

# COURSE SYLLABUS

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

**SEMESTER/YEAR:** FALL 2023

**INSTRUCTOR:** Dr. 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.

## TEXT

- Foundations of Marketing- 9th Edition; Pride/Ferrell, AND Cengage Access Code. If buying ISBN: 9780357129463 (for hardcopy)
- **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.

## 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and, in the instructor's opinion, minimum course objectives cannot be met due to absences, the student will be withdrawn from the course.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 get tested 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](mailto:dedens@southplainscollege.edu) or 806-716-2376.

1. SPC will follow the recommended 5-day isolation period for individuals that test positive.
  - a. **Please note that day 0 is the date of positive test. Day 1 begins the first full day after the date of positive result.**
2. COVID reporting
  - a. Please have students and employees notify DeEtte Edens if they have tested positive to verify dates before returning to class or work.
  - b. The home tests are sufficient but students need to 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](mailto:dedens@southplainscollege.edu).
  - c. A student is clear to return to class without further assessment if they have completed:
    - The 5-day isolation period, symptoms have improved and they are afebrile for 24 hours without the use of fever-reducing medication.
3. Please instruct students and employees to communicate with DeEtte Edens prior to their return date if still symptomatic at the end of the 5-day isolation.
4. Exposed individuals will not be required to quarantine. If exposed, SPC does request individuals closely monitor themselves. If an individual does become symptomatic, please do not attend class or work and be tested.

## 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.

## 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.

**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

**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>August 31</i>	<b><u>Introduction to Principles of Marketing</u></b>  Go over syllabus and tentative schedule Introduce Blackboard
<i>2</i>  <i>Thursday</i> <i>Sept 7<sup>th</sup></i>	<b><u>Unit 1</u></b> Discuss Ch. 1-2
<i>3</i>  <i>Thursday</i> <i>Sept 14<sup>th</sup></i>	<b><u>Unit 2</u></b> Discuss Ch. 3 <i>Review over Ch 1-3</i>
<i>4</i>  <i>Thursday</i> <i>Sept 21<sup>st</sup></i>	<b><u>Unit Exam 1</u></b> <b><u>Covering Chapters 1-3 TEST ONLINE</u></b>

5 <i>Thursday</i> <i>Sept 28<sup>th</sup></i>	<b><u>Unit 2 Continued</u></b> Discuss Ch. 4-5
6 <i>Thursday</i> <i>Oct 5<sup>th</sup></i>	<b><u>Unit 3</u></b> Discuss Ch. 6/7 <i>Review Ch 4-7</i>
7 <i>Thursday</i> <i>Oct 12<sup>th</sup></i>	<b><u>Unit Exam 2</u></b> <b><u>Covering Chapters- 4-7 TEST ONLINE</u></b>
8 <i>Thursday</i> <i>Oct 19<sup>th</sup></i>	<b><u>Unit 3 Continued and Begin Unit 4</u></b> Discuss Ch 9-10
9 <i>Thursday</i> <i>Oct 26<sup>th</sup></i>	<b><u>Unit 4 Continued</u></b> Discuss Ch 11-12 <i>Review Ch 9-12</i>
10  <i>Thursday</i> <i>Nov 2<sup>nd</sup></i>	<b><u>Unit Exam 3</u></b> <b><u>Covering Chapters 9-12 TEST ONLINE</u></b>
11 <i>Thursday</i> <i>Nov 9<sup>th</sup></i>	<b><u>Unit 5</u></b>  Discuss Ch 13-14
12 <i>Thursday</i> <i>Nov 16<sup>th</sup></i>	<b><u>Unit 5 Continued</u></b>  Discuss Ch 15
13 <i>Thursday</i> <i>Nov 23<sup>rd</sup></i>	<b>THANKSGIVING HOLIDAY</b> <b>NO WORK</b>
14 <i>Thursday</i> <i>Nov 30<sup>th</sup></i>	<b><u>Unit 5 Continud</u></b> Discuss Ch 16 <i>Review Ch 13-16</i>
16  <i>Thursday</i> <i>Dec 7<sup>th</sup></i>	<b><u>Unit Exam 4</u></b> <b><u>Covering Chapters 13-16 TEST ONLINE</u></b>
16 <b>FINAL DAYS</b>	FINAL EXAM WILL OPEN ON DEC 12 <sup>TH</sup> 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