

McLennan
Community
College



WACO, TEXAS

PRINCIPLES OF MARKETING

MRKG 1311

COURSE SYLLABUS

REVISED: 2009/2010

COURSE NAME

COURSE NUMBER

Course Description:

Includes basic marketing functions; identification of consumer and organizational needs; explanation of economic, psychological and sociological, and global issues; and description and analysis of the importance of marketing research. Emphasizes impact of current events on marketing activity. Semester hours 3 (lecture)

Prerequisites and/or Corequisites:

There are no prerequisites for this course. It is required for all business majors.

Required Text & Material:

MKTG 2009-2010, Lamb, Hair & McDaniel

The book is an integral part of the course. Read assigned chapters before coming to class. That will enable you to seek any needed clarification, reinforce what you have read, participate in classroom activities

The text book has an accompanying website. It will be used for assignments and offers the student additional study materials.

Radio frequency response devices (clickers) are required for class

The internet will be used extensively in classroom participation, reference and in developing computer/internet skills

Course Objectives and/or Competencies:

PRINCIPLES OF MARKETING introduces students to contemporary principles and practices of the marketing function in its global environment, including product, distribution (place), pricing strategies, and promotion to determine their importance in the marketing function.

COMPETENCIES: Upon successful completion of this course, the student will:

1. Evaluate the four elements of the Marketing Mix.
2. Distinguish market segmentation strategies for determining target markets.

3. Analyze the impact that the six external environmental factors have on marketing strategies.
4. Characterize the different types of research as they relate to marketing.
5. Interpret the marketing implications of the elements of consumer behavior.
6. Differentiate between the various levels of the corporate responsibility pyramid as they relate to marketing.
7. Recognize how the global environment impacts marketing.
8. Develop a marketing plan.

Course Outline:

Course material is presented through lecture, discussion, periodical readings, case studies, text readings, assignments and a final project.

Participation in this class requires the following:

Learn the objective content of the chapters you read

Apply the content of the chapters to class discussions and on exams

Take part in class discussions and group work;

Complete homework assignments which may require internet and periodical resources

Practice and improve your skills in thinking, speaking and writing

Show mastery of subject matter in a final, comprehensive marketing project.

MCC Attendance Policy:

Regular and punctual attendance is expected of all students, and each instructor will maintain a complete record of attendance for the entire length of each course, including online and hybrid courses. Students will be counted absent from class meetings missed, beginning with the first official day of classes. Students, whether present or absent, are responsible for all material presented or assigned for a course and will be held accountable for such materials in the determination of course grades. In the case of online and hybrid courses, attendance will be determined in terms of participation, as described in the course syllabus.

Absence from 25 percent of scheduled lecture and/or laboratory meetings will be taken as evidence that a student does not intend to complete the course, and the student will be withdrawn

from the course with a grade of W. The instructor may reinstate the student if satisfied that the student will resume regular attendance and will complete the course. If the student's 25 percent absences are reached after the official drop date, the instructor may assign a W, if the student is passing and requests to be withdrawn. However, if a student who is not passing reaches the 25 percent point after the official drop date, the student will receive an F. In extenuating circumstances, the instructor may assign a W to a student who is not passing.

Each absence will count toward attendance requirements in each course.

Students will be permitted to make up class work and assignments missed due to absences caused by (1) authorized participation in official College functions, (2) personal illness, (3) an illness or a death in the immediate family, or (4) the observance of a religious holy day. Also, the instructor has the prerogative of determining whether a student may make up work missed due to absences for other reasons. It is the student's responsibility to inform the instructor of the reason for an absence and to do so in a timely fashion.

Student Absences on Religious Holy Days

McLennan Community College shall excuse a student from attending classes or other required activities including examinations for the observance of a religious holy day, including travel for that purpose. Students are required to file a written request with each instructor for an excused absence. A student whose absence is excused for this observance may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. Religious holy day means a holy day observed by a religion whose places of worship are exempt from property taxation under the Texas Tax Code. McLennan Community College may not excuse absences for religious holy days which may interfere with patient care.

Note: Students interested in seeing the class attendance policy in its entirety should check the Highlander Guide or the MCC policy manual.

ADA Statement:

In accordance with the requirements of the Americans with Disabilities Act (ADA), and the regulations published by the United States Department of Justice 28 C.F.R. 35.107(a), MCC's designated ADA co-coordinators, Mr. Gene Gooch - Vice President, Finance and Administration and Dr. Santos Martinez – Vice President, Student Services shall be responsible for coordinating the College's efforts to comply with and carry out its responsibilities under ADA. Students with disabilities requiring physical, classroom, or testing accommodations should contact Mr. Marcus Sweatt, Disabilities Specialist, at 299-8122 or msweatt@mcclennan.edu.

MRKG 1311 – Principles of Marketing

Course Competencies	Workplace Competencies												Foundation Skills																										
	Resources				Interpersonal						Information				Systems			Technology			Basic Skills					Thinking Skills						Personal Skills							
	A	B	C	D	A	B	C	D	E	F	A	B	C	D	A	B	C	A	B	C	D	E	A	B	C	D	E	F	A	B	C	D	E						
Evaluate the four elements of the Marketing Mix.											X		X												X			X	X	X			X	X	X				
Distinguish market segmentation strategies for determining target markets.					X																		X			X		X		X				X					
Analyze the impact that the six external environmental factors have on marketing strategies.															X								X	X	X				X	X			X	X					X
Characterize the different types of research as they relate to marketing.											X												X		X				X	X	X		X						X
Interpret the marketing implications of the elements of consumer behavior.											X		X									X											X						
Differentiate between the various levels of							X				X																						X	X					X

