<table>
<thead>
<tr>
<th>Course Information</th>
<th>Instructor Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principles of Marketing</td>
<td>Dr. Ruben Johnson</td>
</tr>
<tr>
<td>SPRING 2015</td>
<td><a href="mailto:rjohnson@dcccdd.edu">rjohnson@dcccdd.edu</a></td>
</tr>
<tr>
<td>MRKG 1311-33826</td>
<td>CVC, B-201</td>
</tr>
<tr>
<td>January 6 – February 26, 2015; T/R; 5:30-7:30 am; FCI</td>
<td>972-860-8161</td>
</tr>
</tbody>
</table>

### Course Description

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.

Marketing is dynamic! - It is about educating consumers, finding out what consumers want, designing and pricing it right, and delivering the product at the right time and place. If you look behind the scenes, marketing involves a number of challenging tasks: researching, designing, promoting, retailing, wholesaling, transporting, and warehousing. It's an action-filled, up-to-the-minute career.

### Required Materials Including Textbooks:

- ISBN: 978-0-324-58021-1

Assorted articles will be provided.

**Note:** A minimum of 9 hours per week should be devoted to course material outside of class time.

### Course Prerequisites:

None

### Disclaimer –

This syllabus is amended for FCI class distribution.

### IMPORTANT DATES:

- **Start** – January 6, 2015
- **Certification** – January 12, 2015
- **Drop** – February 12, 2015
- **End** – February 26, 2015

**Texas Core Objectives for Student Learning:**

The College defines essential knowledge and skills that students need to develop during their college experience. These general education competencies parallel the Texas Core Objectives for Student Learning. In this course, the following skills are in focus.

1. **Critical Thinking Skills** - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. **Communication Skills** - to include effective development, interpretation and expression of ideas through written, oral and visual communication
3. **Personal Responsibility** - to include the ability to connect choices, actions and consequences to ethical decision-making
4. **Social Responsibility**: to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.
**Student Learning Outcomes**
Identify the marketing mix components in relation to market segmentation; explain the environmental factors that influence consumer and organizational decision-making processes; and outline a marketing plan.

**CVC Learning Signature**
CVC’s Learning Signature is *One College Transforming Lives.* Cedar Valley College establishes clear expectations for students through engagement and empowerment leading to excellence.

**CVC Faculty and Staff expect students to:**
- take responsibility for their own learning
- commit to achieving high academic performance
- be meaningfully engaged in the campus community

**CVC Faculty and Staff expect to:**
- provide students a clear pathway of instruction
- establish clear learning outcomes
- serve as role models and mentors for students

**Course Outline**
For maximum success in this course you should spend a *minimum* of 9 hours per week working on course material.

<table>
<thead>
<tr>
<th>WK</th>
<th>Class/Online Lecture</th>
<th>Assignment</th>
<th>Point Value</th>
<th>Due Date</th>
</tr>
</thead>
</table>
| 1  | Review/Read Chapters 1 – 3  
External Article & Discussion  | Quiz #1  
Individual Guided Discussion (3 students) | 50 pts  
50 pts | Jan 8th |
| 2  | Review/Read Chapters 4 – 6  
External Article & Discussion  | Quiz #2  
Individual Guided Discussion (3 students)  
Assign Team Project  
Assign Individual Paper Topics | 50 pts  
50 pts | Jan 15th |
| 3  | Review/Read Chapters 7 – 9  
External Article & Discussion  | Quiz #3  
Individual Guided Discussion (3 students)  
Homework #1 Due (Outside classwork) | 50 pts  
50 pts | Jan 22nd |
| 4  | Review/Read Chapters 10 – 12  
External Article & Discussion  | Quiz #4  
Mid-Term Exam  
Individual Guided Discussion (3 students) | 50 pts  
100 pts | Jan 29th |
| 5  | Review/Read Chapters 13 – 15  
External Article & Discussion  | Quiz #5  
Individual Guided Discussion (3 students) | 50 pts | Feb 5th |
| 6  | Review/Read Chapters 16 – 19  
External Article & Discussion  | Quiz #6  
Individual Guided Discussion (3 students)  
Homework #2 Due (Outside classwork) | 50 pts  
50 pts | Feb 12th |
| 7  | Presentation & Course Review  | Individual Paper Due  
Team Project (Company Marketing Plans)  
Class Evaluation | 100 pts  
100 pts | Feb 19th |
**Evaluation Procedures**

**Grading scale:**
- 1,000-900 = A
- 899-800 = B
- 799-700 = C
- 699-600 = D
- 599 & Below = F

**Exams and Assignments:** The final grade for the course reflects evaluation of the student’s work on the following assignments that are calculated as follows:

The course will include the following elements:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Value</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes (6)</td>
<td>50</td>
<td>300</td>
</tr>
<tr>
<td>Individual Guided Discussion (2)</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>Homework Submissions (2)</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>Individual Paper (1)</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Team Project (1)</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Mid-Term Exam (1)</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam (1)</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Bonus Points</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

The total points on these elements (plus attendance, pop quizzes & written assignments) determines the final grade.

**Stop Before you Drop!** Under a Texas law (TEC Section 51.907), if you drop too many classes without having an acceptable reason, your GPA could be affected. Be sure you understand how this law may affect you before you drop a class.

The law applies to students who enroll in a Texas public institution of higher education (including the colleges of DCCCD) for the first time in fall 2007 or later. Under this law, you may not drop more than six classes without an acceptable reason during your entire undergraduate career without penalty. For more information, please see our catalog or read Facts About Dropping Classes.

If you drop or withdraw before the official drop/withdrawal deadline (**February 12, 2015**), you will receive a grade of W (Withdraw) in each class dropped until the seventh unacceptable drop. You will earn a grade of WF for the seventh unacceptable drop, and each unacceptable drop after that. A grade of WF will be calculated in your GPA as an F.
The Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a course. This class *may not* be repeated for the third or subsequent time without paying the additional tuition. Third attempts include courses taken at any of the Dallas County Community Colleges since the fall 2002 semester.

**Attendance Policy**

In general, **daily class attendance** enhances student achievement of an A, B, or C in the course. Students should advise instructors of illness or visitation situations that may require absence from a class.

**Classroom Policies**

As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog. More information is available at: [https://www1.dcccd.edu/catalog/ss/code.cfm?loc=CVC](https://www1.dcccd.edu/catalog/ss/code.cfm?loc=CVC)

**INSTITUTIONAL POLICIES**

**Academic Advising**

Academic Advising is a collaborative educational process whereby students and their advisors are partners in meeting the students' academic, personal, and career goals. This partnership is a process that is built over the student’s entire educational career at Cedar Valley College.

Educational planning is available to all students. First time in college students must meet with academic advisors prior to enrolling in classes; however, continuing students may choose to see faculty advisors, faculty counselors, and/or program coordinators after classes begin. All parties have clear responsibilities for ensuring a successful partnership.

**Academic Honesty**

Academic honesty is expected, and integrity is valued in the Dallas County Community Colleges. Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. See Also Student Code of Conduct.

**Sustainability**

This class it taught by a QTiPs qualified instructor

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*ME*

*a sustainable plan for success in mathematics*