

GRAYSON COLLEGE
8-week - Course Syllabus
MRKG1311C01NT—Internet Section

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

MRKG 1311 C01NT -- Principles of Marketing—Internet section, 8-week format
Internet assignments 3.5-5 hours per day— Testing conducted online or in class as per course schedule.

Professor Contact Information

Instructor name:	Dr. Wade T. Graves	E-mail:	Use Canvas
Office Phone:	903-463-8658	Course URL	grayson.instructure.com
Office Location:	CIS 105B	Office Hours:	By appointment

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

None

Course Description – from college catalog

MRKG 1311 -- Principles of Marketing
Introduction to basic marketing functions; identification of consumer and organizational needs; explanation of economic, psychological, sociological, and global issues; and description and analysis of the importance of marketing research

Student Learning Outcomes

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

1. Identify the marketing mix components in relation to market segmentation.
 2. Explain the environmental factors which influence consumer and organizational decision-making processes
 3. Outline a marketing plan
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Required Textbooks (ISBN # included) and Materials

Textbook: *Marketing 2020*, 20th Edition, Pride and Ferrell with MindTap, Cengage Publishing, ISBN for book is 978-0-357-03379-1

NOTE: This title is also available via Cengage Unlimited for substantially less money.

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 MRKG 1311

Week	Topic/Activity	Assignment
1	Introduction to Course Chapter 1 & 2	DO/READ: Read Chapter 1 & 2 TO BE TURNED IN: Orientation material
	Chapters 3 & 4 Begin Portfolio assignment	DO/READ: Read Chapters 3 & 4
2	Chapter 5 & 6 Portfolio assignment continues	DO/READ: Read Chapter 5 & 6
	Chapter 7 Portfolio assignment continues	DO/READ: Read Chapter 7 Module 7 Portfolio check due
3	Chapters 8 & 9 Portfolio assignment continues	DO/READ: Read Chapters 8 & 9
	Chapter 10 Portfolio assignment continues	DO/READ: Read Chapter 10 TO BE TURNED IN: Portfolio rough draft
4	Chapter 11 & 12 Portfolio assignment continues	DO/READ: Read Chapter 11 & 12
	Chapter 13 & 14 Portfolio assignment continues	DO/READ: Chapter 13
5	Chapters 15 Portfolio assignment continues	DO/READ: Chapters 15
	Chapter 16 & 17 Portfolio assignment continues	DO/READ: Chapters 16 & 17
6	Chapter 18 & 19 Portfolio assignment concludes	DO/READ: Chapter 18 & 19 Supermarket Persuasion Video and Quiz
	Chapter 19 Portfolio Assignment due Portfolio Project Presentations via Zoom session	DO/READ: Chapter 19
7	Chapter 20 Final Exam review	DO/READ: Chapter 20 Study for exam
8	Final Exam due by <u>Wednesday</u> at 11:55pm.	DO/READ: Complete Comprehensive Final Exam

Methods of Evaluation

Chapter Quizzes and Chats—Each chapter will have a quiz that will be due the day before class each week. Online chat requirements will be posted in Canvas.

Marketing Portfolio Assignment. This is a comprehensive assignment and will be discussed in more detail in class. Also there are several days (listed above) where students can receive individual help on this assignment. A separate instruction sheet will be available for students in Canvas.

An exam will be given over every four chapters. These exams will be taken online via the course

Canvas site. Dates for these tests are included in the Course Schedule above.

Grading

Points will be assigned as follows:

	Total Points
Online Chapter Quizzes	25%
Chapter Activities & MindTap Assignments	25%
Comprehensive Final Exam	20%
Class Attendance and Discussions	10%
Marketing Project and Presentation	20%
Total	100%

The following scale will be used to determine the final grade:

Percentage of Points	Letter Grade
89.5%—100%	A
79.5%—89.4%	B
69.5%—79.4%	C
59.5%—69.4%	D
Below 59.5%	F

All grades will be entered in Canvas as they are completed.

Methods of Instruction

MRKG1311C01HY is a hybrid class. Class meetings will be held each Tuesday and Thursday from 11:00—12:30 during which time we will cover the chapter material. **Students are responsible for completing the video assignments, portfolio assignment and exams outside of class time.** Exams will be taken via the course Canvas shell according to the class schedule above.

Course & Instructor Policies

Extra Credit—Not available.

Late Work—Due dates are provided for all assignments. All deadlines are absolute and are designed to teach an important workplace competency. Late work will NOT be accepted.

Missed exams/assignments—If you miss an exam or assignment, you will receive a zero for that item. NO MAKE-UP work is available.

Attendance—Students are expected to be in class, on time, with their books and ready to work. Dropping the Class --- Students are required to meet with me in person before I will sign a drop slip.

Class Attendance

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 minimester, 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.

Student Conduct & Discipline

Students are expected to maintain proper classroom decorum. When working with professors, staff, and other class members, students should always exercise respect, kindness, truthfulness, cooperation, and responsibility. If a student does not maintain proper classroom decorum, he/she will be asked to leave the classroom and, in extreme circumstances, the student will be referred to Student Life for further sanctions.

Cell phones—Cell phones must be silenced and not be used during class. Any student texting or using cell phones during class will be asked to leave the class.

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, any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, 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 is a form of scholastic dishonesty involving the theft of or fraudulent representation of someone else's ideas or words as the student's original work. Plagiarism can be intentional/deliberate or unintentional/accidental. Unintentional/Accidental plagiarism may include minor instances where an attempt to acknowledge the source exists but is incorrect or insufficient. Deliberate/Intentional plagiarism violates a student's academic integrity and exists

in the following forms:

- Turning in someone else's work as the student's own (such as buying a paper and submitting it, exchanging papers or collaborating on a paper with someone else without permission, or paying someone else to write or translate a paper)
- Recycling in whole or in part previously submitted or published work or concurrently submitting the same written work where the expectation for current original work exists, including agreeing to write or sell one's own work to someone else
- Quoting or copy/pasting phrases of three words or more from someone else without citation, • Paraphrasing ideas without citation or paraphrasing incompletely, with or without correct citation, where the material too closely matches the wording or structure of the original
- Submitting an assignment with a majority of quoted or paraphrased material from other sources
- Copying images or media and inserting them into a presentation or video without citation,
- Using copyrighted soundtracks or video and inserting them into a presentation or video without citation
- Giving incorrect or nonexistent source information or inventing source information
- Performing a copyrighted piece of music in a public setting without permission
- Composing music based heavily on someone else's musical composition.

This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Students who submit plagiarized material or who have engaged in collusion or cheating on any course assignment or exam will receive a zero on the first assignment and an "F" in the course for any additional acts of academic dishonesty.

Level of technical competence

Students are expected to have a basic understanding of personal computers, internet browsing, desktop applications such as Microsoft Word, and file management (uploading, downloading, or sending files).

Computer Hardware and Software— Generally, personal computers purchased in the last 3 years should be adequate to access GCC Canvas. Software requirements include Microsoft Internet Explorer 7.x or higher (www.microsoft.com), the latest version of Sun JAVA (www.java.com), the latest updates to your operating system (Microsoft Windows XP or higher or Apple MAC OS X or higher), and the latest updates to your anti-virus and spyware protection. Students needing assistance with accessing instructional technology should contact the GCC Help Desk. For more information, visit www.grayson.edu and select the Help Desk link. No other software is necessary.

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>

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 at the following URL on the College website:

<https://www.grayson.edu/currentstudents/Academic%20Resources/index.html>
