Principles of Marketing  
MRKG 1311  
Winter 2016

Professor: Alex Diaz  
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Office Phone Number: (214) 860-8848  
Office Number: W-208  
Office Hours: TBA  
Meeting Days & Time: Online Course

Room Number: N/A  
Credit Hours: 3  
Division: Career Tech Education Division  
Division Office Hours: 8:00 am – 6:00 pm  
Division Office Phone: (214) 860-8848  
Division Office Location: W-210

Course Description: This course is an introduction to the 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 Pre-requisites: None

Statement of Workplace and Foundation (SCANS) Competencies: Mountain View College is committed to preparing you with the knowledge and skills that you need to succeed in today's dynamic work environment. Toward this goal, the following workplace competencies and foundation skills have been integrated into this course:

Workplace Competencies
- Manage Resources: time
- Exhibit Interpersonal Skills: teach others, and negotiate with others
- Work with Information: acquire and evaluate data, organize information, and interpret and communicate data
- Apply Systems Knowledge: work within social systems, work within organizational systems, and monitor and correct system performance

Foundation Skills
- Demonstrate Basic Skills: reading, writing, and listening
- Demonstrate Thinking Skills: creative thinking, decision making, problem solving, and thinking logically
- Exhibit Personal Qualities: individual responsibility, and self-management)

Course Materials/Supplies Needed
Grewal/Levy, M: Marketing, 4e ISBN 9781259674693

Student Learning Outcomes
Upon the successful completion of this course, you should be able to:
1. Identify the marketing mix components in relation to market segmentation.
2. Explain the environmental factors which influence consumer and organizational decision-making processes.
3. Outline a marketing plan.

Course Outline:
The topical outline is designed to give the student a clear summary of the subject matter to be covered in the course. It should not be implied that equal emphasis and time will be allotted to each topic. The topics included in MRKG 1311 are as follows.

Section One: Assessing The Marketplace
Chapter 1: Overview of Marketing
Chapter 2: Developing Marketing Strategies and a Marketing Plan
Chapter 3: Social and Mobile Marketing
Chapter 4: Marketing Ethics
Chapter 5: Analyzing the Marketing Environment
Section Two: Understanding The Marketplace
Chapter 6: Consumer Behavior
Chapter 7: Business-to-Business Marketing
Chapter 8: Global Marketing

Section Three: Targeting The Marketplace
Chapter 9: Segmentation, Targeting, and Positioning
Chapter 10: Marketing Research

Section Four: Value Creation
Chapter 11: Product, Branding, and Packaging Decisions
Chapter 12: Developing New Products
Chapter 13: Services: The Intangible Product

Section Five: Value Capture
Chapter 14: Pricing Concepts for Establishing Value

Section Six: Value Delivery: Designing The Channel and Supply Chain
Chapter 15: Supply Chain and Channel Management
Chapter 16: Retailing and Multichannel Marketing

Section Seven: Value Communication
Chapter 17: Integrated Marketing Communications
Chapter 18: Advertising, Public Relations, and Sales Promotions
Chapter 19: Personal Selling and Sales Management

Evaluation Procedures:
The evaluation system will be based on grades earned through the examinations and all other assignments. The weight of assignments is as follows:
- Exams – 50%
- Homework/Practice – 0%
- Critical Thinking – 40%
- Discussion/Quizzes – 10%

Grading Scale:
The grading scale is:
- A (90% +)
- B (80-89%)
- C (70-79%)
- D (60-69%)
- F (59% & below)

Certification Procedures:
For state reporting purposes, this lecture course will capture attendance data. The student must log onto eCampus and access the course content to meet certification requirements. During the fall and spring terms the state reporting date is the 12th class day, and during the summer terms, the date is the fourth class day. December 23, 2015.

If you find that you are unable to complete the course, it is your responsibility to withdraw. The last day to drop with a grade of “W” is January 5, 2016.

Students must begin attendance in all classes of enrollment. No exceptions. Financial Aid will not be granted to students who have been certified as not attending, by the certification date. For this lecture course, your physical participation in class, on or before the certification date will allow you to receive credit for FA purposes. For certification dates, check with the division or FAO for further information. Students, who are not certified as beginning class, are responsible for any payments due as a result of non-certification, to include the dropping of courses.
Late Work Policy:
Late work not accepted. The only exception is a medically documented emergency.

Makeup Exam Policy:
Late work not accepted. The only exception is a medically documented emergency.

College Sponsored Events:
It is your responsibility to arrange for course responsibilities one week prior to the event. Failure to do so will result in zero credit for any missed assignments.

Electronic Devices: (N/A for Online Instruction)
Silent all electronic devices (telephones) during class. You must exit the room to answer any calls. If your calls become an interruption to the class, I reserve the right to dismiss you from the classroom.

Academic Dishonesty:
Students that caught plagiarizing an assignment will be subject to an “F” in the course and possible expulsion from the college.

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. 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.

Institution Policies: Please visit http://www.mountainviewcollege.edu/Academics/Documents/Institutional%20Policies.pdf for a complete list of institutional policies (Stop Before You Drop; Withdrawal Policy; Repeating a Course; Financial Aid; Academic Dishonesty; Americans with Disabilities Act Statement; Religious Holidays; and Campus Emergency Operation Plan and Contingency Plan.).