1. Instructor

Waymon D. “Wade” Hyde
214.206.3800
whyde@dccc.edu

Virtual Office Hours: via email or instant message anytime; phone for emergencies only.

2. Course

PRINCIPLES OF MARKETING
MRKG.1311.5330 (773480)
Fall 2012
(3 credit hours)

3. Class Days/Hours

http://eCampus.dcccd.edu
Accelerated Hybrid Learning Environment
Tuesdays & Thursdays 11:00 a.m. – 12:20 p.m.
Location: P224 (Paramount Building)
August 27 – October 18, 2012

4. Course Description

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues. Students are required to have demonstrated college-level “reading, writing and/or math skills” prior to enrolling in this course. As a hybrid course taught partially through eCampus, students should be able to readily pass the SmarterMeasure assessment.

5. Textbooks

MKTG (2013 – 6th ed.)
Charles W. Lamb, Joseph F. Hair and Carl McDaniel
6. Course Objectives, Assessing Outcomes & Schedule

**End-of-Course Outcomes:** Identify the marketing mix components in relation to market segmentation; explain the environmental factors which influence consumer and organizational decision-making processes; and outline a marketing plan.

<table>
<thead>
<tr>
<th>Week</th>
<th>Day</th>
<th>Assignments and Exams</th>
<th>Due Date</th>
<th>Lecture Topic</th>
</tr>
</thead>
</table>
| 1    | 08/28/12     | DRAFT Marketing Plan Company Description & Mission Statement | Sunday, 09/02/12 11:59 p.m. CDT | PART 1: THE WORLD OF MARKETING  
1. An Overview of Marketing  
2. Strategic Planning for Competitive Advantage |
|      | 08/30/12     |                                                           |                         |                                                                                |
| 2    | 09/04/12     | EXAM I (Chapters 1-5)                                      | Sunday, 09/09/12 11:59 p.m. CDT | 3. Ethics and Social Responsibility  
4. The Marketing Environment  
5. Developing a Global Vision |
|      | 09/06/12     |                                                           |                         |                                                                                |
| 3    | 09/11/12     | DRAFT Marketing Plan SWOT Analysis & Objectives            | Sunday, 09/16/12 11:59 p.m. CDT | PART 2: ANALYZING MARKETING OPPORTUNITIES  
6. Consumer Decision Making  
7. Business Marketing  
8. Segmenting and Targeting Markets |
|      | 09/23/12     |                                                           |                         | 9. Decision Support Systems and Marketing Research  
10. Product Concepts  
11. Developing and Managing Products |
| 4    | 09/18/12     | EXAM II (Chapters 1-5, 6-9)                                | Sunday, 09/23/12 11:59 p.m. CDT | PART 3: PRODUCT DECISIONS  
12. Services and Nonprofit Organization Marketing  
13. Marketing Channels  
14. Supply Chain Management |
|      | 09/20/12     |                                                           |                         | 15. Retailing  
16. Promotional Planning for Competitive Advantage  
17. Advertising and Public Relations |
| 5    | 09/25/12     | DRAFT Marketing Plan Marketing Strategy                    | Sunday, 09/30/12 11:59 p.m. CDT | PART 4: DISTRIBUTION DECISIONS  
18. Sales Promotion and Personal Selling  
19. Pricing Concepts  
20. Setting the Right Price |
|      | 09/27/12     |                                                           |                         | 21. Customer Relationship Management (CRM)  
22. Social Media and Marketing |
| 6    | 10/02/12     | EXAM III (Chapters 1-9, 10-15)                             | Sunday, 10/07/12 11:59 p.m. CDT | PART 5: PROMOTION & COMMUNICATIONS STRATEGIES  
18. Sales Promotion and Personal Selling  
19. Pricing Concepts  
20. Setting the Right Price |
|      | 10/04/12     |                                                           |                         | 21. Customer Relationship Management (CRM)  
22. Social Media and Marketing |
| 7    | 10/09/12     | DRAFT Marketing Plan Implementation, Evaluation & Control  | Sunday, 10/14/12 11:59 p.m. CDT | PART 6: PRICING DECISIONS  
19. Pricing Concepts  
20. Setting the Right Price |
|      | 10/11/12     |                                                           |                         | 21. Customer Relationship Management (CRM)  
22. Social Media and Marketing |
| 8    | 10/16/12     | FINAL Marketing Plan Complete Version DUE EXAM IV (Chapters 1-15, 16-22) | Sunday, 10/21/12 11:59 p.m. CDT | PART 7: TECHNOLOGY-DRIVEN MARKETING  
21. Customer Relationship Management (CRM)  
22. Social Media and Marketing |
### 7. Assessment & Grading Methodology

<table>
<thead>
<tr>
<th>Assessment Method</th>
<th>Objective</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam I: Part 1 (Chapters 1-5)</td>
<td>I – VI</td>
<td>60</td>
</tr>
<tr>
<td>20 M/C questions worth 3 points each</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exam II: Part 1-2 (Chapters 1-5, 6-9)</td>
<td>I – VI</td>
<td>120</td>
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<tr>
<td>40 M/C questions worth 3 points each</td>
<td></td>
<td></td>
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<tr>
<td>Exam III: Part 1-4 (Chapters 1-9, 10-15)</td>
<td>I – VI</td>
<td>180</td>
</tr>
<tr>
<td>60 M/C questions worth 3 points each</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exam IV: Part 1-5 (Chapters 1-15, 16-18)</td>
<td>I – VI</td>
<td>240</td>
</tr>
<tr>
<td>80 M/C questions worth 3 points each</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Plan Section 1 (400 words)</td>
<td>I – VI</td>
<td>25</td>
</tr>
<tr>
<td>Business Description</td>
<td>Mission</td>
<td></td>
</tr>
<tr>
<td>Marketing Plan Section 2 (400 words)</td>
<td>I – VI</td>
<td>50</td>
</tr>
<tr>
<td>Situation</td>
<td>SWOT Analysis</td>
<td></td>
</tr>
<tr>
<td>Marketing Plan Section 3 (100 words)</td>
<td>I – VI</td>
<td>25</td>
</tr>
<tr>
<td>Objectives (minimum 3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Plan Section 4 (800 words)</td>
<td>I – VI</td>
<td>150</td>
</tr>
<tr>
<td>Target Marketing Strategy</td>
<td>Marketing Mix</td>
<td></td>
</tr>
<tr>
<td>Marketing Plan Section 5 (300 words)</td>
<td>I – VI</td>
<td>50</td>
</tr>
<tr>
<td>Implementation, Evaluation &amp; Control</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class Participation &amp; Attendance</td>
<td>I – VI</td>
<td>100</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>1000</td>
</tr>
</tbody>
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### 8. Drop Procedures

If you are unable to complete the course or courses for which you have registered, it is your responsibility to withdraw formally from the course. You need to speak with and obtain the signature of the course instructor to drop the course. If the instructor is not available, a counselor, advisory, or dean may sign the drop form. Failure to drop will result in a performance grade, usually a grade of "F." The last day to withdraw from this class is **Friday, October 5, 2012.**

### 9. Attendance & Class Participation

As a hybrid course, which combines both the traditional classroom environment with online learning, all students MUST regularly attend weekly lectures AND complete online assignments via eCampus on a timely basis, as outlined in the above referenced course schedule.

### 10. Exams & Assignments

There are four (4) exams for this class which are all multiple choice and progressive in nature, covering the material assigned to that point, with emphasis on the most recently assigned chapters. Since each successive exam covers more material, the exams are incrementally valued with more points. The fourth test, then, covers the entire textbook and serves as a comprehensive final exam for the class. Additionally, each student will prepare a Marketing Plan, which is approximately a 2,000-word document that, at a minimum, consists of five (5) basic sections: Business Description and Mission, Situation/SWOT Analysis, Objectives, Marketing Strategy and Implementation, Evaluation & Control. Detailed instructions will be posted under the "Marketing Plan" tab in eCampus.
11. Changes to this Syllabus

The instructor reserves the right to modify dates, times, and other requirements for all class presentations, testing and assignments if unforeseen circumstances cause such an adjustment. Students will be notified of changes in writing.

12. Learning Objectives and SCANS

SCANS, the U.S. Departments of Labor and Education “Secretary’s Commission on Achieving Necessary Skills,” identify the skills that most employers need the most from their workers and are subsequently predictors of success in the workplace. This course provides learning outcomes resulting in the mastery of highlighted SCANS skills associated with the corresponding Course Objectives:

<table>
<thead>
<tr>
<th>SCANS FOUNDATION SKILLS</th>
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<tbody>
<tr>
<td>BASIC SKILLS</td>
</tr>
<tr>
<td>1.a. Reading</td>
</tr>
<tr>
<td>1.b. Writing</td>
</tr>
<tr>
<td>1.c. Arithmetic/Math</td>
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<tr>
<td>1.e. Listening</td>
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<table>
<thead>
<tr>
<th>SCANS WORKPLACE COMPETENCIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>MANAGING RESOURCES</td>
</tr>
<tr>
<td>4.e. Manage Human Resources</td>
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</tbody>
</table>

13. Intellectual Competencies & Education Objectives

This course complies under the Workforce Education Course Manual (WECM), a statewide inventory of workforce education courses offered for semester credit hours and Continuing Education Units (CEUs), and is also included in the Academic Transfer Program as described in the El Centro College catalogue.
14. Classroom Rules & Expectations

All tests, assignments, discussion boards, and other required materials MUST be completed by the assigned date as listed in the Course Schedule. Late assignments will receive no credit, unless the instructor provides special provisional dispensation.

All online students are required to follow the basic rules of Virginia Shea’s Netiquette (e.g., Internet Etiquette) by being courteous, respectful, and showing cooperative behavior at all times while online. For specific guidelines and expectations, review the Core Rules of Netiquette and other materials.

15. ADA Statement

Any student who may need accommodations due to a disability should contact the Disability Services office at 214.860.2411.

16. Academic Ethics Statement

Any violation of the Code of Student Conduct and Hazing as printed in the El Centro College Catalog will be penalized accordingly. All matters of academic dishonesty (e.g., plagiarism, collusion, fabrication, cheating, etc.) will result in a failing grade for the assignment in question, and all violations will be forwarded to the proper college authorities for review. The college may, at its discretion, impose additional penalties on the student including, but not limited to, academic probation, suspension, or expulsion. ANY form of disruptive behavior will not be tolerated.

17. Grievance Procedures

Students are expected to follow established procedures of the appropriate division in handling academic issues, such as grade appeals. El Centro College requires that other complaints and disputes (that cannot be resolved by the persons directly involved) be referred initially to the Ombudsman Office for informal, confidential resolution. Full student grievance procedures are available online and in the El Centro College catalogue.

18. Financial Aid Statement

Any student receiving financial aid should check with the Financial Aid office prior to withdrawing from classes. Withdrawals may affect student eligibility to receive further aid and could cause students to be in a position of repayment for the current semester.

19. Religious Holy Days Statement

A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence if, not later than the fifteenth day after the first day of the semester, the student notified the instructor...
of each class scheduled on the date that the student would be absent for a religious holy day. A “religious holy day” means a holy day observed by a religious whose places of worship are exempt from property taxation under Section 11.20 Tax Code. The notice shall be in writing and shall be deliver by the student personally to the instructor, with receipt acknowledged and dated by the instructor or by certified mail, return receipt requested, addressed to the instructor. A student who is excused under this section may not be penalized for the absence, but the instructor may appropriately respond if the student fails to satisfactorily complete the assignment or examination.

20. **Children on Campus Statement**

El Centro College strives to protect an environment most conducive to teaching and learning for all enrolled students. Minor children may not be brought to classrooms, labs, testing areas or study areas of the college. This practice is disruptive to the learning process. Children who are taking part in organized scheduled activities, or who are enrolled in specific classes, are welcomed. For reasons of security and child welfare, the college will not permit unattended children to be left anywhere on the premises. Students/Parents who have problems with childcare should visit the advisement/counseling center or the Adult Resource Center to receive referrals to childcare services in the area.

21. **Accessing eCampus**

Students may access eCampus at any legally permissible location that maintains a broadband Internet connection, including a student’s home, work, or other private location at any time. Additionally, students may access eCampus via the Internet at the El Centro College computer lab and other locations college facilities, subject to normal rules and operating hours.

22. **Accessing eConnect**

The Dallas County Community College District offers each student access to eConnect, a web interface that provides online student services. The Student Menu allows you to:

- Complete your admissions application
- Search, plan your schedule, register and pay for credit classes
- Setup/Update a Pay Plan
- View your credit class schedule and grades
- Access your financial information
- Check your financial aid status
- Apply for a Chase E-funds Card
- Buy your books online
- Access your student records
- Select a program of study
- View your progress towards college-level readiness and academic success
- View your progress towards a DCCCD degree or certificate
- Add/change your emergency contact information
✓ Add/change your email address or phone numbers
✓ Fill out your Student Information Profile
✓ Request privacy of your directory information
✓ Request a transcript

For more information on the latest enhancements and added features, please see what's new and improved at eConnect.

23. Computer Use Policy

All students must fully comply with the Dallas County Community College District Computer Use Policy which is available in the El Centro College catalogue or online.

24. Student Handbook

The latest edition of the El Centro College Student Handbook is available online at various locations on campus.