Principles of Marketing
Course Syllabus

**COURSE TITLE**  
Principles of Marketing

**COURSE NUMBER**  
MAR 2011 (11140)

**PREREQUISITES**  
None

**CREDIT HOURS**  
3

**CONTACT HOURS**  
45

**CLASS MEETING TIMES**  
MW 10-11:15

**CLASS METHOD**  
This course is taught in Technology Enhanced format which means that you will have a combination of in-class lectures as well as online activities. You may access the online classroom on the first day of class at: [http://online.fkcc.edu](http://online.fkcc.edu). If you have difficulty in logging in to the course or you do not see the course listed, contact the Office of Distance Learning helpline at 305-809-3177 for assistance.

**INSTRUCTOR**  
Dr. Michelle Choate  
Office # C221  
Phone: 305-809-2302  
Mobile Office: 828-329-2157

**OFFICE HOURS**  
Mondays 8-9:30 am, Tuesdays 11:30-3:00, Wednesdays 8-9:30 am, Thursdays 11:30-3:00 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 9 and Access Code

**PUBLISHER**  
Cengage

**AUTHORS**  
Lamb/Hair/McDaniel

**ISBN**  
9781285860169
# 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>
<tbody>
<tr>
<td>Aug 26</td>
<td>Chapter 1 - An Overview of Marketing</td>
<td></td>
</tr>
<tr>
<td>Aug 31-Sep 2</td>
<td>Chapter 2 – Strategic Planning for Competitive Advantage&lt;br&gt;Chapter 3 – Ethics and Social Responsibility</td>
<td>Assignment/ Current Event Online Quiz</td>
</tr>
<tr>
<td>Sep 7-9</td>
<td>No Class Labor Day ☺&lt;br&gt;Chapter 4 – The Marketing Environment</td>
<td>Assignment/ Current Event Online Quiz</td>
</tr>
<tr>
<td>Sep 14-16</td>
<td>Chapter 5 – Developing a Global Vision&lt;br&gt;Chapter 6 – Consumer Decision Marketing</td>
<td>Assignment/ Current Event Online Quiz</td>
</tr>
<tr>
<td>Sep 21-23</td>
<td>Chapter 7 – Business Marketing&lt;br&gt;Review and Test #1 (chapters 1 – 7)</td>
<td>Test</td>
</tr>
<tr>
<td>Sep 28-30</td>
<td>Chapter 8 – Segmenting and Targeting Markets&lt;br&gt;Chapter 9 – Marketing Research</td>
<td>Assignment/ Current Event Online Quiz</td>
</tr>
<tr>
<td>Oct 5-7</td>
<td>Chapter 10 – Product Concepts&lt;br&gt;Chapter 11 – Developing and Managing Products</td>
<td>Assignment/ Current Event Online Quiz</td>
</tr>
<tr>
<td>Oct 12-14</td>
<td>Chapter 12 – Services and Nonprofit Org. Marketing</td>
<td>Assignment/ Current Event Online Quiz</td>
</tr>
<tr>
<td>Oct 19-21</td>
<td>Chapter 13 – Supply Chain Management&lt;br&gt;Chapter 14 – Marketing Channels</td>
<td>Assignment/ Current Event Online Quiz</td>
</tr>
<tr>
<td>Oct 26-28</td>
<td>Review and Test #2 (Chapters 8-14)</td>
<td>Test 100 pts.</td>
</tr>
<tr>
<td>Nov 2-4</td>
<td>Chapter 15 – Retailing&lt;br&gt;Chapter 16 - Marketing Communications&lt;br&gt;Chapter 17 – Advertising, Public Relations, and Sales Promotion</td>
<td>Assignment/ Current Event Online Quiz</td>
</tr>
<tr>
<td>Nov 9-11</td>
<td>Chapter 18– Personal Selling and Sales Management&lt;br&gt;Chapter 19 – Social Media and Marketing</td>
<td>Assignment/ Current Event Online Quiz</td>
</tr>
<tr>
<td>Nov 16-18</td>
<td>Chapter 20 – Pricing Concepts&lt;br&gt;Chapter 21 – Setting the Right Price</td>
<td>Assignment/ Current Event Online Quiz</td>
</tr>
<tr>
<td>Nov 23-25</td>
<td>Review and Thanksgiving Break&lt;br&gt;Happy Thanksgiving!</td>
<td></td>
</tr>
<tr>
<td>Nov 30-Dec 2</td>
<td>Review and Test #2 (Chapters 15-21)</td>
<td>Test</td>
</tr>
</tbody>
</table>
### STUDENT EVALUATION AND COURSE POLICIES

#### STUDENT GRADE DETERMINATION

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>10 Assignments (drop lowest)</td>
</tr>
<tr>
<td>10%</td>
<td>10 Quizzes (drop lowest)</td>
</tr>
<tr>
<td>50%</td>
<td>3 Tests</td>
</tr>
<tr>
<td>20%</td>
<td>Marketing Plan Project</td>
</tr>
<tr>
<td>5%</td>
<td>Attendance and Class Participation</td>
</tr>
<tr>
<td>100%</td>
<td>Total</td>
</tr>
</tbody>
</table>

#### FKCC GRADING SCALE

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90% or above</td>
</tr>
<tr>
<td>B</td>
<td>80%-89%</td>
</tr>
<tr>
<td>C</td>
<td>70%-79%</td>
</tr>
<tr>
<td>D</td>
<td>60%-69%</td>
</tr>
<tr>
<td>F</td>
<td>Below 60%</td>
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</tbody>
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### Quality of Work Expectations

**A:** Completion of an assignment or participation in class, in a timely manner, of a quality and level of insight that far exceeds average expectations  
**B:** Completion of an assignment or participation in class, in a timely manner, of a quality and level of insight that exceeds average expectations  
**C:** Completion of an assignment or participation in class, in a timely and acceptable manner  
**D:** Submission of an assignment or participation in class that does not meet all requirements or whose quality does not meet the standards of college level work

### Task Completion Policy

As a rule, Dr. Choate does not accept late work. Exceptions are rare and will be granted at the discretion of the instructor. Tests will not normally be rescheduled. If you are unable to be present for a test, please discuss this with me prior to the test. Exceptions will be granted only in extreme circumstances. There are times when a student is simply unable to complete an assignment on time. As the saying goes, “Life Happens.” In recognition of this, each student will be allowed to drop the lowest assignment grade and the lowest quiz grade. Exams and the Marketing plan project may not be dropped.

### Exam Policy

- Each exam will be completed in class or online.  
- Makeup exams *may be* offered to students with emergencies, but only if they can provide acceptable documentation of the emergency (e.g., hospital admit slip, etc.). The instructor reserves the right to change the format of any makeup exams (e.g., to essay questions).

### Reading Assignments and Homework

- 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.  
- 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

- Students earn points for each class they attend and in which they participate. Students are expected to be present for the entirety of the class period. From time to time a student must leave the classroom during the class period. This should be infrequent and not habitual. Ultimately, each student bears the responsibility to be aware of, and comply with, attendance and punctuality requirements.  
- Arriving late, leaving early, unauthorized cell phone and non-class computer usage, as well as any other disruption of class will result in loss of points.
• Unexcused absences will result in a loss of participation points; excused absences (i.e., those with acceptable documentation of an emergency) will not result in point loss.
• Please note that the instructor may withdraw a student from a course for excessive absences (see FKCC Policies). For our purposes, “excessive absences” is defined as more than 3 unexcused absences, or more than three consecutive absences.

Classroom Behavior
Any conduct by the student, which is detrimental to that student’s success or best performance or to the success or best interests of the class as a whole may result in the permanent removal of the student from the class. Detrimental activities include excessive absences or being tardy, rude or disruptive behavior including but not limited to inappropriate emails, chats and discussion board posts to student or the instructor, lack of effort, negative influence upon others in the class, etc.

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 305-809-3262 via email at: Suzy.park@fkcc.edu or the course instructor immediately. Reasonable efforts will be made to accommodate your special needs.

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

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 may be submitted to me in class, or 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: ____________________________________________