1. **Instructor Information:**

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2. **Course Description:**

   MRKG 1311 Principles of Marketing (3-3-0). 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. Skills: R (MKT 1013)

3. **Required Text/Materials**


   We will cover the entire book in one semester. Please take some time and review the contents of the Publisher's Web site. There is a study guide but it is not mandatory. You may purchase this book at any of the college bookstores or on line. You may want to try [www.bestbookbuys.com](http://www.bestbookbuys.com) this site compares the prices for 30 online bookstores.

   Marketing Publisher’s Web Site is  

4. **Course Rationale:**

   The purpose of this course is to prepare the student to identify the marketing mix components in relation to market segmentation; explain the economic, psychological, sociological, and global factors, which influence consumer and organizational decision-making processes; and interpret market research data to forecast industry trends and meet customer demands. This course will help students develop the understanding and skills necessary to become successful marketers and or consumers. This course places an emphasis on decision-making and the seven perspectives of marketing: global, relationship, ethics, customer value, productivity, technology, entrepreneurship, is included in this course.

   Principle of Marketing is not just about textbook learning: it challenges students to use their critical/creative skills in all aspects of Marketing, not just those covered in this course.
5. Course Objectives/Outcomes

A. Common Course Learning Objectives:
   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.

B. Individual Instructor Objectives/Objectives:
   1. Understand the detail chapter objectives that are listed at the beginning of each chapter.
   2. Understand the relationship of all the elements on the marketing mix and how they impact a specific company or product marketing strategy.
   3. Understand the impact technology especially the Internet is having on marketing.
   4. Understand the importance of customer service in today’s marketing environment.

6. Grading System:

A. Testing: There will be 4 tests for this course. They will be given in the classroom during regular classroom times. The dates, subject to change.

The tests are made up of multiple choice and/or short answer questions. A number of the questions may be taken from the practice exam that is on the publisher’s web site that is listed above.

B. Projects: There will be 2 graded projects in this course. All are required and are discussed below:

C. Grading:

Each test is worth 100 points 70%
Internet Project 10%
Evaluation of Business 15%
Attendance 5%
Total Value of course 100%

Letter grades will be earned based on the following structure:

A = 90 to 100
B = 80 to 89
C = 70 to 79
D = 60 to 69
F = below 60
7. Internet Project:

The purpose of this project is to discover how the internet and technology has impacted marketing. This project will focus on the newest addition to Interactive Marketing communications, the internet and how companies are using it to sell their products directly to customers and/or receive instant feedback from those customers. This project is worth 100 points and will be due February 11th, 2009 (Th). Two web sites will be compared. You may select the sites, but the project relates to marketing. The companies can be retailers, manufactories or other types of legal businesses. It is strongly recommend that you select two companies that are in direct competition with each other, such as Amazon and Barnes & Noble or Southwest Airlines and American Airlines. The first page of the web sites should be printed and attached to your project.

The project should be a minimum of 3 to 4 typed double spaced pages and address the following as a minimum.

- Name and type of business
- Companies Mission Statement
- General impression for the customer of the web site
- Was the site user friendly or not
- Brief history of each with information found at their web site
- Do the companies allow other companies to run banner ads on their sites? If so, do you think the ads are appropriate.
- General comments on each site’s effectiveness and pricing methods
- What type of products are mentioned and/or sold on the site
- Who would you say is the target market for this site
- Are any other companies linked to this site, and if so why would you think that is done
- Overall comparison of the sites and which you think is more effective and why
- Would you purchase a product from the website? Why or Why not?
- Print the first page of the web sites and attach to the project

The instructor is available to assist you in this project. Computers and access to the internet is available at ACC LRS facilities.

8. Evaluation of A business

Choose an existing business and evaluate its marketing efforts to promote itself as a business/and or products. Create a new marketing plan and/or advertising campaign of any length in a 4 to 5 page report as well as a prepared presentation that should include the following:

1. Description of the business.
2. Description of the way the business operates
3. Analysis of the business situation
4. Description of Target Market (primary and secondary markets)
5. List of Advertising Media used
6. Creation of a new proposed marketing plan/ advertising campaign of any length (For example: What could the company do better? Who else can they target if need be? Should they advertise to another audience or through another medium etc)
7. Detail projections of cost of plan/campaign
8. Schedule of Media plan(if suggesting a new advertising campaign)

The project is worth 15% of your grade and is due on date assigned.
9. Course Outline

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter</th>
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<tbody>
<tr>
<td>January 21</td>
<td>Orientation &amp; Chapter 1 An Overview of Contemporary Marketing</td>
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<tr>
<td>January 28</td>
<td>Chapter 2/3</td>
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<tr>
<td>February 4th</td>
<td>Chapter 4/5</td>
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<tr>
<td>February 11th</td>
<td>Test 1-Chapters 1-5 <em><strong>Comparison Internet Paper due</strong></em></td>
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<tr>
<td>February 18th</td>
<td>Chapter 6/7 (3) 7 min presentations on evaluation of business</td>
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<tr>
<td>February 25th</td>
<td>Chapter 8/9/7 (3) 7 min presentations on evaluation of business</td>
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<tr>
<td>March 4th</td>
<td>Chapter 10/11 (3) 7 min presentations on evaluation of business</td>
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<tr>
<td>March 11th</td>
<td>Test 2 Chapters 6-11</td>
</tr>
<tr>
<td>March 18th</td>
<td>Chapter 12/13 (3) 7 min presentations on evaluation of business</td>
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<tr>
<td>March 25th</td>
<td>Chapter 14/15 (3) 7 min presentations on evaluation of business</td>
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<tr>
<td>April 1</td>
<td>Chapter 16/17 (3) 7 min presentations on evaluation of business</td>
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<td>April 8th</td>
<td>Test 3</td>
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<tr>
<td>April 15th</td>
<td>Chapter 18/19 (3) 7 min presentations on evaluation of business</td>
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<td>April 22nd</td>
<td>Chapter 20/21 (3) 7 min presentations on evaluation of business</td>
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<td>April 29th</td>
<td>Chapter 22</td>
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<td>May 6th</td>
<td>Test 4</td>
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April 26, 2010 is the last day to drop course

Note: These are approximate dates. Based on class progress, dates may be changed. Tests dates will be announced up 2 weeks prior to the listed dates.

10. Testing Center Policy:

Tests will be taken in the classroom at regular class time. If a student cannot take the test during the announced test date, they must contact me within 24 hours of the test date and make arrangements to take the test within 48 hours. The final test must be taken in class no exceptions.

11. Course Policies: Departmental and College Policies

A. Incomplete Policy: An incomplete (I) will be granted to a student in rare circumstances. Generally, to receive a grade of I, a student must have completed all examinations and assignments to date, be passing, and have personal circumstances that prevent course completion that occur after the deadline to withdraw with a grade of W.

B. Attendance Policy: All students are expected to attend classes. Non-attendance will have an impact on the student’s grade.

C. Withdrawal Policy: It is the student’s responsibility to withdraw from a course. Instructors are allowed to withdraw students but students must not rely on their instructor to withdraw them if they wish to withdraw.

D. Academic Freedom Statement: Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many differing viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with the instructor. It is expected that faculty and students will respect the views of others when expressed in classroom discussions.
E. Scholastic Dishonesty Statement: Acts prohibited by the College for which discipline may be administered include scholastic dishonesty, including but not limited to cheating on an exam or quiz, plagiarizing, and unauthorized collaboration with another in preparing outside work. Academic work submitted by students shall be the result of their thought, research or self-expression. Academic work is defined as, but not limited to tests, quizzes, whether taken electronically or on paper; projects, either individual or group; classroom presentations, and homework” (Student Handbook, 2002-2003, p. 32). Penalties for scholastic dishonesty will depend upon the nature of the violation and may range from lowering a grade on one assignment to an F in the course and/or expulsion from this institution.

F. Student Discipline Statement: Classroom behavior should support and enhance learning. Behavior that disrupts the learning process will be dealt with appropriately, which may include having the student leave class for the rest of that day. In serious cases, disruptive behavior may lead to a student being withdrawn from the class. ACC’s policy on student discipline can be found in the Student Handbook, 2002-2003, p. 32.

G. Students with Disabilities Statement: Each ACC campus offers support services for students with documented physical or psychological disabilities. Students with disabilities must request reasonable accommodations through the Office for Students with Disabilities on the campus where they expect to take the majority of their classes. Students are encouraged to do this three weeks before the start of the semester” (Student Handbook, 2002-2003, p. 14).

12. Attendance:

All students are required to attend 90% of the classes that is a complete class period. If a student must leave before I terminate the class they should inform me prior to the beginning of the class. Absences totaling more than 3 will result in reduction in the attendance. Points will be awarded as follows:

0-3 absences 50 points; 4 absences 45 points; 5 absences 40 points; 6 absences 35 points;
7 absences 30 points; 8 absences 25 points; 9 or more absences 0 points

13. Extra Credit or Bonus Credit:

Every student can earn up to 40 points of extra credit total for the semester by reading 4 articles that have some aspect of Marketing. The articles are worth 10 points each. Summarize the article in 1 to 2 double-spaced pages. Extra credit should be labeled extra credit and can be turned in at any time until December 2, 2009. You may find suitable articles in Business Week, Forbes, Fortune, and Marketing Management. You may also use websites. Here is a good site for great articles as well http://www.adage.com. These points will be added as extra points to your test grades.