

COURSE SYLLABUS

COURSE TITLE: MRKG1311.501 Principles of Marketing – Thursday Hybrid 8:00-9:15A.M.
PC125/ZOOM

SEMESTER/YEAR: FALL 2022

INSTRUCTOR: Kasandra Lane

Email: klane@southplainscollege.edu

OFFICE HOURS: by appointment only

COURSE

DESCRIPTION: This is a course designed to introduce the student to the 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.

COURSE

GOALS: At the successful completion of this class, students will be able to:

- Identify the marketing mix components in relation to market segmentation
- Explain the economic, psychological, sociological, and global factors which influence consumer and organizational decision-making processes
- Interpret market research data to forecast industry trends and meet customer demands
- Emphasis will be placed on utilizing the marketing model as a tool for the development of a comprehensive marketing place.

I. TEXT

- Foundations of Marketing- 7th Edition; Pride/Ferrell, AND Cengage Access Code. If buying ISBN: 978-1-305-40576-9
- **You MUST have the Cengage Access Code for this class, as you will complete homework/case assignments and exams through the Cengage Website.**
- Most homework assignments/cases etc. and exams will be submitted through Cengage NOW.
- **LOGGING INTO COURSE:** Under no circumstances are you allowed to give your User ID and/or password to anyone. If someone, besides you, is logging into this course, I will drop you immediately with an 'F', regardless of the reason.

II. ATTENDANCY POLICY

Everything begins with attendance. When you are absent you cannot participate, listen to classmates, or review for exams. Education is worthwhile, but an expensive investment in yourself; so get your money's worth and show up! Punctual and regular class attendance is required of all

students attending South Plains College. Students are responsible for all class work covered during absences from class, even in cases in which they are able to satisfy the instructor that the absence was unavoidable. Whenever absences become excessive and, in the instructor’s opinion, minimum course objectives cannot be met due to absences, the student will be withdrawn from the course. In addition, an instructor is required to initiate a student’s administrative withdrawal when the student has missed more than 4 CONSECUTIVE days, YOU WILL BE DROPPED (unless extenuating circumstances prevail).

COVID 19 GUIDELINES:

If you are experiencing any of the following symptoms, please do not attend class and either seek medical attention or test for COVID-19.

- Cough, shortness of breath, difficulty breathing
- Fever or chills
- Muscles or body aches
- Vomiting or diarrhea
- New loss of taste and smell

Please also notify DeEtte Edens, BSN, RN, Associate Director of Health & Wellness, at dedens@southplainscollege.edu or 806-716-2376. Proof of a positive test is required. A home test is sufficient but students must submit a photo of the positive result. The date of test must be written on the test result and an ID included in the photo. If tested elsewhere (clinic, pharmacy, etc.), please submit a copy of the doctor’s note or email notification. Results may be emailed to DeEtte Edens, BSN, RN at dedens@southplainscollege.edu.

- A student is clear to return to class without further assessment from DeEtte Edens, BSN, RN if they have completed the 5-day isolation period, symptoms have improved, and they are without fever for 24 hours without the use of fever-reducing medication.
- Students must communicate with DeEtte Edens, BSN, RN prior to their return date if still symptomatic at the end of the 5-day isolation

III.GRADING POLICY

Requirement	Percent of Grade
MindTap Assignments	40%
Online Discussions	20%
Exams	40%

Percent Equivalent	Grade
90-100	A
80-89	B
70-79	C
60-69	D
Below 60	F

- ***MindTap Assignments:*** Each week you will have multiple assignments that will be assigned to allow you to make a better connection to the chapter(s) that we cover in class. You will want to make sure you complete your chapter reading before beginning your homework in MindTap to help allow you to use your new knowledge based on your reading to help you complete your assignments.

- **Examinations**: The purpose of each exam will be to test the knowledge and understanding of the particular unit or units listed in the schedule. There will be 4 exams (not including comprehensive final exam) covering 4-6 chapters each over the major areas of study related to business listed under the course outline below plus the comprehensive final exam. You will be able to click on the exam link and select the exam as soon as it is made available. When you begin the exam, you will have 1 hour and 15 minutes (75 minutes) to complete and submit the exam.
- **Weekly Discussion Posts**: You will be required to complete three (3) discussion questions per week using Blackboard as assigned in accordance with the syllabus. Discussion questions are required to be posted NO later than midnight (Central Standard Time (CST)) on THURSDAY of the assigned week. Additionally, each student is required to reply to the responses of at least TWO other students no later than midnight (CST) on SUNDAY of the assigned week to engage and influence forward thinking, class involvement, and academic discussion.
 - **Initial Discussion Posts**: These posts must be a minimum of 5-7 sentences in length. You must use textual evidence from your book to support your response in APA format.
 - **Response to Peers**: These posts must be a minimum of 3-5 sentences to receive credit. Using phrases such as: Good Job! I agree! ... do not count toward your minimum length requirement stated above.

IV. OTHER INFORMATION WHEN IN CLASS

1. Please turn off your cell phones upon entering the classroom.
2. Be respectful of others.
3. Contribute to classroom discussion without monopolizing. Give everyone a chance to participate.
4. Swearing in the classroom will not be tolerated. Stretch your vocabulary by using proper language to express yourself.
5. Please review your Student Guide. Especially sections: Classroom Conduct, Cheating and Plagiarism, and Disruptions.

V. SMOKING POLICY

LISD policy prohibits smoking outside the building at all times. South Plains College is a tenant of LISD at the Advanced Technology Center; therefore, we must follow LISD policy when it comes to this matter. Thank you

VI. CAMPUS GUIDELINES - CHILDREN ON CAMPUS

Many of the students attending classes at South Plains College are also parents who value the opportunity to participate in higher education. Sometimes students are faced with the decision of whether to remain at home with their children, bring children with them to class, or be absent from class. The following guidelines address concerns for the safety of children on campus and provide for an environment conducive to learning:

1. Students are not allowed to bring children to class and will be asked to leave in the interest of providing an environment conducive for **all** students enrolled in the class. Students are responsible for adherence to the attendance requirements set forth by the instructor in the course syllabus.

2. Children may not be left unattended. In order to provide for the safety of children on campus, parents or other guardians are responsible for supervising children while utilizing services or conducting business on campus.

3. Disruptive children will not be allowed to interfere with college business. Parents or other guardians are responsible for supervising and controlling the behavior of children they have brought on campus.

AMERICANS WITH DISABILITIES ACT STATEMENT

“Students with disabilities, including but not limited to physical, psychiatric or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability. For more information, call or visit the Disability Services Office in rooms 809 and 811, Reese Center Building 8, 806-716-4675.

TENATIVE SCHEDULE

<i>1</i> <i>Thursday</i> <i>Sept 1st</i>	<u>Introduction to Principles of Marketing</u> Go over syllabus and tentative schedule Introduce Blackboard
<i>2</i> <i>Thursday</i> <i>Sept 8th</i>	<u>Unit 1</u> Discuss Ch. 1-2
<i>3</i> <i>Thursday</i> <i>Sept 15th</i>	<u>Unit 2</u> Discuss Ch. 3 <i>Review over Ch 1-3</i>
<i>4</i> <i>Thursday</i> <i>Sept 22nd</i>	<u>Unit Exam 1</u> <u>Covering Chapters 1-3 TEST ONLINE</u>
<i>5</i> <i>Thursday</i> <i>Sept 29th</i>	<u>Unit 2 Continued</u> Discuss Ch. 4-5
<i>6</i> <i>Thursday</i> <i>Oct 6th</i>	<u>Unit 3</u> Discuss Ch. 6/7 <i>Review Ch 4-7</i>
<i>7</i> <i>Thursday</i> <i>Oct 13th</i>	<u>Unit Exam 2</u> <u>Covering Chapters- 4-7 TEST ONLINE</u>
<i>8</i> <i>Thursday</i> <i>Oct 20th</i>	<u>Unit 3 Continued and Begin Unit 4</u> Discuss Ch 9-10
<i>9</i> <i>Thursday</i> <i>Oct 27th</i>	<u>Unit 4 Continued</u> Discuss Ch 11-12 <i>Review Ch 9-12</i>
<i>10</i>	<u>Unit Exam 3</u>

<i>Thursday Nov 3rd</i>	<u>Covering Chapters 9-12 TEST ONLINE</u>
<i>11 Thursday Nov 10th</i>	<u>Unit 5</u> Discuss Ch 13-14
<i>12 Thursday Nov 17th</i>	<u>Unit 5 Continued</u> Discuss Ch 15
<i>13 Thursday Nov 24th</i>	THANKSGIVING HOLIDAY NO WORK
<i>14 Thursday Dec 2nd</i>	<u>Unit 5 Continud</u> Discuss Ch 16 Review Ch 13-16
<i>16 Thursday Dec 1st</i>	<u>Unit Exam 4</u> <u>Covering Chapters 13-16 TEST ONLINE</u>
<i>16 FINAL DAYS</i>	FINAL EXAM WILL OPEN ON DEC 15 TH WILL OPEN AT 7:30 AM AND REMAIN OPEN UNTIL 10 PM

COURSE OUTLINE: These are the major areas of study that will comprise the chapters covered:

- Strategic Marketing and its Environment
- Marketing Research and Target Markets
- Customer Behavior and E-Marketing
- Product and Price Decisions
- Distribution Decisions
- Promotion Decisions

ADDITIONAL INFORMATION

- Please keep phones turned off or silent during class and do not have them visible. The time to check email, messages or social media is not during class.
- Students are responsible for reading, understanding, obeying, and respecting all academic policies.
- There is no opportunity for extra credit.
- **No late assignments will be accepted, unless approved by instructor prior to deadline, approval must be given 72 hours before deadline.**
- The instructor holds the right to make adjustments to this syllabus and its contents in the best interest of the class and course objectives.
- Submitting the work of another student:
 - First instance results in grade of a zero for that assignment
 - Second instance results in an F for the term
 - Extra credit or make-up possibilities: None