

COURSE SYLLABUS

COURSE TITLE: MRKG1311.501 Principles of Marketing – Mon/Wed 9:30-10:45A.M.
PC117

SEMESTER/YEAR: SPRING 2018

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- 6th Edition; Pride/Ferrell, AND Cengage NOW Access Code. If buying at the Levelland or Reese bookstore, the above 2 items will come in a bundle with ISBN # 9781305384019
- Or, if you would like to buy the Cengage Access Code individually (no physical textbook included) that does includes the E-Book (Digital copy of textbook) you can buy it at the following publisher's website =

<https://login.cengagebrain.com/cb/entitlement.htm?code=E-24YEDUMF42W83>



- **You MUST have the Cengage NOW Access Code for this class, as you will complete homework/case assignments and exams through the Cengage Website.**
- IF buying at the Levelland or Reese bookstore, the above 2 items will come in a bundle with a loose-leaf version of the book and the access code.
 - Please note that the loose-leaf version is not available for buyback by the bookstore at the end of the semester.
- For those of you trying to save a few dollars, you can just purchase the printed Cengage NOW Access Code separately if you would like (at the SPC bookstore or from the Cengage link I have shown above).
 - When you purchase the code, it includes an E-Book (PDF of textbook).
 - So I would only recommend this option to those of you who have a very good printer!
 - The SPC Computer labs will NOT let you print out E-Books!
 - You can purchase this code separately at the college bookstore.
- No matter what option you choose (loose-leaf, hardback, or E-Book) **You MUST have a Cengage NOW Instant Access Code to complete homework and other assignments in this online course. !!!!!**
- 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).

III. GRADING POLICY

Requirement	Percent of Grade
Cengage NOW Assignments	30%
Marketing Plan	30%
Exams	40%

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

- *Cengage NOW Assignments*: Online assignments will be posted weekly for you to complete. There will be a variety of assignments according to its connection to the material we are covering.
- *Marketing Plan*: This is a major project that we will work on periodically throughout the semester. I will assign pieces of the plan periodically for you to submit to ensure you stay on task to turn in your plan on time. We will discuss this plan/project throughout the course.
- *Exercises*: Each week you will have multiple exercises that will be based on your knowledge of the chapter(s) we are covering.
- *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.

IV. OTHER INFORMATION

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>Wednesday</i> <i>Jan 17</i>	<u>Introduction to BUSG 1315 Small Business Operations</u> Go over syllabus and tentative schedule Introduce Blackboard
<i>2</i> <i>Monday</i> <i>Jan 22</i>	<u>Unit 1</u> Discuss Ch. 1
<i>3</i> <i>Wednesday</i> <i>Jan 24</i>	<u>Unit 2</u> Discuss Ch. 2
<i>4</i> <i>Monday</i> <i>Jan 29</i>	<u>Unit 2</u> Discuss Ch. 3
<i>5</i> <i>Wednesday</i> <i>Jan 31</i>	<u>Unit 2 Continued</u> Complete Ch. 3 Review
<i>6</i> <i>Monday</i> <i>Feb 5</i>	<u>Unit Exam 1</u> <u>Covering Chapters 1-3</u>
<i>7</i> <i>Wednesday</i> <i>Feb 7</i>	<u>Unit 2 Continued</u> Discuss Ch. 4

8 Monday Feb 12	<u>Unit 2 Continued</u> Discuss Ch. 5
9 Wednesday Feb 14	<u>Unit 3</u> Discuss Ch. 6/7 Review over Ch 4-7/ Assign Mini Projects
10 Monday Feb 19	<u>Marketing Project Work Day</u>
11 Wednesday Feb 21	<u>Marketing Project Delivery</u>
12 Monday Feb 26	<u>Unit Exam 2</u> <u>Covering Chapters- 4-7</u>
13 Wednesday Feb 28	<u>Unit 3 Continued</u> Discuss Ch 9
14 Monday Mar 5	<u>Unit 4</u> Discuss Ch. 10
15 Wednesday Mar 7	<u>Unit 4 Continued</u> Discuss Ch 11
16 Monday Mar 12	<u>SPRING BREAK</u>
17 Wednesday Mar 14	<u>SPRING BREAK</u>
18 Monday Mar 19	<u>Unit 4 Continued</u> Discuss Ch 12 Review Ch 9-12/ Assign Mini Projects
19 Wednesday Mar 21	<u>Marketing Project Work Day</u>
20 Monday Mar 26	<u>Marketing Project Delivery</u>
21 Wednesday Mar 28	<u>Unit Exam 3</u> <u>Covering ChapterS 9-12</u>
27 Monday Apr 2	<u>Easter Holiday</u>

28 <i>Wednesday</i> <i>Apr 4</i>	<u>Unit 5</u> Discuss Ch 13
29 <i>Monday</i> <i>Apr 9</i>	<u>Unit 5 Continued</u> Begin Ch 14
30 <i>Wednesday</i> <i>Apr 11</i>	<u>Unit 5 Continued</u> Begin Ch 15
31 <i>Monday</i> <i>Apr 16</i>	<u>Unit 5 Continued</u> Begin Ch 16 Review Ch 13-13/ Assign Mini Projects
32 <i>Wednesday</i> <i>Apr 18</i>	<u>Marketing Project Work Day</u>
33 <i>Monday</i> <i>Apr 23</i>	<u>Marketing Project Delivery</u>
34 <i>Wednesday</i> <i>Apr 25</i>	<u>Unit Exam 4</u> <u>Covering Chapters 13-16</u>
35 <i>Monday</i> <i>Apr 30</i>	<u>Review for Final</u>
36 <i>Wednesday</i> <i>May 2</i>	<u>Review for Final</u>
37 FINALS WEEK	<u>Final Exam</u>

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