INSTRUCTOR INFORMATION
Professor: Perla Molina
Email: pmolina@dcccd.edu
Office Phone: (214) 378-1771
Office Number: Adjunct
Office Hours: By appointment only
Credit Hour: Three (3)

DIVISION:
Career and Technology Education
Office Hours: Mon. – Thurs., 8 a.m. to 6:30 p.m.
Fri., 8 a.m. to 4 p.m.
Office Phone: (214) 860-8848
Office Location: 4849 W. Illinois Ave, W-210
Dallas, TX 75211

COURSE DESCRIPTION:
This course is an introduction to the marketing functions; includes 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 PREREQUISITES:
None designated by the Texas Higher Education Coordinating Board for transfer among community colleges and state public four year colleges and universities as freshman and sophomore general education courses.

COURSE MATERIALS:
eBook: Connect Plus only – 978-1-2591-7796-5
eCampus Course Link: ecampus.dcccd.edu Under My Courses choose: 2016SP-MRKG-1311-63401: Principles of Marketing
McGrawHill Website Link for Online Assignments: http://connect.mheducation.com/class/molina-mrkg1311-63401-sp16
You must register through the McGrawHill website link to access the online assignments and section exams; it includes a two-week free trial at which point you must purchase textbook or eBook.

CORE Objectives:
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: Manage time, money and materials
- Exhibit Interpersonal Skills: Serve customers, work in teams, lead work teams, negotiate with others
- Work with Information: Acquire/evaluate data, organize/maintain information, and interpret/communicate data
- Apply Systems Knowledge: Work within organizational systems
- Use Technology: Apply technology to specific tasks

Foundation Skills
- Demonstrate Basic Skills: Reading, writing, speaking, and listening
- Demonstrate Thinking Skills: Creative thinking, decision making, and problem solving
- Exhibit Personal Qualities: Individual responsibility, self-esteem, sociability, self-management, and integrity

STUDENT LEARNING OUTCOMES:
This course is an introduction to the functions of the marketing mix in relation to the market segmentation; includes identification of consumer and organizational needs; explanation of economic, psychological, sociological, and global issues; and description and analysis of the importance of marketing research. The objective of the course is for students to better understand customer preferences, link that knowledge to product categories and determine the best method of communication and delivery to the customer.
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:

Section I – 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 II – Understanding the Marketplace
  Chapter 6: Consumer Behavior
  Chapter 7: Business-to-Business Marketing
  Chapter 8: Global Marketing

Section III – Targeting the Marketplace
  Chapter 9: Segmentation, Targeting, and Positioning
  Chapter 10: Marketing Research

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

Section V – Value Capture
  Chapter 14: Pricing Concepts for Establishing Value

Section VI – Value Delivery: Designing the Channel and Supply Chain
  Chapter 15: Supply Chain and Channel Management
  Chapter 16: Retailing and Multichannel Marketing

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

EVALUATION PROCEDURES:
Section Exams, Critical Thinking Assignments, LearnSmart Assignments, and Discussion Forums: Seven Section Exams will be assigned during the semester and will cover the objectives listed at the beginning of each chapter. Typically, exams are true/false and multiple choice questions; but may change at the discretion of the Instructor. All deadlines will be listed on the eCampus Course link. Grades are based on the items assigned including Section Exams, Critical Thinking Assignments, LearnSmart Assignments and Discussion Forums. Extra credit assignments are given at the Instructor’s discretion.

Projected Weight of Assignments:
  Section Exams 25%
  Critical Thinking Assignments 40%
  Discussion Forums 15%
  LearnSmart Assignments 20%

ATTENDANCE POLICY:
Online courses do not meet on a regular basis, however, online participation is required. If you find that you are unable to complete the online course, it is your responsibility to withdraw. Attendance is measured by participation in the course and Discussion forums. You must complete the first assignment and discussion forum by 1/31/16 to be certified in this course. Financial Aid will not be granted to students who have been certified as not attending, by the certification date. Your participation in class, on or before the certification date will allow you to receive credit for FA purposes. 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.
GRADING SCALE:
The grading system will be based on grades earned through the examinations and all other assignments.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>(90% +)</td>
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<tr>
<td>B</td>
<td>(80-89%)</td>
</tr>
<tr>
<td>C</td>
<td>(70-79%)</td>
</tr>
<tr>
<td>D</td>
<td>(60-69%)</td>
</tr>
<tr>
<td>F</td>
<td>(59% &amp; below)</td>
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All work must be completed and received by dictated deadlines on eCampus – Assignments Due Dates tab. Please do not procrastinate. Access the full course through eCampus course link at ecampus.dcccd.edu.

LATE WORK POLICY:
It is highly encouraged for you to complete ALL your assignment in a timely manner. Late work will be accepted, however, one (1) point will be deducted for every day it is late. ALL assignments are due May 12, 2016, by 11:59 pm, NO EXCEPTIONS! Incomplete assignments will be awarded a grade of zero (0).

MAKEUP EXAM POLICY:
As this is an online course, there will be no makeup exams. Ample notice and access has been given so that you may complete your assignments, discussions and exams in a timely fashion.

CELL PHONES, ELECTRONIC DEVICES AND PAGERS:
Students are expected to silence all cell phones, electronic devices and pagers during class lectures.

STUDENT CERTIFICATION:
For state reporting purposes, this online course will capture participation data. Students must turn in first assignment and participate in first class discussion by 1/31/16 to meet certification requirements by the State Education regulatory agency. 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. Spring 2016 – 2/02/16

WITHDRAWAL POLICY:
The last day to withdraw with a grade of “W” is April 14, 2016. To drop a class or withdraw from the college, students must obtain a drop or withdrawal form from the Registrar's office and follow the prescribed procedure. It is the student's responsibility to drop a class; faculty members cannot initiate the process. Should circumstances prevent a student from appearing in person to withdraw, the student may withdraw through correspondence to the Registrar's Office. Drop and withdrawal requests are not accepted by telephone. If a student simply quits participating in the online course and does not drop, a performance grade will be awarded (usually an "F"). Please talk to the instructor before you drop the class to see if there is any other option.

ACADEMIC DISHONESTY:
Students 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 https://www.mountainviewcollege.edu/Academics/Documents/Institutional_Policies.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.).

Six Drop Issue - Stop Before You Drop
For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated 6 non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges.

Repeating This Course:
Effective for Fall Semester 2005, the Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a course. This class may 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.
Financial Aid:
Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

ADA Statement:
If you are a student with a disability and/or special needs who requires accommodations, please contact the college Mountain View College Disability Services Office at (214) 860-8691 or your home campus Disability Services office, contact information can be found at the following link: http://www.dcccd.edu/SS/OnCampus/DisSvs/DisSvsOffices/Pages/default.aspx

Religious Holidays:
Absences for observance of a religious holy day are excused. A student whose absence is excused to observe a religious holy day is allowed to take a make-up examination or complete an assignment within a reasonable time after the absence.

Inclement Weather:
In the event of severe weather conditions, please listen to local radio or television stations for information concerning official closing of Dallas County Community College District. You can also call the information line at 214-860-8680, or check for updates on the Mountain View College website (https://www.mountainviewcollege.edu/aboutmvc/Pages/severeweather.aspx). Decisions for evening classes will be made by 4:00 pm.

The Texas Success Initiative (TSI):
The Texas Success Initiative (TSI) is a statewide program designed to ensure that students enrolled in Texas public colleges and universities have the basic academic skills needed to be successful in college-level course work. The TSI requires assessment, remediation (if necessary), and advising of students who attend a public college or university in the state of Texas. The program assesses a student's basic academic skills in reading, writing, and math. Passing the assessment is a prerequisite for enrollment in many college level classes. Students who do not meet assessment standards may complete prerequisite requirements by taking developmental courses in the deficient area and passing them with a grade of C or higher. Additional information is available at https://www1.dcccd.edu/cat0506/admiss/tsi_requirements.cfm

Disclaimer Reserving Right to Change Syllabus:
The instructor reserves the right to amend this syllabus as necessary.

Contacting Your Instructor:
In the event that you need to contact me, you are to send an email to my attention at pmolina@dcccd.edu. You will create your message in a professional manner, using proper English (not text messaging language). You are to include your course information (see top of page) in the subject line of the email message. You are to sign your name at the end of the message. Providing this information allows me to assist you more accurately and faster. I check email on a daily basis or you can contact me at my work office at (214) 378-1771. I meet with students by appointment only or after class if time permits.

ONLINE COURSE CALENDAR:
The following deadlines must be met to receive your full grade. Late work will be deducted for every day the assignment is late. **Chapter 1 assignments are due by 01/31/16** to meet certification requirements by the State Education regulatory agency.

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<thead>
<tr>
<th>Section</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Section I – Assessing the Marketplace</td>
<td>02/14/16</td>
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<tr>
<td>Chapter 1 – Overview of Marketing (Certification Requirement)</td>
<td>01/31/16 ~ 11:59 p.m.</td>
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<td>Section II – Understanding the Marketplace</td>
<td>03/06/16</td>
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<td>Section III – Targeting the Marketplace</td>
<td>03/20/16</td>
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<td>Section IV – Value Creation</td>
<td>04/10/16</td>
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<td>Section V – Value Capture</td>
<td>04/24/16</td>
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<tr>
<td>Section VI – Value Delivery: Designing the Channel and Supply Chain</td>
<td>04/24/16</td>
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<td>Section VII – Value Communication</td>
<td>05/12/16</td>
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