. Peer Support is provided by students who have already succeeded in completion of the specified course, and who earned a grade of A or B. Find details at <http://www.hccs.edu/resources-for/current-students/supplemental-instruction/>.

Course Overview

MRKG 2374 is a study of marketing problems and challenges through the use of case histories and actual marketing situations involving advertising, prices, distribution, product selection, client or consumer behavior, marketing training, market segmentation and international marketing.

Secretary's Commission Addressing Necessary Skills (SCANS)

The Secretary's Commission on Achieving Necessary Skills (SCANS) was appointed by the U.S. Secretary of Labor to determine the skills that U. S. employers want most in entry-level employees. The commission identified seven skills, (motivation to learn, basic skills, communication, teamwork, critical thinking, career development and leadership). These workplace competencies and foundation skills have been designed into this course and into the curriculum for each program of study.

Program Student Learning Outcomes (PSLOs)

Can be found at:

<https://www.hccs.edu/programs/areas-of-study/business/marketing--marketing-management/>

Course Student Learning Outcomes (CSLOs)

Upon completion of MRKG 2374, the student will be able to:

1. Apply the theory, concepts, and skills of marketing used in previous courses in marketing to provide a marketing plan based on a case study
2. Use information they have researched involving specialized materials, tools, equipment, procedures, regulations, laws, and interactions within and among political, economic, environmental, social, and legal systems related to the information in the case study to develop the marketing plan
3. Develop a short market study to use in the development of the marketing plan.

Learning Objectives

Learning Objectives for each CSLO can be found at [HCC Learning Web for Marketing](#)

Student Success

Expect to spend at least twice as many hours per week outside of class as you do in class studying the course content. Additional time will be required for written assignments. The assignments provided will help you use your study hours wisely. Successful completion of this course requires a combination of the following:

- Reading the textbook
- Attending class in person and/or online
- Completing assignments
- Participating in class activities

There is no short cut for success in this course; it requires reading (and probably re-reading) and studying the material using the course objectives as a guide.

Instructor and Student Responsibilities

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through learner-centered instructional techniques
- Provide a description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness, and making up assignments
- Provide the course outline and class calendar that will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

As a student, it is your responsibility to:

- Attend class in person and/or online
- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me
- Read and comprehend the textbook
- Complete the required assignments and exams
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments
- Attain a raw score of at least 50% on the final exam
- Be aware of and comply with academic honesty policies in the HCCS Student Handbook

Assignments, Exams, and Activities

Written Assignment

This course includes these types of assignments:

- written responses/essays
- assignments
- individual projects
- performance tasks
- discussions

INDIVIDUAL PROJECT

All students are required to complete the final project in which includes a very short primary research component, secondary research component, marketing plan with recommendations. Each group will prepare a FULL 12 page Marketing Plan (minimum 12 pages, not including exhibits, diagrams, charts, etc. with 12 point font and 1 inch margins (including an introduction and a summary). This plan will be about the marketing of food banks. Sources must be properly documented with works cited. Plagiarism is against HCC policy and will be enforced.

Ten points or more can be deducted from any assignment or project for professionalism (grammatical, layout, typographical and spelling errors). The project grade evaluation criteria for the **written report** will include the following: a well-researched body of information, a strategic analysis of the information that utilizes that research, persuasive business approach as well as grammatically correct usage, correct spelling, no typographical errors, good paragraph development, correct documentation, correct page length/margins, and bibliography. Creative ideas will receive higher marks!

Exams

There are no tests in this course. It is a case study course. There will be several cases to be written up as well as a final case study project which will include a short survey and marketing plan.

In-Class Activities

The project in this course will be to develop a marketing plan for a service (non-profit food bank), utilizing information from primary and secondary research including marketing information. One of the cases listed in the course will be the topic on which the project will be based. You will analyze the case, develop a short questionnaire, conduct secondary research from the online HCC Library and/or Internet, and then use the info from all sources to develop a marketing plan for this nonprofit organization. You will develop this as assignments, and then pull it all together at the end as your final project.

Final Exam

There is no final exam. There will be a final case study involving the development of recommendations for the case used in the final project. This will need to be submitted via the Eagle on Line CANVAS Assignments Tool.

Grading Formula

GRADE COMPUTATION:

Test One	15%
Test Two	15%
Test Three (Final)	15%
Project	35%
Assignments/Login (Participation)	20%

Incomplete Policy:

In order to receive a grade of Incomplete ("I"), a student must have completed at least 50% of the work in the course. In all cases, the instructor reserves the right to decline a student's request to receive a grade of Incomplete.

HCC Grading Scale can be found on this site under Academic Information:
<http://www.hccs.edu/resources-for/current-students/student-handbook/>

Course Calendar

Week	Dates	Topic / Assignments Due
1	9/22	Mod 1 Start Here Module Start Here Syllabus Quiz due 9/29
2	9/29	Mod 2 Strategic Marketing Assignment 1 Due 10/6
3	10/6	Mod 3 Marketing Decisions Assignment 2 (case study) due 10/13
4	10/13	Mod 4 Making a Case Analysis Assignment 3 (case study) due 10/20
5	10/20	Mod 4 Cont. Assignment 4 (Project Customer Questions due 10/27 Assignment 5 (case study) due 10/27
6	10/27	Mod 5 Product/Service Strategy Assignment 6 (Tabulation/Analysis) due 11/3
7	11/3	Mod 6 Integrated Marketing Communications Strategy Assignment 7 (case study) due 11/10
8	11/10	Mod 7 Marketing Channel Analysis Assignment 8 (Market Review for Project) due 11/17
9	11/17	Mod 8 Pricing Assignment 9 (case study) due 11/24 Assignment 10 (5Ps for project) due 11/24
10	11/24	Mod 9 Strategy Development Final Case Study Marketing Plan (instead of final exam) due by 11 p.m. on December 1, 2020 No late projects should be submitted.
11	12/01	Project Feedback
12	12/08	Final Analysis Assignment 11 Due 12/08/20

Syllabus Modifications

The instructor reserves the right to modify the syllabus at any time during the semester and will promptly notify students in writing, typically by e-mail, of any such changes.

Instructor's Practices and Procedures

Missed Assignments

LATE policy: Assignments and projects are usually not accepted late for any reason. However, due to the COVID crisis, for this semester, assignments and projects will be allowed to be uploaded up to 48 hours after the actual deadline. Each day (based on date, not hours) late will mean a 10 point deduction in the grade. So, if the assignment is due on 10/6/20 and you or your group submit it on 10/7/20, the grade will automatically be reduced by 10 points. If you or your group submit it on 10/8/20, the grade will automatically be reduced by 20 points. Please NOTE: There is no grace period for extra credit. All assignments are available from the very first day of the course, so there is no reason to be late if you and your group are managing your time and working ahead of the deadline. Once the assignment is closed, it is closed and nothing will be accepted after that. No email assignments will be accepted late. No work is accepted through the comments box. Failure to submit assignments can cause a student to be dropped for non-attendance.

WARNING: When I make the statement "I make no exceptions", I really mean it. There is no reason for students to need exceptions because I offer extra credit to make up points for missed assignments and for one test. If a student misses an assignment, he/she

needs to do the extra credit and not ask for an exception. (Also, no email submissions are accepted. Assignments sent in with files that won't open will not be accepted. Any student who does not follow directions and sends in an assignment by email may have points taken off his/her participation grade for failure to follow directions.)

Academic Integrity

Academic Honesty

Scholastic Dishonesty will result in a referral to the Dean of Student Services. See the link below for details. 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.

Here's the link to the HCC information about academic integrity (Scholastic Dishonesty and Violation of Academic Scholastic Dishonesty and Grievance):

<http://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>

Attendance Procedures

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.

.If students miss the first 12.5% of any course (i.e. the period before the Official Date of Record/Approve Roster date) HCC will drop them due to non-attendance. Students need to attend the first day of class and to log on to online classes on the first day of class. THIS IS A STATE OF TEXAS POLICY. It is not an instructor, department, or college created policy.

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. Students who stop coming to class for hybrid or face-to-face courses will be dropped (even if the student does submit online work). Students in online only courses will be dropped if they stop submitting assignments. Students who fail to come to class or to do online assignments could get an "F", "FX" or "W" depending on the circumstances.

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. THIS IS A STATE OF TEXAS POLICY. It is not an instructor, department, or college created policy.

Student Conduct

As 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 classmates and assist the instructor achieve this critical goal. Students are to maintain courtesy and respect for everyone involved in the course when communicating (in person or online), including respect for the professor at all times.

Instructor's Course-Specific Information

Information is important. Knowing what to do with information is even more important. This is a project-based course. Pulling everything you learn together into that project is the most crucial part of the course. That is why each assignment is important. All assignments become part of 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 on each assignment (points for improvement). I am very candid with my assessments and I try to communicate both strengths and weaknesses in a caring way. You will learn to correct mistakes on the "homework", which is the assignments, so that your project will be excellent. I will let you know when you need to improve. I do not give full credit or full points for assignments that are not thorough, complete, and professional or for assignments sent in that were clearly developed for a previous course.

Instead, I let you know why points were deducted so you can learn how to submit professional work and adopt excellent work ethics to prepare you for the workplace. The most important "take-away" from a course is the ability to apply the knowledge. You can always look the terms up in a book, later, but knowing how to use the information is the key to success.

Electronic Devices

Students in face-to-face courses are allowed to bring laptops and personal devices such as cell phones to the classroom for use during group activity time. However, no laptops or other personal electronic devices are to be open or used any time other than group activity time.

Students may leave the classroom to take important phone calls (except when another student is giving a presentation). Students in online only courses are responsible to get their work in on time regardless of technical difficulties with electronic devices. Students should prepare their work in plenty of time to get to an HCC open lab should they have difficulty with electronic devices. No assignments are accepted which will not open and assignments which did not open will not be allowed to be resubmitted or emailed.

Marketing Program Information

It is strongly recommended that students of this course ensure that their major is listed as Marketing and that you notify the school of which certificate or degree plan you are following.

This program includes a Co-Op class, MRKG 2380. Students must complete 30 semester credit hours for the AAS degree or 15 semester credit hours in the Certificate before enrolling in this course. Once you have met the requirements, you will contact the Division Chair's office at 713-718-5125 to get the permission code to enroll in this class. Please note that the Co-Op course requires you to have a position in the Marketing industry, paid or volunteer. MRKG 2380 requires that you must work a minimum of 20 hours per week in a marketing related field.

HCC Policies

Here's the link to the HCC Student Handbook <http://www.hccs.edu/resources-for/current-students/student-handbook/> In it you will find information about the following:

- Academic Information
- Academic Support
- Attendance, Repeating Courses, and Withdrawal
- Career Planning and Job Search
- Childcare
- disAbility Support Services
- Electronic Devices
- Equal Educational Opportunity
- Financial Aid TV (FATV)
- General Student Complaints
- Grade of FX
- Incomplete Grades
- International Student Services
- Health Awareness
- Libraries/Bookstore
- Police Services & Campus Safety
- Student Life at HCC
- Student Rights and Responsibilities
- Student Services
- Testing
- Transfer Planning
- Veteran Services

EGLS³

The EGLS³ ([Evaluation for Greater Learning Student Survey System](#)) will be available for most courses near the end of the term until finals start. This brief survey will give invaluable information to your faculty about their teaching. Results are anonymous and will be available to faculty and division chairs after the end of the term. EGLS³ surveys are only available for the Fall and Spring semesters. -EGLS3 surveys are not offered during the Summer semester due to logistical constraints.

<http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>

Campus Carry Link

Here's the link to the HCC information about Campus Carry:

<http://www.hccs.edu/departments/police/campus-carry/>

HCC Email Policy

When communicating via email, HCC requires students to communicate only through the HCC email system to protect your privacy. If you have not activated your HCC student email account, you can go [to HCC Eagle ID](#) and activate it now. You may also use Canvas Inbox to communicate.

Housing and Food Assistance for Students

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

This will enable HCC to provide any resources that HCC may possess.

Office of Institutional Equity

Use the link below to access the HCC Office of Institutional Equity, Inclusion, and Engagement (<http://www.hccs.edu/departments/institutional-equity/>)

disAbility Services

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including long and short term conditions, 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/support-services/disability-services/>

Title IX

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 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
(713) 718-8271
Houston, TX 77266-7517 or Institutional.Equity@hccs.edu
<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/>

Office of the Dean of Students

Contact the office of the Dean of Students to seek assistance in determining the correct complaint procedure to follow or to identify the appropriate academic dean or supervisor for informal resolution of complaints.

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/>

Department Chair Contact Information

Division Chair: Ken Hernandez, kenneth.hernandez@hccs.edu, 713-718-2468
Division Admin Assistant: Lyssa Wilson, melissa.wilson3@hccs.edu, 713-718-5125