

## **GRAYSON COLLEGE**

### ***MRKG 1311 -- Principles of Marketing***

Spring 2021

**Please Note: Due to extenuating circumstances, including public health issues, course and testing delivery methods, instructional schedules, housing contracts, campus procedures and/or operating hours may be altered, interrupted and/or ceased for a limited or extended period of time. Such changes will be posted on the College website.**

#### **Course Information**

MRKG1311B01NT -- Principles of Marketing -- Internet

#### **Professor Contact Information**

Dennis Sullivan, 903.415.2520 (leave message with Program Assistant),  
sullivand@grayson.edu

Office Hours: ongoing -- all messages and emails will be returned within 24 hrs.

#### **Course Pre-requisites, Co-requisites, and/or Other Restrictions**

There are no pre-requisites to this course

#### **Course Description – from college catalog**

**This course introduces the basic understanding of marketing and the marketing process, including defining marketing and the marketing process. Students will study the marketplace and customer value, design of marketing strategies and marketing mixes, and the extended global marketplace.**

#### **Student Learning Outcomes**

Upon completion of the course, the student is expected to be able to:

1. Understand how marketing is related to other business functions and its importance to the success of the business entity.
2. Understand the importance of consumer behavior as it relates to buying behavior.

3. Be able to identify, analyze, and use sources of marketing research information.
4. Be able to identify, understand, and apply basic marketing concepts to solving marketing challenges.
5. Understand good marketing practices and techniques and how to apply them.
6. Be able to develop a sound Integrated Marketing Communications plan.
7. Understand the global marketing environment.

### **Required Textbooks (ISBN # included) and Materials**

**Textbook:** *Marketing 2020*, 20<sup>th</sup> Edition, Pride / Ferrell, Cengage. ISBN 978 - 0 - 357 - 03379 - 1.

The 'mindtap' portion of the course is provided by the publisher. It is included for extra projects and/or information for the student. The 'mindtap' portion of the course is NOT used for grade. It is used for extra information only.

### **Respondus**

The college has started using 'RESPONDUS' lockdown for taking tests in all internet classes.

You will set up the 'respondus' lockout by accessing the respondus link at the top of the modules page. It will walk you through a short orientation and setup procedure.

Once respondus is set up, you will be able to take the tests during their scheduled dates.

### **Required Assignments & Academic Calendar**

**In case of inclement weather, emergency closings, or other unforeseen disruptions to scheduled classes, student must log onto their Canvas accounts for directions on where or how to continue their coursework.**

### **Course Schedule**

<b>Week</b>	<b>Topics, Readings, Assignments, Deadlines</b>
1	<p><b>Ch 1:</b> Overview of Marketing</p> <p><b>Ch 2:</b> Marketing Strategies</p> <p><b>Ch 3:</b> The marketing environment</p>

<b>Week</b>	<b>Topics, Readings, Assignments, Deadlines</b>
	week 1 discussion thread
2	<p><b>Ch 4:</b> Social Responsibility and Ethics</p> <p><b>Ch 5:</b> Marketing Research</p> <p>week 2 discussion thread</p> <p><b>Exam #1 – Ch 1-5</b></p>
3	<p><b>Ch 6:</b> Target markets and segmentation</p> <p><b>Ch 7:</b> Consumer Buying Behavior</p> <p><b>Ch 8:</b> Business Markets</p> <p>week 3 discussion thread</p>
4	<p><b>Ch 9:</b> Global Markets</p> <p><b>Ch 10:</b> Digital Marketing / Social Networking</p> <p>week 4 discussion thread</p> <p><b>Exam #2 – Ch 6 - 10</b></p>
5	<p><b>Ch 11:</b> Concepts, Brands, Packaging</p> <p><b>Ch 12:</b> Product Development</p> <p><b>Ch 13:</b> Service Marketing</p> <p>week 5 discussion thread</p>
6	<p><b>Ch 14:</b> Marketing Channels</p> <p><b>Ch 15:</b> Retailing, Wholesaling</p> <p>week 6 discussion thread</p> <p><b>Exam #3 – Ch 11 - 15</b></p>

**Week**                      **Topics, Readings, Assignments, Deadlines**

7                              **Ch 16:** Marketing Communications  
**Ch 17:** Advertising  
**Ch 18:** Personal Selling  
week 7 discussion thread

8                              **Ch 19:** Pricing Concepts  
**Ch 20:** Setting Prices  
week 8 discussion thread  
**Exam #4 - Ch 16 - 20**

**Methods of Evaluation**

**Grading**

Online Chapter Tests (4 @ 100 pts. ea.)	400 points
Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Exam 4	100 points
Discussion thread participation: participation in at least 4 of the discussion threads	10 points
Total	410 points

Test scores will be posted immediately upon submission of exam.

Cumulative grade results are posted in the 'grades' tab.

### **Grading Scale:**

A	369 + total points
B	328 – 368 total pts
C	287 – 327 total pts
D	246 – 286 total pts
F	Less than 246 pts

**Late Work Policy:** Class work should be turned in on due dates. Late work must be approved by instructor before due date.

### **Quizzes & Tests:**

Exams are administered on-line within prescheduled time frames. Students may access the exams at any time during the posted time period. Exams are multiple choice in nature. The exams are graded immediately upon completion for student review and feedback. Integrity is accomplished by presenting time limits for each exam with a random selection of questions from a chapter database each time the exam is opened.

### **Class Participation:**

Students are also given the opportunity to participate in weekly discussion threads. The participation in at least half (4 or more) of the discussions will add an extra 10 points to the pre-averaged grade.

### **Methods of Instruction:**

Class is delivered via Internet. Students may access the class content from anywhere at any time with access to an Internet active personal computer. Students will interact with instructor and/or other students through e-mail and class discussion threads. Course is self-paced within time parameters for completion of class projects, assignments, and exams.

## **Class Attendance**

Students should login to the class at least three times per week. This action registers your attendance. This is important for college records and financial aid.

Academic success is closely associated with regular classroom attendance and course participation.

All successful students, whether on campus or online, are expected to be highly self-motivated.

All students are required to participate in courses regularly and are obliged to participate in class activities and complete and submit assignments following their professors' instructions. Students taking courses during compressed semester time frames such as mini-mester, summer sessions, and mid-semester should plan to spend significantly more time per week on the course. Responsibility for work missed because of illness or school business is placed upon the student. More than two (2) absences are considered to be excessive. In addition, students' eligibility to receive financial aid or live in a College dormitory can be affected by withdrawal from courses. When withdrawal occurs, any tuition refund would be made in accordance with state regulations.

### **Internet Class Notes:**

- 1) Class communication: Students will communicate with the instructor through email, canvas, phone messages. All communication with the instructor will be returned within 24 hours. Students can also communicate with the instructor and / or other students in the class through the weekly class discussions and emails to each other.
- 2) Participation in the weekly discussions is required in at least 4 of the 8 available. A grade value of 10 points is included in the overall grade.
- 3) Instructor will be active in the course each day. The instructor will participate in weekly discussions and answer any questions posed by the students.
- 4) Online behavior is expected follow the rules of netiquette. Students should apprise the instructor of any inappropriate behavior.
- 5) To participate in the course, students must have a working knowledge of internet sites and their navigation, the use of email, and the use of threaded communications.
- 6) The class will require access to any personal computer (pc or mac). Students who do not have a personal computer may use the computers available on campus at the college.
- 7) In the event of technical difficulties, the instructor will work with the student to arrange that assignments and exams can be handled personally.

### **Academic Integrity**

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work

done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, and the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable.

Anyone guilty of cheating or plagiarizing the work of others will be given a grade of "F" for the course. The awarding of the grade of "F" is at the complete discretion of the instructor.

### **Student Responsibility**

You have already made the decision to go to college; now the follow-up decisions on whether to commit to doing the work could very well determine whether you end up working at a good paying job in a field you enjoy or working at minimum wage for the rest of your life. Education involves a partnership that requires both students and instructors to do their parts. By entering into this partnership, you have a responsibility to show up for class, do the assignments and reading, be engaged and pay attention in class, follow directions, and put your best effort into it. You will get out of your experience here exactly what you put into it – nothing more and nothing less.

### **TITLE IX**

GC policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status.

Furthermore, Title IX prohibits sex discrimination to include sexual misconduct: sexual violence (sexual assault, rape), sexual harassment and retaliation.

For more information on Title IX, please contact:

- Dr. Molly M. Harris, Title IX Coordinator (903)463-8714
- Ms. Logan Maxwell, Title IX Deputy Coordinator - South Campus (903) 415-2646

- Mr. Mike McBrayer, Title IX Deputy Coordinator - Main Campus (903) 463-8753

- Website: <http://www.grayson.edu/campus-life/campus-police/title-ix-policies.html>

- GC Police Department: (903) 463-8777- Main Campus) (903-415-2501 - South Campus)

- GC Counseling Center: (903) 463-8730

- For Any On-campus Emergencies: 911

Grayson College campus-wide student policies may be found on our Current Student Page on our website: <http://grayson.edu/current-students/index.html> ([Links to an external site.](#))

**Grayson College is not responsible for illness/injury that occurs during the normal course of classroom/lab/clinical experiences.**

**These descriptions and timelines are subject to change at the discretion of the Professor.**

Grayson College campus-wide student policies may be found on our Current Student Page on our website: <http://grayson.edu/current-students/index.html> ([Links to an external site.](#))