

COURSE SYLLABUS

MRKG 1311 (3:3:0)

PRINCIPLES OF MARKETING

Business

Business Administration Department

Technical Education Division

Lauren Gregory-- Associate Professor, Business Administration

SOUTH PLAINS COLLEGE

SPRING 2023

**MRKG 1311.151, SPR. 2023**  
**Principles of Marketing**  
(print for quick reference)

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**Instructor:** Lauren Gregory  
**Office:** Levelland Campus, Technology Center 211  
**Office Hours:** By Appointment and posted on office door  
**Course Address:** <http://southplainscollege.blackboard.com/>  
**Internet Class E-mail Address:** Please use the e-mail option on the "Homepage" Course Tools control panel in Blackboard for the course.  
**Telephone:** (806) 716-2249

**COURSE DESCRIPTION:** This is a course designed to introduce the student to the 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.

**COURSE OBJECTIVES:** The student will 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. Emphasis will be placed on utilizing the marketing model as a tool for the development of a comprehensive marketing place.

**HOW THIS COURSE IS CONDUCTED:** This course is an online course, which means that you will access course information and respond to me and/or other students through the use of the Internet. Blackboard is used to deliver and manage this course. Blackboard is a software package that was written to help manage online courses. You are encouraged to use the Blackboard e-mail for asking questions pertaining to the class.

## **Required Text -**

Foundations of Marketing- 8th Edition; Pride/Ferrell, -- Unlimited Cengage MindTap Access Code

Textbook and Supplies: All that is needed for the course is a **Cengage Unlimited** Card for \$119 (plus tax). This will get you the access code to this class with E-Book and also the access code and E-Book for ALL Cengage textbooks you will use in other classes! If other instructors use a Cengage product in your other classes, you DO NOT need to buy anything else!!

The materials required for this course are included in Cengage Unlimited, a subscription service providing access to ALL Cengage ebooks and digital learning products—over 22,000—for \$119.99 (plus tax) per semester (extended subscriptions also available). One Cengage Unlimited subscription can be used across all courses where Cengage products are assigned, at no additional cost. You can purchase access to Cengage Unlimited in the bookstore, or through my Blackboard course during the first week of class.

To access your course materials and explore Cengage Unlimited, log in to Blackboard and click on the link that says **Cengage MindTap Weekly Assignments**. When prompted, log in with your Cengage account and follow the prompts to complete the registration process.

## **REMINDERS FOR STUDENTS**

- **What to purchase:** You should NOT purchase BOTH individual course materials AND a Cengage Unlimited subscription—only ONE purchase is required. Cengage Unlimited is typically the best value.
- **Start at the bookstore:** Check the bookstore first when purchasing Cengage Unlimited. If it's not sold there, it can be purchased at the Cengage link in my Blackboard course!
- **When digital is required:** You will get a free 2 week trial access to both the digital product in use for your course and Cengage Unlimited.
- **Financial aid:** You can purchase Cengage Unlimited with financial aid through the bookstore.
- **Print books:** For every Cengage digital course activation (i.e. *MindTap*, *WebAssign*, *OWL*, *SAM*, *CengageNOWv2*, etc.) within Cengage Unlimited, you will be offered a print rental—they are just \$7.99 + free shipping. Print rentals can be redeemed only within Cengage Unlimited and ship direct to you. Alternatively, discounted loose-leaf options will be made available if you are enrolled in digital products as well.

### ***Additional Registration/Purchasing Support***

Should you need additional guidance, please visit [www.cengage.com/start-strong](http://www.cengage.com/start-strong).

**LOGGING INTO COURSE:** Under no circumstances are you allowed to give your User ID and/or password to anyone. If someone, besides you, is logging into this course, I will drop you immediately with an 'F', regardless of the reason.

**COMPUTER REQUIREMENTS:** I do not recommend any particular brand of computer. It is the responsibility of the student to make sure that they have the necessary computer resources and skills to take this class. Students are not required to purchase their own computer, but must have frequent regular access to one that meets

specifications. There are computer labs available for student use on our Levelland, Lubbock Center, and Reese Center campuses.

PLEASE make sure your computer is protected with current anti-virus software and spyware removal and prevention software. Most PC's have Microsoft Office (Word, Excel, Access, PowerPoint, etc.), but if you do not have Office on your computer I would recommend the following website. As a student, you can get Office 365 for free. Go to the link below and register using your SPC student email address.

<https://www.microsoft.com/en-us/education/products/office>

### **Check Your Internet Access**

The computer you are using must be able to connect to the Internet and allow you to browse the World Wide Web. E-mail access is required to communicate with your instructor. Please go through the Check Browser options when you first access your online course in Blackboard.

### **To be able to participate in this online course, a student needs to have the following abilities:**

- Typing and word processing skills.
- Know basic functionality of a computer and how to do basic troubleshooting.
- Know how to connect to the Internet.
- Know basics of how the Internet works and how to search and conduct research using the Internet.
- Know how to attach and open documents in an e-mail message.
- Have basic file management skills.
- Know how to save and delete documents.

**ATTENDANCE POLICY:** Even though this is an online class, students still have to access the course on a regular basis. **Minimum log in for the course is at least four (4) days per week. Additionally, you should not let more than 72 hours pass without logging in.**

The Blackboard software used to manage this online course tracks student logins, tracking when and where the student has been in the course. Accessing this course on a regular basis is extremely important in order to meet the objectives of this course. Ideally, students should daily check the semester schedule, e-mail, and also check for announcements and fellow student discussions. This course is not 100% self-paced—**there will be deadlines.** You will feel more at ease with the materials if you stay in touch with what is going on. This course is 3 semester credit hours. For this reason, you should set aside a minimum of 6 hours per week to work on this course. One of the very first things you should do is set aside time each week to work on the class. It is very easy to put off attendance in an online course.

**A STUDENT IS RESPONSIBLE FOR INITIATING THEIR OWN WITHDRAWAL**, if that becomes necessary.

A student who stops attending and stops completing assignments, must take the responsibility of contacting the Registrar's Office to drop the class.

*I do not drop students for non-attendance. It is your responsibility to initiate the drop process if you decide not to complete the course. Students who stop attending and do not complete the coursework will receive an F at the end of the semester.*

**PLEASE NOTE: The last day to drop this course is April 27th, 2023.**

**RESPONSE TIMES:** You should expect responses from me within 48 hours to emails sent using Blackboard email. If you haven't received a response within that time, communicate to me again either through email and/or telephone. It is possible your initial communication had not been received. I will not guarantee a response to email during SPC scheduled school holidays or on weekends.

**COURSE WORK EVALUATION:** Semester grade will be determined using the following scale:

|          |   |
|----------|---|
| 90-100   | A |
| 80-89    | B |
| 70-79    | C |
| 60-69    | D |
| Below 60 | F |

A minimum grade of "D" is required to pass MRKG 1311

Your grade for this course will be based on your performance in the following areas.

- Introduction/Syllabus summary (5%)
- Marketing Plan (20%)
- Cengage NOW - Homework/Weekly Chapter Assignments and Video Case Study Questions (35%)
- Exams (40%)

**ASSIGNMENT POLICY/MATERIALS REQUIREMENTS:** It is extremely important to have read assigned online course content, the chapters in the textbook, and/or Internet readings prior to completing assignments. You should also find the resources in each Learning Module within Blackboard for each chapter helpful. Assignments will be given

throughout the semester (see calendar link in Blackboard) and will be discussed using various communication tools.

**All completed weekly chapter homework assignments will automatically be submitted through Cengage MindTap— sign on instructions for this website will be posted on Blackboard in the first week of the semester.**

**All assignments are due by 11:55 p.m. on the date posted on the course schedule/calendar. LATE WORK/ASSIGNMENTS WILL NOT BE ACCEPTED. Although, 1 homework grade will be dropped at the end of the semester.**

**Introduction Assignment (due 1/22/2023 by 11:55PM) (2.5%)**

Post your introduction in Blackboard, Week 1 Assignment folder. In the discussion forum, post in the topic “your introduction.” In the subject line put your name—example, “John Doe’s Introduction.” Please include the following in your introduction. This assignment will be keyed in the body of the message window, please feel free to say hello to your fellow classmates if you wish, and discuss anything that you might have in common.

- Name
- Major
- Spare time activities (or if you had spare time, what would you do?)
- Favorite class so far and why
- Least favorite class so far and why
- Business or work area interests or career goals

**Syllabus Agreement Assignment (due 1/22/2023 by 11:55PM) (2.5%)**

Agree to Syllabus policies in Blackboard, Week 1 Assignment folder

**Marketing Plan (20%) –submitted in Blackboard Turn It In (as Word Document attachment) to Instructor by due date noted in Semester Schedule**

- (a grading rubric will be provided for you on the Blackboard main content page, so you will know what I expect from your marketing plan and more instructions will be posted throughout the first part of the semester)
- More information will be emailed and reminder emails will be sent multiple times within the semester outlining the marketing plan instructions and due date.

**Homework Assignments/Chapter Discussion Questions etc.(35%) --Submitted in Cengage Mind Tap**

Weekly homework in Cengage will be outlined in the semester schedule, opening Sundays at 6 AM and due the following Sunday at 11:55 PM (you will have over a week to complete these assignments, remember that I do not accept late work). Please pay close attention to your semester schedule and the Cengage schedule for due dates etc.

**Exams (40%)\*\*\*:** There will be 4 exams (not including comprehensive final exam) covering 4-6 chapters each over the major areas of study related to business listed under the course outline below plus the comprehensive final exam. Each exam will be released on Sunday mornings at 6:00 AM and will close on the following Sunday at 11:55 p.m in Cengage Mind Tap. You will be able to click on the exam link and select the exam as soon as it is made available. When you begin the exam, you will have 1 hour and 15 minutes (75 minutes) to complete and submit the exam.

\*\*\* Exams will be conducted online within software called Cengage Mind Tap. (If you are not familiar with this software DO NOT WORRY! Guidelines and sign in procedures will be made clear in the first week of class. You will buy a code to take exams and homework through this website—see the textbook info. Above in the syllabus if you have questions regarding this.) You do not have to come to campus to take these. Cengage will not allow printing of the exams when accessed. You will only be able to access the test once and you must take the test in one sitting—you will not be able to save and come back later to the test!

It will be very important for you to visit the Semester Schedule in Blackboard to see when exams are scheduled. \*\*\*

**MAKE-UP EXAM POLICY:** I do not give make-up exams. The final exam will be comprehensive and will either replace the lowest score of the major chapter exams (even if the final exam score is lower) or replace one missed major chapter exam. All students will take the final comprehensive exam. If student does not take final comprehensive exam, final grade will be lowered by one letter grade.

**COURSE OUTLINE:** These are the major areas of study that will comprise the chapters covered:

- Strategic Marketing and its Environment
- Marketing Research and Target Markets
- Customer Behavior and E-Marketing
- Product and Price Decisions
- Distribution Decisions
- Promotion Decisions

**COMPUTER LABS:** There are several computer labs with the locations, and hours of operation below. You will need to present your SPC student ID at some of these locations.

- Levelland campus: Technology Center, Monday – Thursday from 8 a.m. to 9 p.m. and Friday from 8 a.m. to 4 p.m.
- Reese campus library: Building 8, Monday – Thursday from 8 a.m. to 8 p.m. and Friday from 8 a.m. to 4 p.m.
- Reese campus: Building 8, Room 827. This lab is available first for students enrolled in computer classes then students enrolled in other courses. Hours will be posted on the door.
- Lubbock Center: Monday – Thursday from 8 a.m. to 7 p.m. and Friday from 8 a.m. to 4 p.m.

**TECHNICAL PROBLEMS/SUPPORT:** If you are having computer problems, you have to let me know. I will try to help you in any way that I can. E-mail [blackboard@southplainscollege.edu](mailto:blackboard@southplainscollege.edu) is your first contact with technical problems related to the Blackboard program. I am your contact with content issues for the course. Please remember that it is your responsibility to have a backup plan if your computer goes down. Please have this plan in place now and do not wait until it is a crisis situation. If you lose your assignments due to bad flash drives, computer crash, or your dog ate your homework, there is nothing I can do about it. THIS IS YOUR WARNING TO HAVE A BACKUP PLAN IN PLACE.

**PLEASE DO NOT WAIT UNTIL THE LAST MINUTE TO TURN ASSIGNMENTS IN OR YOU MAY HAVE PROBLEMS!** Remember the saying “**TECHNOLOGY HAPPENS!**”! So, it is strongly recommended to work on and submit assignments early before the date due.

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### **Diversity Statement**

In this class, the teacher will establish and support an environment that values and nurtures individual and group difference and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

### **Disabilities Statement**

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

### **Non-Discrimination Statement**

South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs, South Plains College, 1401 College Avenue, Box 5, Levelland, TX 79336. Phone number 806-716-2360.

### **Title IX Pregnancy Accommodations Statement**

If you are pregnant, or have given birth within six months, Under Title IX you have a right to reasonable accommodations to help continue your education.

To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations.

Contact the Director of Health and Wellness at 806-716-2362

or [email cgilster@southplainscollege.edu](mailto:cgilster@southplainscollege.edu) for assistance.

#### **OPTIONAL STATEMENT - Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations and Frequently Asked Questions, please refer to the Campus Carry page at: <http://www.southplainscollege.edu/campuscarry.php> Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

**STUDENT CONDUCT:** Expected student conduct is as outlined in the SPC catalog. Please note that this is an online environment and others will see your responses to questions. Please do not post any pictures or data that others may find offensive.

**ACADEMIC INTEGRITY:** It is the aim of the faculty of South Plains College to foster a spirit of complete honesty and a high standard of integrity. The attempt of any student to present their own work, which he or she has not honestly performed, is regarded as a most serious offense and renders the offender liable to serious consequences, possibly suspension. Students should refer to the SPC General Catalog policy regarding consequences for cheating and plagiarism and for events defined as cheating and plagiarism (see "Academic Integrity" as well as "Student Conduct" sections in college catalog).

(end of document—subject to revision or addendums)