



MRKG 1311.W1C

Principles of Marketing

Sue Jones
Business Leadership Department



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Office: Sedate Hall Room 209

Office Hours

Campus Office Hours:

Monday: 2:00 - 4:00 pm
Tuesday: 10:00 - 12:00 am; 6:00 - 7:00 pm;
Wednesday: 11:30 am - 1:30 pm
Thursday: 10:00 - 12:00
Friday: 8:30 - 9:30 am

Online Office Hours:

I check my email numerous times during the work week

Preferred Method of Communication:

You may contact me by email or phone. Please use your OC email account.

Expectations for Engagement for Instructor:

As an instructor, I understand the importance of clear, timely communication with my students. In order to maintain sufficient communication, I will

- provide 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 during the time I am unavailable.

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.

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.

Textbook(s):

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

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.

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.

Information About the Course

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. CO's 1,2,3,4,5,6. Prerequisite: None

Course Student Learning 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 Prerequisites: None

Grading

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:

- | | |
|---------------------------------|-----|
| ○ Quizzes | 20% |
| ○ Essay Questions | 25% |
| ○ Interactive Presentations | 5% |
| ○ Case Analysis/Video Cases | 20% |
| ○ 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**

Student Course Participation

As a student, I understand that I am responsible for keeping up with the course. To help with this, I will

- identify alternative computer and internet access in case my primary computer crashes or my internet service 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.

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.

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.

As a student, I understand that I will have the opportunity to provide feedback on my experience in this course through an end-of-course Student Evaluation of Instruction (SEI).

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 a timely manner.

Original Effort

The work submitted for this course must be original work prepared by the student enrolled in this course.

Digital Protocol

Cell phones must be placed on either *vibrate* or *silent* mode and are to be accessed in emergency cases only. The use of laptops or any other digital device is permitted in order to facilitate learning.

Take necessary steps to ensure that your assignments are submitted on time. Back-up and/or additional copies of all assignments submitted is encouraged. **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 students with pertinent information and status reports. Assignments submitted electronically need to follow the file-type requirements provided by the instructor.

Grade Inquiry

It is the responsibility of the student to keep track of assignment submissions and grades. At any point, you are welcome to meet with the instructor to discuss your academic progress. Contact the instructor to schedule an appointment.

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.
3. An Incomplete form is submitted

Course Schedule

(Tentative and Subject to Change)

MRKG 1311.WB- Principles of Marketing Spring 2014 Schedule

Holidays: January 20, 2014 - Martin Luther King Day (College Closed)

March 10-15, 2014 –Spring Break (College Closed)

April 18, 2014 - Good Friday (College Closed)

Last Day to Drop: April 16, 2014

Last Class Day: May 10, 2014

Graduation May 17, 2014

Due Date	Lesson/Chapters	Assignments
1-27-14	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
2-3-14	Lesson 2 - Chapters 3 & 4 Social and Mobile Marketing Marketing Ethics	Chapter 3: Learning Objectives Chapter 3: Video Case Chapter 4: Learning Objectives Chapter 4: Interactive Activities Chapters 3 & 4 : Essay Questions Chapters 3 & 4: Quiz
2-10-14	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
2-17-14	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
2-24-14	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
3-3-14	Lesson 6 - Chapters 11 & 12	Chapter 11 Learning Objectives Chapter 11 Drop and Drag Chapter 12 Learning Objectives

	Product, Branding and Packaging Decisions Developing New Products	Chapter 12 Video Case Chapter 12 Drag and Drop Chapter 11 Essay Questions Chapter 12 Quiz
3-17-14	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
3-24-14	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 Chapter 14 Quiz
3-31-14	Lesson 9 - Chapter 15 Strategic Pricing Methods	Chapter 15 Learning Objectives Chapter 15 Case Chapter 15 Quiz Chapter 15 Essay Questions
4-7-14	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
4-14-14	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
4-21-14	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

4-28-14	Lesson 13 - Chapter 20 Personal Selling and Sales Management	Chapter 20 Learning Objectives Chapter 20 Video Case Chapter 20 Quiz Chapter 20 Essay Question
5-5-14	Final Exam	Final Exam Essay

Student Learning Outcomes (SLOs)

Learning Outcomes	OC Core Objective
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

Tuition Discounts

The ***“First Course is Free”*** discount waives standard tuition and fees for the first 3 credit hours taken at Odessa College. The discount applies to high school graduates taking their first class at Odessa College as well as transfer students taking their first class at Odessa College.

The ***“Academic Progress Discount”*** provides a 10% tuition discount upon completion of 30 credit hours until reaching 45 credit hours. It provides a 20% discount upon completion of 45 credit hours until reaching 60 credit hours. Student must maintain a 2.0 GPA to remain eligible for the discount.

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 <http://www.odessa.edu/dept/counseling/disabilities/index.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 2012-2013, page 52*)

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 2012-2013, page 36*)

Student Support Services and Technical Support

Blackboard Support

I can't log into my Blackboard Course, who do I contact?

Contact the Student Success Center: 432-335-6673 or online at https://www.odessa.edu/dept/ssc/helpdesk_form.htm. The SSC can provide you with your Blackboard login name. If you are not sure what your password is, they can reset your password.

I'm having a problem in my Blackboard Course, who do I contact?

For any problem that you have in your online course, always contact your Instructor first. Refer to the Instructor's Contact Information area of the Syllabus for their preferred method of contact and the expected response time.

Additional Blackboard Help Resources:

Service	Assistance Provided	Available
Blackboard Help for Students	Website with a searchable list of topics on how to navigate and use Blackboard for online courses.	Online Click here.
Blackboard On Demand Learning Center for Students	This website provides an extensive list of short tutorial videos for student activities performed in Blackboard.	Online Click here.
Blackboard Collaborate: First Time Users	If you have never used Blackboard Collaborate before, this	Online Click here.

	<p>website provides a system requirements check, configuration instructions, and training and resources area.</p>	
<p>Blackboard Collaborate: Essentials for Participants</p>	<p>This website provides essential information for Participants of Collaborate sessions. Any Collaborate user, whether first-time or experienced, would benefit from reviewing the information here.</p>	<p>Online Click here.</p>

Student E-mail Support

How do I set up, access, or update my Odessa College Student E-mail account?

Go to this website and follow the directions on the page: <http://www.odessa.edu/gmail/>.

I can't access my student email! I forgot my password!

Contact the Student Success Center: 432-335-6673 or online at https://www.odessa.edu/dept/ssc/helpdesk_form.htm. They can provide you with assistance in

accessing your student email (created by OC) and can also assist with resetting your student email password. Make sure to have your student ID number available!

Your Blackboard login name is associated with your OC created student email account. All Correspondence for this course will be submitted using your Odessa College student email address.

Support for Students with Disabilities

How do I contact the Office of Special Populations?

Main Number	432-335-6861
Campus Location	SUB 204N in the Student Union Building
Email	Becky Rivera-Weiss - brivera@odessa.edu
Website	To find out more about services provided by the Special Populations office, please visit: http://www.odessa.edu/dept/counseling/disabilities/index.htm

Learning Resources Center (LRC; Library)

How do I contact the Learning Resource Center?

Main Number	432-335-6640
FAQ Service	LibAnswers: http://libanswers.odessa.edu
Contact a Specific OC Librarian	Pat Quintero at 432/335-6350 or pquintero@odessa.edu Donna Clark at 432/335-6645 or dclark@odessa.edu Carolyn Petersen at 432/335-6641 or cpetersen@odessa.edu
LRC Services and Guidelines Website	https://www.odessa.edu/dept/library/services/index.htm

Equipment and Services Provided:

The Murry H. Fly Learning Resources Center (LRC) supports the college's curriculum resulting in a

primary emphasis on each student's individual study and research needs. The faculty and staff work with the LRC's Technical Services and Public Services Departments in choosing materials to support all college programs. More than 59,000 books, 50,000 electronic books, 350 current periodicals, 6,700 media holdings, eight newspapers, and 60 databases are available to enhance the educational process.

Equipment/Services Available	Used For	Available
Books, videos, CDs	Research	On Campus and Online
Specialized databases not available online for free	Research	On Campus and Online
Magazines, newspapers, & scholarly journals	Research	On Campus and Online
Computers	Research & word processing	On Campus
Selected textbooks for short-term use	Course work	On Campus
Trained staff	Answer "where do I find?"	On Campus and Online
Tutorials	Tips for research strategies	On Campus and Online
Photocopiers, VHS/DVD players, FAX service	For course work	On Campus
Quiet study areas	For course work	On Campus

Student Success Center (SSC) / AVID Center

How do I contact the Student Success Center?

Appointments are preferred, but walk-ins will be served as soon as possible.

Main Number	432-335-6673
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Campus Location	1st floor of the Library
Website with Additional Help and Information	http://www.odessa.edu/dept/ssc/
Live Online Assistance / Chat	Click Here <i>(If no one is currently available, please put your email and question(s) in the appropriate areas of the form and hit 'send.' Your question(s) will be addressed as soon as an SSC staff member becomes available.)</i>

Equipment and Services Provided:

The purpose of the Odessa College Student Success Center is to provide assistance to students in meeting their academic and career goals. The SSC strives to continually provide new and updated resources that will empower all Odessa College students to succeed at OC and beyond.

Equipment/Services Available	Used For	Available
Tutoring by CRLA & Avid trained tutors	Understanding course work and motivation	On Campus and Online Click here for more information.
Student Information Seminars (SIS)	Demo email, Blackboard and SSC resources	On Campus and Online Click here for more information.
Study Skills	Tools needed to succeed	On Campus and Online Click here for more information.
Basic Technology	To navigate classes, email, etc.	On Campus and Online
Plato Web	Practice for TEAS test and basic math, science, etc.	On Campus and Online

		Click here for more information.
Project T.I.E.	Practice for GED/COMPASS	On Campus and Online Click here for more information.
Student Orientation/Tour	Show individual students where their classes will be. SIS presentation	On Campus
M.O.R.E. Mentoring Program	Networking, tips to navigate college life successfully	On Campus Click here for more information.
Smart thinking	Online tutoring service. Connect with an e-structor and interact with a live tutor.	Online Click here for more information.

Veterans Support

How do I contact the office for Veteran's Outreach?

Main Number	432-335-6833
Campus Location	204M (Help Center) in the Student Union Building
Email	Gloria Rangel - grangel@odessa.edu
Website	To find out more about services provided by the Veteran's Outreach office, please visit: http://www.odessa.edu/dept/counseling/veterans/index.htm