INSTRUCTOR INFORMATION:  Instructor: Ray Attner  Office Hours: By appointment  
Office: M202  Telephone: 972-860-4171  
Email: rattner@dcccd.edu

INSTRUCTIONAL ASSOCIATE:  IA:  
Lab Hours:  
Telephone:  
Office:

If you need an appointment to discuss the course, please contact me at____________________.

NOTE:  The instructor reserves the right to modify the course requirements, assignments, grading procedures and other related policies as circumstances so indicate.

TEXTBOOKS:


Howe, Patti, Principles Of Marketing: Marketing Perspectives, Dallas Community College District, 2011

CATALOG DESCRIPTION:

Introduction to basic 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 OVERVIEW:

A comprehensive course designed to take you into the world of a marketing manager. The course is developed around the marketing process involving target market, product strategy, promotion strategy, pricing strategy and distribution strategy. It encompasses an analysis of strategic and tactical planning, consumer behavior, marketing information systems, international marketing perspectives, and the influence of the external environment and government regulations on marketing activities. The objectives of this course will be accomplished through the use of television tapes, a student study guide, textbook reading assignments, and instructor interaction.
COURSE OBJECTIVES:

Upon completion of this course the student will explain and apply the marketing mix, target market, and the marketing concept; explain the theories of consumer behavior, pricing strategy, product strategy, promotion strategy, and place strategy; and describe the uncontrollable variables the marketing manager must work with.

STUDENT LEARNING OUTCOMES:

Students who successfully complete MRKG 1311 will be able to:
1. Define marketing and its functions.
2. Explain marketing’s role in society.
3. Explain the evolution of marketing – the production, sales, and marketing eras.
4. Identify and explain environmental forces affecting marketing activities.
5. Describe the factors influencing consumer behavior.
6. Describe the strategic and tactical planning process for marketing.
7. Explain how companies identify and segment target markets.
8. Describe and explain the components of product strategy.
9. Describe and explain the components of promotion strategy.
10. Describe and explain the components of distribution strategy.
11. Describe and explain the components of pricing strategy.
12. Describe the importance of and elements of a marketing information system.
13. Contrast domestic and international marketing strategies.
14. Describe the ethical and social responsibility issues in the field of marketing.

SCANS COMPETENCIES:

The Secretary’s Commission on Achieving Necessary Skills (SCANS) was appointed by the Secretary of Labor to determine the skills people need to succeed in the world of work. To prepare you with the knowledge and skills needed to succeed in today’s dynamic work environment, these workplace competencies and foundation skills have been designed into the curriculum of MRKG 1311.

Workplace Competencies:

1. Manage Resources: Time, money, material and facilities, human resources.
2. Exhibit Interpersonal Skills: Participates as a team member, teaches others, serves customers, exercises leadership, negotiates to arrive at a decision, work with cultural diversity.
3. Works With Information: Acquires and evaluates information, organizes and maintains information, interprets and communicates information, uses computers to process information.
5. Uses Technology: Selects technology, applies technology to task.
Foundation Skills:

1. Demonstrate Basic Skills: Reading, writing, arithmetic, listening, speaking.
2. Demonstrate Thinking Skills: Creative thinking, decision making, problem solving, seeing things in the mind’s eye, knowing how to learn, reasoning.
3. Exhibit Personal Qualities: Responsibility, self-esteem, social, self-management, integrity and honesty.

LEARNING SYSTEM:

A variety of resources and opportunities will be made available to you through this course. Your instructor will work closely with you in developing a program designed to enable you to develop the competencies required in order to attain the objectives set out for this course. The components of your study program will represent a combination of the following: independent study sessions, direct guidance and assistance from faculty and instructional associates, the use of audio-visual materials (television tapes); the use of textbooks, study guides, small group discussions where appropriate; and an extensive ongoing evaluation process.

STUDENT STUDY GUIDE:

The student study guide has been prepared to assist you in mastering MRKG 1311. It serves as the link between the required textbook readings and the video-tape viewing that supplements the course. It contains an overview of each lesson, reading assignment, key vocabulary, areas to watch for in the videotape, study questions, a self-test, and an answer key. This study guide can be a valuable resource for you.

COURSE PROCEDURE - STUDY SEQUENCE:

The course is divided into 30 separate learning lessons as detailed in the student study guide. The videotape presentation is keyed to your guide and textbook reading assignments. Each of the instructional lessons follows a clear consistent sequence of learning activities designed to allow frequent opportunities for application, feedback and review. For each lesson, you should use the sequence of learning activities as follows:

1. Review the LESSON OBJECTIVES found in the Principles of Marketing: Marketing Perspectives study guide.

2. Read the LESSON OVERVIEW found in the Principles of Marketing: Marketing Perspectives study guide.

3. Complete the TEXTBOOK READING ASSIGNMENT found in the Principles of Marketing: Marketing Perspectives study guide for your textbook Contemporary Marketing.

4. Define the ESSENTIAL TERMS found in the Principles of Marketing: Marketing Perspectives study guide.
5. Become familiar with the TELEVISION FOCUS QUESTIONS found in the Principles of Marketing: Marketing Perspectives study guide.

6. View the TELEVISION PROGRAMS (videos).

7. Review the TELEVISION FOCUS QUESTIONS after viewing the TELEVISION PROGRAM.

8. Complete the SELF TEST for the lesson found in the Principles of Marketing: Marketing Perspectives study guide.

9. Check your answers for SELF TEST with the answers located in the ANSWER KEY which is found in the Principles of Marketing: Marketing Perspectives study guide

MANDATORY COMPLETION SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Lesson</th>
</tr>
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</table>
| 1    | Orientation  
Lesson 1 - Marketing Today  
Lesson 2 - Marketing Variables  
Lesson 3 - Target Markets  
Lesson 4 - Consumer Buying Behavior |
| 2    | Lesson 5 - Industrial Markets  
Lesson 6 - Marketing Management  
Lesson 7 - Marketing Strategies  
Lesson 8 - Market Research |
| 3    | Lesson 9 - Product Management  
Lesson 10 - Product Development  
Lesson 11 - Product Identification  
Lesson 12 - Packaging and Labeling |

*** SPRING BREAK *** MARCH 13-19 *** NO CLASSES *** CAMPUS CLOSED ***

Test #1 Due (L 1-8)  
3/25/17 (S) completed by 3:30 PM

Mini-Project #1 Due  
3/24/17 (F) by 12:00 noon
4  Lesson 13 - Service Marketing
Lesson 14 - Channels of Distribution
Lesson 15 - Direct Marketing
Lesson 16 - Physical Distribution

Test #2 Due (L 9-16)  Mini-Project #2 Due
4/8/17 (S) completed by 3:30 PM  4/7/17 (F) by 12:00 noon

*** HOLIDAY *** APRIL 14-16 *** NO CLASSES *** CAMPUS CLOSED ***

5  Lesson 17 - Wholesalers and Distributors
Lesson 18 - Agents and Brokers
Lesson 19 - Retailing
Lesson 20 - Retail Location

6  Lesson 21 - Marketing Communication
Lesson 22 - Advertising - Print
Lesson 23 - Advertising - Broadcast
Lesson 24 - Communications Management

Test #3 Due (L 17-24)  Mini-Project #3 Due
4/22/17 (S) completed by 3:30 PM  4/21/17 (F) by 12:00 noon

7  Lesson 25 - Pricing Theories
Lesson 26 - Pricing Strategies
Lesson 27 - Consumerism
Lesson 28 - Government and Its Influences

8  Lesson 29 - International Marketing
Lesson 30 - Future Trends

Test #4 Due (L 25-30)  Mini-Project #4 Due
5/6/17 (S) completed by 3:30 PM  5/5/17 (F) by 12:00 noon

GRADING SCALE:

A = 720 to 800 points
B = 640 to 719 points
C = 560 to 639 points
D = 480 to 559 points
F = Less than 480 points
GRADING CRITERIA:

1. Required points may be earned in this course through examinations and completing mini-projects.
   
   A. Examinations - (4) each worth 150 points over the designated learning objectives for the included units. Exams will be a combination true-false/multiple choice and essay questions.
   
   B. Mini-Projects - (4) each worth 50 points. The mini-projects are from a list provided in this syllabus on page 11. The format for the mini-projects is provided on page 11 of this syllabus.

2. Optional points may be earned in this course through

   A. Pre-Grading Mini-Project Review - (2) each review is worth 10 points. You have the option of reviewing mini-projects one (1) and two (2) prior to each being graded by your instructor. In order to be eligible for the optional points you must:
      1. Review the mini-project assignment with the designated instructor.
      2. Review the entire mini-project assignment at least one lab day prior to the designated Mini-Project deadline.
   
   B. Post-Grading Test Review - (1) worth 10 points. You have the option of reviewing test one (1) after it has been graded by your instructor. In order to be eligible for the optional points you must:
      1. Review the test with the designated instructor.
      2. Review the test within two lab days after the test has been graded and posted.
   
   C. Optional Mini-project - (1) worth 50 points. You have the option of completing one (1) extra credit mini-project selected from three alternatives available. The potential alternative choices are from a list provided in this syllabus on page 11.

OPERATING POLICIES:

1. Attendance Policy - You will not be required to spend a specified number of hours attending class. You determine how much time you need to spend in order to complete your course work. Keep in mind an average student will spend 3-plus hours in the Marketing and Management Center completing each unit of the course. NOTE: CLASS ATTENDANCE AND COURSE PROGRESS IS THE RESPONSIBILITY OF THE STUDENT.

Financial Aid Statement: 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.
2. Examination Policy - Examinations will be taken in the Test Center, S080. Examinations should be taken within the time frame on the course schedule. You may take the test earlier than the date listed on the schedule. Study and be prepared. Test Center hours are: M-R 8:00 AM-7:00 PM, F-S 8:00 AM-3:30 PM. Last test is issued one hour before closing. Prior to testing, you will need to obtain a Test Permission Slip in the M & M Center (M206).

3. Late Work - Mini-projects are due prior to taking the unit tests. No work will be accepted after conclusion of the appropriate test. The last day to turn in any mini-project, with instructor permission, is Friday, May 5, 2017, by 12:00 noon.

4. Completing Required Work - All required mini-projects must be completed. No optional points will be counted if any required mini-project or test has not been completed for a grade.

5. Academic Honesty Policy- Scholastic dishonesty is a violation of the Student Code of Conduct: https://www1.dcccd.edu/catalog/ss/code.cfm. All course work in this class is undertaken with the understanding that academic honesty is the only acceptable behavior. Further, it is understood that the instructor sets the standards of academic honesty in the class, determines when these standards have been violated, and determines the consequences of that behavior by the student. The following instances of academic dishonesty will not be tolerated and if committed, will result in a grade of “F” in the course.
   a. cheating - intentionally using or attempting to use unauthorized materials, information or student aids in any academic exercise. Specifically
      1. Copying from another student’s test paper or case problem.
      2. Using test materials not authorized by the person administering the test.
      3. Collaborating with or seeking aid from another student during a test without permission from the test administrator.
      4. Knowingly using, buying, selling, stealing, or soliciting, in whole or in part, the contents of an unadministered test.
      5. The unauthorized transporting or removal, in whole or in part, of the contents of the unadministered test.
      6. Substituting for another student, or permitting another student to substitute for one’s self, to take a test.
      7. Bribing another person to obtain an unadministered test or information about an unadministered test.
   b. collusion - unauthorized collaboration with another person in preparing work offered for credit i.e., providing exam information to another students, working collectively on assignments intended as individual tasks.
   c. fabrication - intentional and unauthorized falsification or invention of any information in an academic exercise.
   d. plagiarism - intentionally representing the words or ideas of another as one’s own in any academic exercise.
6. Drop Policy - If you do not wish to complete this course, you are responsible for withdrawing yourself from the class. If you are unable to complete this course you must withdraw from it by Monday, April 24, 2017. Withdrawing from this course is a formal procedure which you must initiate. The instructor or instructional associate cannot do it for you. You may do this in admissions or counseling. If you stop attending and do not withdraw you will receive a performance grade, usually an "F". Students sometimes drop courses when help is available that would enable them to continue. If you feel the need to withdraw, please discuss your plans with the instructor or instructional associate.

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. For more information, you may access: https://www1.dcccd.edu/coursedrops

7. WX Policy - The WX grade allows the student to carry forward the grade and work completed in the previous semester. The WX contract must be completed in the semester following the one it is granted in. If the WX contract is not completed the student will receive the performance grade as indicated on the WX contract.

A. Criteria for WX grade: - In order to be eligible to receive a WX contract grade, the student must:
   1. Have completed a minimum of one-third of the required work in the course on the date the contract is signed.
   2. Have achieved a minimum grade of 70% on total work completed, i.e. required with the addition of optional points
   3. Have attended on a regular basis.

B. Process of WX grade: - In order to receive a WX contract the student must:
   1. Initiate discussion with the instructor, prior to the last date to drop in the semester, regarding the desire to be granted a grade of WX.
   2. When agreement is reached, complete a WX contract with the instructor to be filed until the last drop date. The instructor will sign and date the WX contract on the last date to drop during the semester and attach the contract to the final gradesheet.

8. Cover Sheet - Each mini-project, test, or assigned work must have a properly filled out cover sheet. Cover Sheets are available in the M & M Center. The cover sheet is to be stapled to the project prior to turning it in for grading.
9. Test Essay Answer Sheets - The Test Center has specific forms to be used when answering essay questions. Each student will be given three (3) pages when picking up a test. Properly fill out pages per instructions. Do not write on the back. If three pages are not enough, ask an attendant for more.

10. The following lists when there will be no classes, lab is closed and the Test Center is closed:
   March 13-19, 2017 - Spring Break - Campus closed
   April 14-16, 2017 - Holiday - Campus closed

11. Notification Of Absence Due To Religious Holy Day(s) - Students desiring to observe a religious holy day, which will result in class absence, must notify their instructor in writing, for each class, no later than the 15th calendar day after the first class day of the semester in which the absence will occur. The student is required to complete any assignments or take any examinations, within a reasonable time, which may have been missed as a result of the absence.

12. Students With Disabilities - If you are a student with a disability and/or special needs, or if you think you may have a disability, please contact the college Disability Services Office (DSO). Please note that all communication with DSO is confidential. If you are eligible for accommodations, please provide or request that the DSO send your accommodation letter to me as soon as possible (students are encouraged to contact DSÓ at the beginning of the semester). For more information regarding the College Disability Services Office, please visit the Student Services website: dcccd.edu/DSOoffices or contact the DCCCD Office of Institutional Equity at 214-378-1633.

13. FERPA - The Family Educational Rights and Privacy Act (FERPA) affords students certain rights with respect to their education records. More information is available at: https://www1.dcccd.edu/catalog/about/privacy.cfm

14. Note on Harassment, Discrimination and Sexual Misconduct - We are committed to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX and DCCCD policy prohibit harassment, discrimination and sexual misconduct. If you encounter harassment, sexual misconduct (sexual harassment, sexual assault, stalking, relationship violence, stalking), retaliation or discrimination based on race, color, religion, age, national origin, disability, sex, sexual orientation, gender identity, and/or gender expression, please contact your College Title IX Coordinator or the Office of Institutional Equity. We treat this information with the greatest degree of confidentiality possible while also ensuring student welfare and college safety.

We are concerned about the well-being and development of our students, and are available to discuss any concerns. There are both confidential and non-confidential resources and reporting options available to you. If students wish to keep the information confidential, please contact the college Counseling or Student Health Services. As required by DCCCD policy, incidents of discrimination and/or sexual misconduct shared with faculty will be reported to the College Title IX Coordinator or District Title IX Coordinator. The Title IX Coordinator will contact the student and determine if further investigation is needed. For
more information about policies, resources or reporting options, please contact your college Title IX Coordinator or visit www.dcccd.edu/titleIX. Brookhaven - Terri Edrich, TitleIX-BHC@dcccd.edu

CAMPUS VIDEO VIEWING CENTER LOCATION AND HOURS

Management and Marketing Center
Room M 206
Hours: M - R 9:00 AM - 3:00 PM, 5:00 PM - 9:00 PM,
F 9:00 AM - 12:00 Noon

M & M Center Viewing Policies

1. Videos may be viewed in the M & M Center or checked out for home viewing.
2. A maximum of four (4) lessons may be checked out at one time.
3. The checkout time period is a maximum of 24 hours.
4. Failure to return videos will result in grades and enrollment being blocked.
5. The last date to check videos out of the M & M Center is Thursday, May 4, 2017.
6. The last date to view videos in the M & M Center is Friday, May 5, 2017, by 12:00 noon.
REQUIRED MINI-PROJECTS

The mini-projects are listed in four (4) groups to correspond to test lessons. Each required project is composed of several cases. You must complete all cases.

Mini-Project #I - Test 1, Lessons 1-8 - Required - In Textbook - Due by designated due date
   A. Case 5.1 - How Color Is Used in Marketing - p. 166

Mini-Project #II - Test 2, Lessons 9-14 - Required - In Textbook - Due by designated due date
   B. Case 12.1 - Roy Choi Takes Gourmet Food to the Street - pp. 406-407

Mini-Project #III - Test 3, Lessons 15-21 - Required - In Textbook - Due by designated due date
   B. Case 15.1 - Google Wants to Dominate in Display Ads - pp. 523-524

Mini-Project #IV - Test 4, Lessons 22-30 - Required - In Textbook - Due by designated due date
   A. Case 7.1 - General Motors: Revved Up in China - pp. 232-233
   B. Case 19.1 - Holding the (Price) Line on Luxury Goods - pp. 665-666

OPTIONAL MINI-PROJECTS

The mini-projects are listed in three groups to correspond to the test units. You may complete only one group, Group I, Group II, or Group III. Each mini-project is composed of one case.

Group I - Test #1 - Lessons 1-8 - In Textbook - Due with Required Mini-Project #1
   Case 2.1 - How a Stadium Becomes Part of a Marketing Strategy - p. 59

Group II - Test #2 - Lessons 9-16 - In Textbook - Due with Required Mini-Project #2
   Case 13.2 - Marketing Channels and Supply Chain Management at Preserve* - p. 447

Group III - Test #3 - Lessons 17-24 - In Textbook - Due with Required Mini-Project #3
   Case 17.1 - Private Jets: In Rarefied Air - p. 599
MINI-PROJECT FORMAT

In preparing your case problems during the semester, please use the following directions:

1. Submit your cases with an M & M Center cover sheet.

2. At the top right-hand corner of each page type/print/write:
   A. Your name.
   B. Your Student I.D. number.
   C. The page number (i.e., page 1, page 2).

3. In the top center of the beginning page for each case put:
   Principals of Marketing
   Chapter ___ Page

4. Each case problem has specific questions following the narrative. You must answer all questions in order to complete the case problem.

5. To answer the questions:
   A. Type/write the entire question, including the question number
   B. Type/write the word "Answer" below the question and then complete the answer
   C. Type/write the second question, etc.

6. In answering each question:
   A. Always explain your answer -- never answer simply yes or no.
   B. Apply the concepts from the lesson and chapter material.
   C. Remember you are not giving your opinion -- you are developing and informed answer to a management problem.
   D. Pretend that your "boss" has asked you to solve these problems and that you will be in line for a promotion if you prove to be a good problem solver.
Receiving Your Final Semester Grades:

End-of-semester grades will not be mailed to you by the college.

INTERNET ACCESS TO GRADES

Go to the Dallas County Community College District website (http://www.dcccd.edu).

1. Click on eConnect, then select ‘Current Credit Student Menu’.
2. Under the heading ‘My eConnect Account’, select Log In.
3. Enter your seven-digit student ID number (not your Social Security number.)
4. Enter your password or, if this is your first time to use the system, enter your date of birth.
5. Under the heading ‘My Personal Information’, select Check My Grades.
6. Select the term and grade type that you wish to review, then click on ‘Submit’.