



Department: Business Leadership
Course Title: MRKG 1311 Principles of Marketing
Section Name: WB
Semester: Fall 2013

Instructor: Sue Jones
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Office Hours: M 8:30-10:00 am; 5:00-5:30 (City)
T 10:00-12:00 am; 6:00-7:00 pm
W 8:30-10 am; 11:30 am – 1:00 pm
TH 10:00-12:00 am
F by appointment

Course Description:

MRKG 1311 Principles of Marketing (52.1401) (3-0) 3 hours. Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues. **End-of-course outcomes:** identify the marketing mix components; explain the environmental factors which influence consumer and organizational decision-making processes; and outline a marketing plan. Lab fee required. (ICOs 1, 2, 3, 4, 5, 6) Prerequisite: None. (Source: *Odessa College Catalog of Courses 2013-2014 pages 88-93*)

Required Text: Marketing with Connect Plus, 4th edition; Grewal & Levy; McGraw-Hill. ISBN: 9780077801953.

Description of Institutional Core Objectives (ICO's)

Given the rapid evolution of necessary knowledge and skills and the need to take into account global, national, state, and local cultures, the core curriculum must ensure that students will develop the essential knowledge and skills they need to be successful in college, in a career, in their communities, and in life. Therefore, with the assistance of the Undergraduate Education Advisory Committee, the Coordinating Board has approved guidelines for a core curriculum for all undergraduate students in Texas.

Through the application and assessment of objectives within the institution's core curriculum, students will gain a foundation of knowledge of human cultures and the physical and natural world; develop principles of personal and social responsibility for living in a diverse world; and advance intellectual and practical skills that are essential for all learning. Appropriate Odessa College faculty periodically evaluates all of the courses listed in the descriptions on the following pages of this catalog and keys them to Odessa College's Institutional Core Objectives (ICOs), as defined by the Texas Higher Education Coordinating Board (THECB). (Source: *Odessa College Catalog of Courses 2013-2014, page 69*)

Odessa College’s Institutional Core Objectives (ICOs):

- 1) *Critical Thinking Skills* - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- 2) *Communication Skills* - to include effective development, interpretation and expression of ideas through written, oral and visual communication
- 3) *Empirical and Quantitative Skills* - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
- 4) *Teamwork* - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- 5) *Personal Responsibility* - to include the ability to connect choices, actions and consequences to ethical decision-making
- 6) *Social Responsibility* - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Learning Outcomes for MRKG 1311 (Source: Odessa College Catalog of Courses)

Learning Outcomes	ICO
Identify the marketing mix components	<i>Critical Thinking Skills</i> - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
Explain the environmental factors which influence and consumer and organizational decision-making processes.	<i>Empirical and Quantitative Skills</i> - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions <i>Personal Responsibility</i> - to include the ability to connect choices, actions and consequences to ethical decision-making
Outline a marketing plan	<i>Teamwork</i> - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal <i>Personal Responsibility</i> - to include the ability to connect choices, actions and consequences to ethical decision-making
Demonstrate competencies in verbal and written communication skills through oral and written presentations	<i>Communication Skills</i> - to include effective development, interpretation and expression of ideas through written, oral and visual communication
Attendance of 4 community leadership meetings	<i>Social Responsibility</i> - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Odessa College Policies

Academic Policies

Note that the OC Student Handbook states (page 32) that “[i]n cases of academic dishonesty, the instructor has the authority to impose appropriate scholastic penalties. Complaints or

appeals of disciplinary sanctions may be filed in accordance with the college due process procedure. Copies of the college due process procedure are available in the office of The Director of Student Life (CC104)."

For more information on your rights and responsibilities as a student at Odessa College, please refer to the following: *The 411 of OC: Student Handbook 2012-2013; Student Rights & Responsibilities* <http://www.odessa.edu/dept/studenthandbook/handbook.pdf>

Scholastic Dishonesty

Scholastic dishonesty shall constitute a violation of these rules and regulations and is punishable as prescribed by board policies. Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism and collusion.

"Cheating on a test" shall include:

- Copying from another student's test paper
- Using test materials not authorized by the person administering the test.
- Collaborating with or seeking aid from another student during a test without permission from the test administrator.
- Knowingly using, buying, selling, stealing or soliciting, in whole or in part, the contents of an unadministered test.
- The unauthorized transporting or removal, in whole or in part, of the contents of the unadministered test.
- Substituting for another student, or permitting another student to substitute for one's self, to take a test.
- Bribing another person to obtain an unadministered test or information about an unadministered test.
- "Plagiarism" shall be defined as the appropriating, buying, receiving as a gift, or obtaining by any means another's work and the unacknowledged submission or incorporation of it in one's own written work.
- "Collusion" shall be defined as the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements.
(Source: *Odessa College Student Handbook 2012-2013, page 29-30*)

Special Populations/Disability Services/Learning Assistance

Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this or any other class at Odessa College, please feel free to contact me to discuss your concerns. You may also call the Office of Disability services at 432-335-6861 to request assistance and accommodations.

Odessa College affirms that it will provide access to programs, services and activities to qualified individuals with known disabilities as required by **Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990 (ADA)**, unless doing so poses an undue hardship or fundamentally alters the nature of the program or activity. Disabilities may include hearing, mobility or visual impairments as well as hidden disabilities such as chronic medical conditions (arthritis, cancer, diabetes, heart disease, kidney disorders, lupus, seizure disorders, etc.), learning disabilities or psychiatric or emotional disabilities. A student who comes to Odessa College with diagnosed disabilities which may interfere with learning may receive accommodations when the student requests them and submits proper documentation of the diagnosis. A Request for Accommodations form and guidelines for beginning the request process are available in the OC Help Center or on the Odessa College web site at www.odessa.edu/dept/counseling/disabilities.htm. The college strives to provide a

complete and appropriate range of services for students with disabilities such as assistance with testing, registration, information on adaptive and assistive equipment, tutoring, assistance with access and accommodations for the classroom where appropriate. For information regarding services, students with disabilities should contact the Office of Disability Services in the OC Help Center located in Room 204 of the Student Union Building or call 432-335-6433. (Source: *Odessa College Catalog of Courses 2013-2014, page 48*)

Dropping a Course or Withdrawing from College

Students wishing to drop a non-developmental course may do so online using WebAdvisor, at the Wrangler Express, or Registrar's Office. A student wishing to drop a developmental course or withdraw from college should obtain a drop or withdrawal form from the Wrangler Express or the Registrar's Office. Students are encouraged to consult with instructors prior to dropping a class. Students may not completely withdraw from the college by use of the Web. Students must drop a class or withdraw from college before the official withdrawal date stated in the class schedule. Students who are part of the Armed Forces Reserves may withdraw with a full refund if the withdrawal is due to their being ordered into active duty. A copy of the student's orders must be presented to the Registrar's Office at the time of the withdrawal. For details, please contact the Office of the Registrar. **No longer attending class does not automatically constitute withdrawal from that class, nor does a student's notification to an instructor that the student wishes to be dropped. Failure of a student to complete the drop/withdrawal process will result in a grade of "F."** (Source: *Odessa College Catalog of Courses 2013-2014, page 34*)

Learning Resource Center (LRC; Library)

The Library, known as the Learning Resources Center, provides research assistance via the LRC's catalog (print books, videos, e-books) and databases (journal and magazine articles). Research guides covering specific subject areas, tutorials, and the "Ask a Librarian" service provide additional help.

Student Success Center (SSC)

Located in the LRC, the Student Success Center (SSC) provides assistance to students in meeting their academic and career goals. We strive to provide new and updated resources and services at no charge to OC students. Academic support services include tutoring, study skills training, workshops, and the mentoring program. Tutoring is available for a variety of subjects including college mathematics, English, government, history, speech, chemistry, biology, and all developmental coursework. Appointments are preferred, but walk-ins will be served as soon as possible. Smarthinking online tutoring is also available. All computers in the center have Internet access, Microsoft Office, and software resources to assist OC students in improving their reading, writing and mathematical skills. The center also offers special assistance to students preparing for the THEA/COMPASS test. Computer lab assistants are available to assist students with student email, Blackboard, OC portal, Course Compass and more. For more information or to make an appointment, please call 432-335-6673 or visit www.odessa.edu/dept/ssc/ (Source: *Odessa College Catalog of Courses 2013-2014, pages 49-50*)

Student Evaluation of Instruction: The SEI process for face-to-face and online courses is scheduled for November 18 – 22, 2013.

Design for Completion: As part of the Design for Completion initiative, your Odessa College Student Success Coach and faculty mentor 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. Your Student Success Coach or faculty mentor will contact you to work toward a solution.

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.

Student E-mail

Please access your Odessa College Student E-mail, by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **Correspondence will be submitted using your Odessa College email as an alternative method to contact you with information regarding this course.**

Technical Support

For Blackboard username and password help and for help accessing your online course availability and student email account contact the Student Success Center at 432-335-6878 or online at https://www.odessa.edu/dept/ssc/helpdesk_form.htm.

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.

Institutional Calendar Fall 2013

http://www.odessa.edu/catalog/schedule/FA13/pg03_academic-calendar.pdf

Registration:

On the Web (5 am to Midnight, 7 days a week).....	Apr 15-Aug 25
In Person (See Business Hours Above).....	Apr 15-Aug 23
FOR TUITION AND FEE SCHEDULES & PAYMENT INFORMATION, PLEASE CHECK ONLINE AT www.odessa.edu	
Classes Begin.....	Aug 26 (Mon)
Late Registration & Schedule Changes (Add/Drop):	
On the Web (5 am to Midnight, 7 days a week).....	Aug 26-27 (Mon-Tues)
In Person (See Business Hours Above).....	Aug 26-27 (Mon-Tues)
Holiday (Labor Day – Offices closed except for Wrangler Express – No classes).....	Sep 2 (Mon)
Census Day.....	Sep 11 (Wed)
Last Day to Drop or Withdraw with a “W” (1st eight week	Oct 4 (Fri)
First Eight Weeks End.....	Oct 18 (Fri)
Second Eight Weeks	Oct 21 (Mon)
Deadline for Fall Degree Application.....	Nov 1 (Fri)
Last Day to Drop or Withdraw with a “W” (full semester length courses).....	Nov 12 (Tues)
Last Day to Drop or Withdraw with a “W” (2nd eight week courses).....	Nov 26 (Tues)
Student Evaluation of Instruction Survey Available Online.....	Nov 18-22 (Mon-Fri)

Thanksgiving Holiday (begins 9 pm Tues, Nov 26).....	Nov 27-30 (Thurs-Sat)
Last Class Day.....	Dec 7 (Sat)
Final Exams.....	Dec 9-12 (Mon-Thurs)
End of Semester.....	Dec 12 (Thurs)
Fall Graduation.....	Dec 14 (Sat)
College Offices Closed.....	Dec 21-Jan 5 (Sat-Sun)

Course Policies

Disclaimer

This syllabus is tentative and subject to change in any part at the discretion of the instructor. Any changes will be in accordance with Odessa College policies. Students will be notified of changes, if any, in timely manner.

Original Effort

The work submitted for this course must be original work prepared by the student enrolled in this course. Efforts will be recognized and graded in terms of individual participation and in terms of ability to collaborate with other students in this course.

Digital Protocol

Computers/printers are available to OC students in the LRC (301-303); therefore, not having access to a computer due to technical issues (crash; corrupted files) will not be considered as an acceptable reason for not completing assignments. If there is a loss of server connection with Odessa College due to maintenance, then an email will be sent to student with pertinent information and status reports.

AVID

This course, MRKG 1311 Principles of Marketing, has been identified as a course by Career, Technical, and Workforce Education as one in which teaching and learning strategies adopted by AVID will be implemented. As a student in the Business Professions program, you will be expected to develop an understanding of the strategies, to model the strategies, to maintain fidelity of implementation, and to examine how these strategies may impact your effectiveness as a professional in your chosen area of occupation, either through coursework or practicum experience as outlined by the course instructor.

Grading Policy

Please understand that this is a required course for the Business Leadership program in order to better prepare you for future and successful employment or business ownership. Quality work and active participation is expected and not to be negotiated.

Grade Inquiry Policy

It is the responsibility of the individual taking this course to maintain accurate track of assignment submissions and grades. There will be opportunities during the semester to meet with the instructor to discuss your academic progress. Contact the instructor to schedule an appointment. All grades are final.

Communication Plan

The best way to communicate with the course instructor is via email. Check the course Website regularly for announcements, including any changes in the course schedule. Appointments with the instructor may also be scheduled.

General Course Requirements

Submit assignments on time. Late work will be penalized. Medical and/or family circumstances that warrant an extension on assignments need to be presented to the instructor. Extensions will be allowed at the instructor's discretion.

Grading Scale:

- "A" = 90-100
- "B" = 80-89
- "C" = 70-79
- "D" = 60-69
- "F" = 0-59

Incomplete Policy

An 'Incomplete' grade may be given only if:

1. The student has passed all completed work
2. If he/she has completed a minimum of 75% of the required coursework. A grade of an "I" will only be assigned when the conditions for completions have been discussed and agreed upon by the instructor and the student.

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. Each assignment 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 calendar page located on the instructor's website for a list of organizations, meeting dates and times, and instructions.

• Quizzes	20%
• Essay Questions	25%
• Interactive Presentations	05%
• Case Analysis/Video Cases	20%
• Interactive Activities	15%
• Community Leadership Meetings	10%
• Final Exam	05%

This information applies to each of the 13 lessons for this course.

Instructor's Comments: This course is an overview of the field of study generally called Management. This course will help you make better decisions for your organization, which adds value to you as an employee. 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.

Each lesson consists of multiple assignments. You will receive a grade for each assignment. See the syllabus for specific details regarding grading for this course.

When answering essay and discussion questions, please use complete sentences and include an example from your own experience or that of a friend whenever possible. Points will be deducted for not providing examples.

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.

Connect Website: http://connect.mcgraw-hill.com/class/s_jones_fall_2013_1. Online registration instructions: Go to the website and click the "register now" button. This is unique address for MRKG 1311.WB.

Assignment Schedule

Tentative and Subject to Change

MRKG 1311.WB Principles of Marketing Fall 2013 Course Schedule – Lesson Due Dates

Holidays: September 2, 2013 – Labor Day (College Closed)

November 27-30, 2013 – Thanksgiving (College Closed)

Last Day to Drop: November 12, 2013

Last Class Day: December 6, 2013

Graduation December 14, 2013

Due Date	Lesson/Chapters	Assignments
9-3-2013	Lesson 1 - Chapters 1 & 2 Overview of Marketing Developing Marketing Strategies and a Marketing Plan	Chapter 1 Interactive Power Point - Learning Objectives Chapter 1 Case: The Yogurt Wars Chapter 2: Interactive Power Point - Learning Objectives Chapter 2: Toolkit: SWOT Chapter 2: Quiz Chapter 2: Essay Questions
9-9-2013	Lesson 2 - Chapters 3 & 4	Chapter 3: Learning Objectives Chapter 3: Video Case

Due Date	Lesson/Chapters	Assignments
	Social and Mobile Marketing Marketing Ethics	Chapter 4: Learning Objectives Chapter 4: Interactive Activities Chapters 3 & 4 : Essay Questions Chapters 3 & 4: Quiz
9-16-2013	Lesson 3 - Chapter 5 Analyzing the Marketing Environment	Chapter 5: Learning Objectives Chapter 5: Video Case Chapter 5: Case Chapter 5: Essay Questions Chapter 5: Quiz
9-23-2013	Lesson 4 - Chapters 6, 7 & 8 Consumer Behavior Business-to-Business Marketing Global Marketing	Chapter 6: Learning Objectives Chapter 7: Learning Objectives Chapter 8: Learning Objectives Chapter 6: Video Case Chapter 7: Interactive Activity Chapter 8: Case Analysis Chapters 6,7&8 Essay Questions Chapters 6,7&8 Quiz
9-30-2013	Lesson 5 - Chapter 9 & 10 Segmentation, Targeting, and Positioning Marketing Research	Chapter 9 Learning Objectives Chapter 10 Learning Objectives Chapter 9 Video Case Chapter 10 Case Analysis Chapters 9&10 Essay Questions Chapters 9&10 Quiz
10-7-2013	Lesson 6 - Chapters 11 & 12 Product, Branding and Packaging Decisions Developing New Products	Chapter 11 Learning Objectives Chapter 11 Drop and Drag Chapter 12 Learning Objectives Chapter 12 Video Case Chapter 12 Drag and Drop Chapter 11 Essay Questions Chapter 12 Quiz
10-14-2013	Lesson 7 - Chapter 13 Services: The Intangible Product	Chapter 13 Learning Objectives Chapter 13 Case Chapter 13 Drag and Drop Chapter 13 Video Case Chapter 13 Essay Questions Chapter. 13 Quiz
10-21-2013	Lesson 8 - Chapter 14 Pricing Concepts for Establishing Value	Chapter 14 Learning Objectives Chapter 14 Video Case Chapter 14 Drag and Drop Chapter 14 Essay Questions

Due Date	Lesson/Chapters	Assignments
		Chapter 14 Quiz
10-28-2013	Lesson 9 - Chapter 15 Strategic Pricing Methods	Chapter 15 Learning Objectives Chapter 15 Case Chapter 15 Quiz Chapter 15 Essay Questions
11-4-2013	Lesson 10 - Chapters 16 & 17 Supply Chain and Channel Management Retailing and Multichannel Marketing	Chapter 16 Learning Objectives Chapter 16 Video Chapter 17 Learning Objectives Chapter 17 Drag and Drop Chapter 17 Video Case Chapter 17 Case Chapter 16 & 17 Quiz
11-11-2013	Lesson 11 - Chapter 18 Integrated Marketing Communications	Chapter 18 Learning Objectives Chapter 18 Case Chapter 18 Video Case Chapter 18 Quiz Chapter 18 Essay Questions
11-18-2013	Lesson 12 - Chapter 19 Advertising, Public Relations and Sales Promotion	Chapter 19 Learning Objectives Chapter 19 Interactive Activities Chapter 19 Case Chapter 19 Quiz Chapter 19 Essay Questions
11-25-2013	Lesson 13 - Chapter 20 Personal Selling and Sales Management	Chapter 20 Learning Objectives Chapter 20 Video Case Chapter 20 Quiz Chapter 20 Essay
12-2-2012	Final Exam	Final Exam Essay

ADDENDUM

STUDENT SUCCESS DISCOUNT

10% Discount:

Upon completion of 30 credit hours of college-level courses with a 2.0 GPA, students are eligible for a 10% tuition discount on future registrations until reaching 45 credit hours.

20% Discount:

Upon completion of 45 credit hours of college-level courses with a 2.0 GPA, students are eligible for a 20% tuition discount on future registrations until reaching 60 credit hours.