



MRKG 1311.WB - Principles of Marketing Fall 2012

Concepts, terminology, principles, theories, and issues in the field of marketing.

[Office Hours](#) [Course Schedule](#)



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[Odessa College](#)

MRKG 1311.WB Principles of Marketing Online Syllabus

It is the student's responsibility to check the online syllabus for updates

Instructor's Comments: This course is an overview of the field of study generally called Marketing. This course will help you make better decisions for your organization regarding how to best position and sell your company and its goods or services and yourself as a consumer. Be sure to read and follow the instructions found below and also for each assignment. To be successful in the course you should:

- allow plenty of time to do the assignments. The assignments are not designed to be done quickly. Set aside several hours each week to specifically work on this course.
- pay close attention to the due date for each lesson. There are penalties for late work.
- arrange to attend the Community Leadership Meetings discussed below early in the semester.
- contact me at sjones@odessa.edu any time during the semester with questions, comments, or other issues regarding this course. I look forward to hearing from you.

Course Description: Introduction to the marketing functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues. (52.1401) (3-0) 3 credit hours. ICO's 1,2,3,4,5,6. Prerequisite: None

Required Text: Marketing- with Connect Plus Access Card, 3rd Edition, Grewal, McGraw Hill. ISBN: 9780077499846 . This book may be purchased from the [Odessa College Bookstore](#) or from an online book seller. Instructor will provide instructions for registering on the Connect Marketing Site.

Class Website: <http://www.odessa.edu/dept/management/sjones/marketing.htm>

Connect Website: http://connect.mcgraw-hill.com/class/s_jones_fall_2012_1 . **Online registration instructions:** Go to the website and click the "register now" button. This is unique address for MRKG 1311.WB.

Instructor's Office Hours: <http://www.odessa.edu/dept/management/sjones/officehours.htm>

Course Goals and Outcomes: Upon successful completion of this course, student will be prepared to

- To identify the marketing mix components in relation to market segmentation
- To explain the economic, psychological, sociological and global factors which influence consumer and organizational decision-making processes
- To interpret market research data to forecast industry trends and meet customer demands
- To outline a marketing plan

Course Expectations: This is a college level course and you will, therefore, be expected to uphold established college standards as outlined in the most recent [Odessa College Catalog](#). Your final grade will be based upon a combination of the following factors:

1. Preparedness
2. Ability to relate and apply the concepts discussed in the course
3. Scores on assignments
4. Attendance of a minimum of 4 community leadership meetings
5. Score on final exam

The instructor's office hours and phone number are listed above. Please do not hesitate to utilize this time to discuss any course-related topic.

Business Leadership students are encouraged to make an appointment with Connie Nichols or Sue Jones to discuss both academic and career goals toward the end of each long semester.

Departmental and Instructor Course Requirements, Evaluation Methods, and Grading Policy:

There are projects and/or assignments associated with this course as well as a Final Exam. The assignments must be completed and turned in by the due date. Students are required to attend a minimum of 4 [community leadership meetings](#) during each semester. Check the meeting located on the instructor's website for a list of organizations, meeting dates and times, and instructions.

All lessons (assignments) have due dates. Student should contact instructor regarding late assignments and arrangements made to submit late work. Points will be deducted for each day the assignment is late. Each Lesson will have multiple assignments associated with a particular chapter in the book and your grade will be a compilation of the following categories:

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|-----------------------------|-----|
| • Quizzes | 20% |
| • Essay Questions | 15% |
| • Interactive Presentations | 5% |
| • Toolkits | 15% |

- Case Analysis/Video Cases 15%
- Interactive Activities 15%
- Community Leadership Meetings 10%
- Final Exam 5%

Lessons will be available beginning the first day of class. Lessons are completed online - all are interactive on the Connect Plus website. You may work on the assignments and save your progress; however, the lesson may only be submitted for grading once. If you experience technical difficulties, please contact me. Also, the McGraw-Hill Connect website has user support including a computer diagnostic tool to make sure your computer is updated.

The projected cutoff point for A's, B's, C's, and D's are based on a 90%, 80%, 70%, and 60%, respectively. At the end of the semester these projected cutoff points will be adjusted (i.e. raised or lowered) in order to reflect the overall performance of the class. Thus the actual grade will not be known with certainty until after the semester is over.

Student will receive an updated grade sheet along with any graded assignments and any comments or suggestions regarding the work submitted. If work is submitted before the due date, it will be evaluated after the due date.

Success Coaches: The Odessa College Student Success Coaches will help you stay focused and on track to complete your educational goals. If an instructor sees that you might need additional help or success coaching, he or she may submit a Retention Alert or a Starfish Alert. A Student Success Coach will contact you to work toward a solution.

If you consider withdrawing or dropping this class, please contact the instructor who will provide information regarding withdrawals, dropping a class or receiving an incomplete.

Business Leadership should be aware that a grade of a "C" or better is necessary to meet the degree or certificate requirements.

Student E-mail: If you have not already accessed your Odessa College Student E-mail, please follow the link to set up your account: <http://www.odessa.edu/gmail/>

Objective of the Business Leadership Department: The primary object of the business leadership program is to prepare each student for employment by providing skills training in critical thinking, problem solving, decision making, communication, self-management, and leadership. The business leadership program is not intended to serve as preparatory work toward a baccalaureate degree. Students planning to pursue a four-year degree should consult the upper level institution of their choice regarding transferability of courses.

Department Web site: [Business Leadership Department](#)

Business Leadership Department Philosophy: Marketing is the core of all business practices - from the mom and pop neighborhood store to Fortune 500 companies. To help students understand

this broad based concept, the following acronym has been created by Sue Jones and Connie Nichols, instructors in the Business Leadership Department of Odessa College:

- **M** - managing
 - **A** - all
 - **R** - resources,
 - **K** - knowledge and
 - **E** - efforts
 - **T** - toward
 - **I** - intentionally
 - **N**- navigating
 - **G** - gains
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Information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or students' and instructors' right to academic freedom can be found in the [Odessa College Student Handbook](#).

Student Evaluation of Instruction: The SEI process for face-to-face and online courses is scheduled for the week of November 26th.

Expectations for Engagement - Online Learning

To help make the web-based learning experience fulfilling and rewarding, the following Expectations for Engagement provide the parameters for reasonable engagement between students and instructors for the online learning environment. Students and instructors are welcome to exceed these requirements.

Reasonable Expectations of Engagement for Instructors

1. As an instructor, I understand the importance of clear, timely communication with my students. In order to maintain sufficient communication, I will
 - provided my contact information at the beginning of the syllabus;
 - respond to all messages within 24 hours if received Monday through Thursday and within 48 hours if received Friday through Sunday; and,
 - notify students of any extended times that I will be unavailable and provide them with alternative contact information (for me or for my supervisor) in case of emergencies during the time I'm unavailable.
2. As an instructor, I understand that my students will work to the best of their abilities to fulfill the course requirements. In order to help them in this area, I will
 - provide clear information about grading policies and assignment requirements in the course syllabus, and
 - communicate any changes to assignments and/or to the course calendar to students as quickly as possible.

3. As an instructor, I understand that I need to provide regular, timely feedback to students about their performance in the course. To keep students informed about their progress, I will
 - post grades for discussion postings within one week of the discussion thread closing.
 - provide grades for major assignments within 2 weeks of the due date or at least 3 days before the next major assignment is due, whichever comes first.

Reasonable Expectations of Engagement for Students

1. As a student, I understand that I am responsible for keeping up with the course. To help with this, I will
 - line up alternative computer and internet access in case my primary computer crashes or my internet services is unavailable;
 - recognize that the college provides free wi-fi and computer labs during regular campus hours to help me with accessing my course; and,
 - understand that my instructor does not have to accept my technical issues as a legitimate reason for late or missing work if my equipment or service is unreliable.
2. As a student, I understand that it is my responsibility to communicate quickly with the instructor any issue or emergency that will impact my involvement with or performance in the class. This includes, but is not limited to
 - getting "kicked off" of the system during tests or quizzes;
 - having trouble submitting assignments; and
 - dealing with a traumatic personal event.
3. As a student, I understand that it is my responsibility to understand course material and requirements and to keep up with the course calendar. While my instructor is available for help and clarification, I will
 - seek out help from my instructor and/or from tutors;
 - ask questions if I don't understand; and,
 - access my course several times during the week to keep up with assignments and announcements.

Special Needs: Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973, and the American with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this class, please contact me to discuss your concerns. You may also call the Office of Disability Services at 335-6861 to request assistance and accommodations. Students with disabilities are expected to carry out their obligations in completing coursework required of all students.

Accrediting: Odessa College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees and certificates. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Odessa College.

General inquiries about Odessa College, such as admission requirements, financial aid, educational programs, etc., should be addressed directly to the College and not to the Commission's office.

MRKG 1311.WB- Principles of Marketing Fall 2012 Schedule

Due Date	Lesson/Chapters	Assignments
9-4-2012	Lesson 1 - Chapters 1 & 2 Overview of Marketing Developing Marketing Strategies and a Marketing Plan	Chapter 1 Interactive Power Point - Learning Objectives Chapter 1 Video Case Chapter 2: Interactive Power Point - Learning Objectives Chapter 2: Interactive Activities Chapter 2: Toolkit Chapter 2: Video Case Chapter 2: Quiz Chapter 2: Essay Questions
9-10-2012	Lesson 2 - Chapters 3 & 4 Marketing Ethics Analyzing the Marketing Environment	Chapter 3: Learning Objectives Chapter 3: Interactive Activities Chapter 4: Learning Objectives Chapter 4: Interactive Activities Chapter 4: Video Case Chapters 3 & 4 : Essay Questions Chapters 3 & 4: Quiz
9-17-2012	Lesson 3 - Chapter 5 Consumer Behavior	Chapter 5: Learning Objectives Chapter 5: Toolkit Activity Chapter 5: Case Chapter 5: Essay Questions Chapter 5: Quiz
9-24-2012	Lesson 4 - Chapters 6 & 7 Business-to-Business Marketing Global Marketing	Chapter 6: Learning Objectives Chapter 6: Interactive Activity Chapter 7: Learning Objectives Chapter 7: Video Simulation Chapter 7: Interactive Activity Chapters 6 & 8: Quiz
10-1-2012	Lesson 5 - Chapter 8 Segmentation, Targeting, and Positioning	Chapter 8: Learning Objectives Chapter 8: Interactive Activities Chapter 8: Toolkit Chapter 8: VALS Chapter 8: Quiz
10-8-2012	Lesson 6 - Chapter 9 Market Research	Chapter 9: Learning Objectives Chapter 9: Customer Lifetime Value Exercise Chapter 9: Case & Video Chapter 9: Quiz

Due Date	Lesson/Chapters	Assignments
		Chapter 9: Essay
10-15-2012	Lesson 7 - Chapter 10 Product, Branding, and Package Decisions	Chapter 10: Learning Objectives Chapter 10: Interactive Activity Chapter 10: Video Simulation Chapter 10: Quiz Chapter 10: Essay
10-22-2012	Lesson 8 - Chapters 11 & 12 Developing New Products Services: The Intangible Product	Chapter 11: Learning Objectives Chapter 11: Drag & Drop Chapter 11: Video Case Chapter 12: Learning Objectives Chapter 12: Interactive Activity Chapter 12: Toolkit Chapter 12: Quiz
10-29-2012	Lesson 9 - Chapters 13 & 14 Pricing Concepts for Establishing Value Strategic Pricing Methods	Chapter 13: Learning Objectives Chapter 13: Video Case Chapter 14: Learning Objectives Chapter 14: Interactive Activity Chapters 13 & 14: Quiz
11-5-2012	Lesson 10 - Chapters 15 & 16 Supply Chain and Channel Management Retailing and Multichannel Marketing	Chapter 15: Learning Objectives Chapter 15: Case Chapter 16: Learning Objectives Chapter 16: Video Case Chapters 16 & 17: Quiz
11-12-2012	Lesson 11 - Chapters 17 & 18 Integrated Marketing Communications Advertising, Public Relations, and Sales Promotion	Chapter 17: Learning Objectives Chapter 17: Interactive Activity Chapter 17: Case Chapter 18: Learning Objectives Chapter 18: Video Case Chapter 18: Quiz
11-19-2012	No lesson due - use this time wisely!	
11-26-2012	Lesson 12 - Chapter 19 Personal Selling and Sales Management	Chapter 19: Learning Objectives Chapter 19: Video Case Chapter 19: Quiz
12-2-2012	Final Exam	Final Exam Essay

Holidays: September 3, 2012 - Labor Day (College Closed)
November 20 (5:30 pm) - 24, 2012 - Thanksgiving Holidays (College Closed)
November 14, 2012 - Last Day to Drop

December 5, 2012 - Last Class Day
December 14, 2012 - Graduation