# Principles of Marketing
## Course Syllabus

<table>
<thead>
<tr>
<th><strong>Course Title</strong></th>
<th>Principles of Marketing</th>
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<tbody>
<tr>
<td><strong>Course Number</strong></td>
<td>MAR 2011 (10087)</td>
</tr>
<tr>
<td><strong>Prerequisites</strong></td>
<td>None</td>
</tr>
<tr>
<td><strong>Credit Hours</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>Contact Hours</strong></td>
<td>45</td>
</tr>
<tr>
<td><strong>Class Meeting Times</strong></td>
<td>Online course: no meeting times</td>
</tr>
<tr>
<td><strong>Class Method</strong></td>
<td>This course is designed as an online course and therefore there are no on-campus meeting dates required. A student may access the course on the first day of class at: <a href="http://online.fkcc.edu">http://online.fkcc.edu</a>. If the student has difficulty in logging in to the course or the student does not see the course listed, contact the Office of Distance Learning helpline at 305-809-3177 or e-mail to <a href="mailto:D2lhelp@fkcc.edu">D2lhelp@fkcc.edu</a> for assistance.</td>
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**Synchronous Office Hours** - Check the Announcement section of the course for synchronous office hour times.

**Announcements** - Weekly Announcements from the instructor will be posted on the announcements page. To access click on "Announcements" under Course Tools.

<table>
<thead>
<tr>
<th><strong>Instructor</strong></th>
<th>Dr. Michelle Choate</th>
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<tbody>
<tr>
<td><strong>Office</strong></td>
<td>Office # C221</td>
</tr>
<tr>
<td><strong>Phone</strong></td>
<td>305-809-3202</td>
</tr>
<tr>
<td><strong>Mobile Office</strong></td>
<td>828-329-2157</td>
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| **Office Hours** | Mondays 1-3 pm, 6-7 pm, Tuesdays 9-11 am, 6-7 pm, Wednesdays 10-12 am, Thursdays 9-11 am and by appointment |

| **Course Description** | A study of marketing concepts, including market research, consumer psychology, pricing strategies, product development, promotion, and distribution. |
**COURSE OBJECTIVES**

Upon completion of the course, the student will be able to demonstrate knowledge—by successfully answering questions on an objective examination—of the following topics: Basic marketing principles & theory. Including the basic functions of marketing. Fundamental knowledge in the field to provide the student with the framework for further study in business or marketing, or practical applications to allow the student to enter the work place as a marketing person.

**REQUIRED TEXTBOOK**

MKTG 7 and Access Code

**PUBLISHER**

South-Western - Cengage

**AUTHORS**

Lamb/Hair/McDaniel

**ISBN**

9781285091860
## PROPOSED COURSE SCHEDULE

Please note: The course schedule is subject to change to meet the needs of the course and its students. If you miss a class, it is YOUR responsibility to stay current.

<table>
<thead>
<tr>
<th>Meeting Date</th>
<th>Textbook Chapters--Topics</th>
<th>Assignments-- Points</th>
</tr>
</thead>
</table>
| Aug 21-28    | Chapter 1 - An Overview of Marketing  
Chapter 2 – Strategic Planning for Competitive Advantage | Online Quiz 15 pts, Discussion 5 pts. |
| Aug 28-Sep 4 | Chapter 3 – Ethics and Social Responsibility  
Chapter 4 – The Marketing Environment | Assignment 10 pts., Online Quiz 15 pts, Discussion 5 pts. |
| Sep 4-11     | Chapter 5 – Developing a Global Vision  
Chapter 6 – Consumer Decision Marketing | Assignment 10 pts., Online Quiz 15 pts, Discussion 5 pts. |
| Sep 11-18    | Chapter 7 – Business Marketing  
Chapter 8 – Segmenting and Targeting Markets | Assignment 10 pts., Online Quiz 15 pts, Discussion 5 pts. |
| Sep 18-25    | Review and Test #1 (chapters 1 – 8) | Test 100 pts |
| Sep 25-Oct 2 | Chapter 9 – Marketing Research  
Chapter 10 – Product Concepts | Assignment 10 pts., Online Quiz 15 pts, Discussion 5 pts. |
| Oct 2-9      | Chapter 11 – Developing and Managing Products | Assignment 10 pts., Online Quiz 15 pts, Discussion 5 pts. |
| Oct 16-23    | Chapter 13 – Supply Chain Management  
Chapter 14 – Marketing Channels and Retailing | Assignment 10 pts., Online Quiz 15 pts, Discussion 5 pts. |
| Oct 23-30    | Review and Test #2 (Chapters 9-14) | Test 100 pts. |
| Oct 30-Nov 6| Chapter 15 – Marketing Communications  
Chapter 16 – Advertising, Public Relations, and Sales Promotion | Assignment 10 pts., Online Quiz 15 pts, Discussion 5 pts. |
| Nov 6-13     | Chapter 17 – Personal Selling and Sales Management  
Chapter 18 – Social Media and Marketing | Assignment 10 pts., Online Quiz 15 pts, Discussion 5 pts. |
| Nov 13-20    | Chapter 19 – Pricing Concepts  
Chapter 20 – Setting the Right Price | Assignment 10 pts., Online Quiz 15 pts, Discussion 5 pts. |
| Nov 20-27    | Review and Thanksgiving Break  
Happy Thanksgiving! | |
| Dec 1-4      | Review and Test #2 (Chapters 15-20) | Test 100 pts. |
| Dec 4-10     | Marketing Plans DUE Dec 8 | Plan 120 pts. |
STUDENT EVALUATION AND COURSE POLICIES

<table>
<thead>
<tr>
<th>STUDENT GRADE DETERMINATION</th>
<th>FKCC GRADING SCALE</th>
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<tbody>
<tr>
<td><strong>15%</strong> 10 Assignments @ 10 pts. Each = 100 pts.</td>
<td>90% or above A</td>
</tr>
<tr>
<td><strong>10%</strong> 10 Quizzes (11 total, drop lowest) @ 15 pts. Each = 150 pts.</td>
<td>80%-89% B</td>
</tr>
<tr>
<td><strong>10%</strong> 10 Discussions (11 total, drop one) @ 15 pts. Each = 150 pts.</td>
<td>70%-79% C</td>
</tr>
<tr>
<td><strong>50%</strong> 3 Tests @ 100 pts. Each = 300 Pts.</td>
<td>60%-69% D</td>
</tr>
<tr>
<td><strong>15%</strong> 1 Marketing Plan Project @ 120 pts. = 120 Pts.</td>
<td>Below 60% F</td>
</tr>
<tr>
<td><strong>100 %</strong> 770 pts.</td>
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</tbody>
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Exam Policy

- Each exam will be given online.
- Makeup exams may be offered to students with emergencies, but only if they can provide acceptable documentation of the emergency (e.g., hospital admits slip, etc.). The instructor reserves the right to change the format of any makeup exams (e.g., to essay questions).
- The final exam cannot be made up for any reason.

Reading Assignments and Homework

1. This class covers a lot of material and there are some concepts that may be difficult to grasp. Experience has shown that students who are successful in this class generally have study time totals on the higher of the scale.
2. Few students do well in this course if they are spending fewer than 5 or 6 hours studying every week. If you do not have a strong background in this subject, you study time will almost certainly need to be on the higher end of the scale if you want to earn a good grade.

Attendance

- I will monitor student attendance and participation during each class session and online via D2L. Students are required to participate in their online course each week as verified by activity within the D2L Learning Management System.
- There will be at least one assignment in this course that is due every week of the semester, unless the College is officially closed for the entire week. These may include discussion forum posts for class participation, exams and quizzes, homework, projects, or a combination of these. I will take attendance each week based on your submission of the assignments that are due that week, so it is important that you submit every assignment on time. If you submit all of the week’s assignments late, you will be marked as absent from class for that week. If at least one assignment is submitted on time each week, you will be marked as present.
- Simply logging into the online classroom without submitting any of the assignments due is not sufficient to count for attendance purposes.
- Students who do not regularly participate in class by submitting the assignments that are due each week are considered absent from the class.
- An instructor may withdraw a student from courses for excessive absences and/or non-attendance up to the 70% point in the semester.

Communications: The online format of this class puts a premium on communications. The prime responsibility for timely communications rests with you - the student. This course will utilize the following methods:
**DISCUSSION FORUMS:** Most weeks under the discussion tab, there will be a question to which the students are to **post a response during the week.** The student must click on the “respond” button immediately after the question. The student is to make appropriate comments; for maximum credit the student is to respond to at least one other student’s response that week. The student should also check to see who has responded to their comments and respond to this person if it is appropriate to do so. These responses are also to be thought revealing — they are more than “I agree” or “I disagree.” The student is expected to provide quality insight citing and documenting references, in order to demonstrate an understanding of the weekly topic and provide original thought in the posts. Cutting and pasting from the text, websites, or providing a response with limited substance will receive a significantly reduced grade. As with all activities in this class, quality counts and the postings need to add value to the discussion.

In addition, most questions about class policies and subject matter should be posted in the discussion forum to allow the entire class to benefit from the question and the answer. There will often be important information published to the class via the Announcements section, such as changes in due dates, exam information, etc. The student is responsible for all information published here.

Occasionally, time-sensitive announcements will be posted in the Announcements section. The student should log on to D2L 3-4 times each week to check for time-sensitive messages. Before the student posts a question, look through the Discussion Board. That same question may have already been asked and answered.

**EMAIL:** The email utility within D2L should not be used for personal items that are not appropriate to share with the entire class. This e-mail uses the student’s FKCC e-mail account.

**What can the student expect from your instructor?**
The instructor will log into D2L and check for messages at least once per day, including weekends and holidays. If the student has an urgent message for the instructor, do not post the same message both on a Discussion Forum and in an email. Doing both will waste the students time and will not result in the instructor getting the message any faster. If the instructor expects to be out of contact for more than a couple of days, they will inform the class via the Announcement section...

**Important Note:** If the instructor has not responded to a student email or voicemail message by the end of the day after the student left the message, the student should assume that the instructor did not receive it and leave another message.

**Logging Off From D2L**

In order to better serve our faculty and students, all D2L users should click the “Logout” link when completing online course work. By logging off instead of just closing the internet browser window, D2L server space is freed and system performance is optimized. In addition, logging off will more accurately record each student’s time logged into the online course?

**Class Participation**

Class participation is a combination of discussions and online assignments. The online discussion component is defined as posting a minimum number of substantial, separate, and distinct messages to the various Discussion Forums. These discussion board messages must be posted before the deadlines in the Course Calendar to count toward the student’s participation grade.

**For the purposes of this class, a substantial online posting must:**
1. Provide a good explanation of a concept or concepts related to the material discussed in the forum, or give a good example of how a concept can be applied, or provide an insightful response to a previous post.
2. Be factually correct. The post should help your classmates, and yourself, learn the material.

3. **Be at least 150 words in length.** Messages that do not meet this length requirement will earn only a small amount of partial credit.

4. Have acceptable spelling and grammar. Although this is not a writing class, this is College. Students should get into the habit of writing complete sentences that are grammatically correct. Take advantage of the spell check feature in D2L.

5. Do your own work. Do not plagiarize from any source (internet, textbook, etc) as the body of your post. Study the concept, and then express it in the student’s own words. Make certain to cite and document references.

Other key points:
1. **Only messages that meet all of the requirements of a substantial post** listed above will earn full credit for participation.

2. It is acceptable (and encouraged!) for more than one student to respond to the same message. The best way to be sure you understand a topic is to try to explain it to someone else.

3. Please use the discussion forums to ask all of the questions you have about the class material. The instructor wants students to ask a lot of questions, and these questions will contribute to the class participation grade.

4. Off-topic messages will not count toward the participation grade.

5. **If the final average is on the borderline between two letter grades, active participation (posting several messages to each forum, on average) will work to the student’s advantage as the instructor decides which of the two letter grades the student has earned.**

6. Messages must have content that contributes to the discussion. Messages that contain a few words and merely say “I agree with you” or something similar will not earn any credit.

7. These participation points are the easiest part of the grade to earn, and also the easiest to forget to do. Don’t forget!

8. Copying and pasting from any source, even if the student cites the source, is not acceptable. The should study the source document and paraphrase what they learned when typing a message.

**To earn 100% on the discussion portion of the class participation grade, the student must do the following by the dates published in the Course Calendar:**

1. Post an introductory message to the class in the Introductions forum.

2. Post one substantial message in each discussion forum at any time during the week in which that forum is scheduled. (If two forums are scheduled during the same week, then one message must be posted in each forum.)

3. Some extra credit will be given for substantial messages that are posted no later than Wednesday of the week they are due. This is to encourage students to post early in the week, which will help generate a better class discussion within each forum.

4. If no substantial messages are posted on time in a forum, it will not be possible to earn 100% for that forum. A small number of messages that are not substantial but do say more than “I agree” or “Good Post!” and are more than 1 or 2 sentences in length will earn some part credit, but not very much.

**Academic Honesty & Plagiarism**

- Students are expected to respect and uphold the standards of honesty in submitting written work to instructors. Though occurring in many forms, plagiarism in essence involves the presentation of another person’s work as if it were the work of the presenter.

- Any cheating or plagiarism will result in disciplinary action to be determined by the instructor based on the severity and nature of the offense. It is the student’s responsibility to review the College’s policy on Academic Honesty.
**Special Needs**

- If you have any special needs or requirements pertaining to this course, please discuss them with the instructor early in the term.
- If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify the Office for Students with Disabilities at 305-809-3292 via email at: karla.malsheimer@fkcc.edu or the course instructor immediately.
- Reasonable efforts will be made to accommodate your special needs.

**Copyright Notice**

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**Students are expected to familiarize themselves with FKCC Policies, which can be found in the current Student Handbook.**

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**Class Contract**

The Class Contract assignment is my method of ensuring you know what you should expect from me, and what I expect from you. By returning the Class Contract to me, you are acknowledging that you:

a. Understand the policies detailed in this Syllabus.
b. Understand the expectations and due dates listed in the Course Calendar and Assessment Measures.
c. Understand that you will be held accountable to the standards published in this document.
d. The Class Contract must be submitted via the dropbox by the date published in the Course Calendar and Assessment Measures.

By signing my name I acknowledge the above.

Print Name: __________________________ Date: ____________

Signature: __________________________