WARNING the Blackboard/Ecampus system will be unavailable from Dec 27 to Jan 2. It is possible that the planned upgrading of the system could be completed before Jan 2. You may want to copy several HW assignments so you can keep working during this outage.

<table>
<thead>
<tr>
<th>Course Information</th>
<th>Instructor Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insert Course Title</td>
<td>Insert Name Professor Michael Daily</td>
</tr>
<tr>
<td>Principles of Marketing</td>
<td>Preferred Email Address <a href="mailto:Mdaily@dccc.edu">Mdaily@dccc.edu</a></td>
</tr>
<tr>
<td>Insert Term and Year</td>
<td>Primary Telephone Contact 972-860-8139 Cell 214-403-0173</td>
</tr>
<tr>
<td>Spring 2017</td>
<td>Office Location and Hours By Appointment</td>
</tr>
<tr>
<td>Course and Section Number MRKG 1311-33432</td>
<td></td>
</tr>
<tr>
<td>Insert Class Meeting Time and Location Online</td>
<td>Required Materials Including Textbooks (include ISBN)</td>
</tr>
<tr>
<td>ALL WORK MUST BE SUBMITTED by 6pm 5-11-17</td>
<td>Note: A minimum of 9 hours per week should be devoted to course material outside of class time</td>
</tr>
</tbody>
</table>

Course Description

The analysis and application of organizational theory, group dynamics, motivation theory, leadership concepts, and the integration of interdisciplinary concepts from the behavioral sciences. (3 Lec.)

This is a Green Course, meaning sustainable features such as paperless assignments are used and/or the curriculum includes lessons on sustainability. One example is Chapter 1 which includes Corporate Social Responsibility.

Important: This course is set for the 9th edition; you may use the 10th but take care to match the 10th chapters and topics to the 9th when you do your work. You will save $$ by using the 9th.

MKTG, 9th Edition
Charles W. Lamb, Joseph F. Hair, Carl McDaniel
© 2014

MKTG, 10th Edition
Charles W. Lamb, Joseph F. Hair, Carl McDaniel
© 2017

You do not need the Online Edition

DO NOT EMAIL ASSIGNEMENTS, ALL ASSIGNMENTS MUST BE SUBMITTED VIA THE TYPE SUBMISSION BOX IN ECAMPUS (NOT THE COMMENTS BOX).

Course Prerequisites
None

Disclaimer – The instructor reserves the right to amend this syllabus as necessary.

Important Dates: Start Date 1-17-17, End Date 5-11-17 at 6pm, Certification Date 03-25-17 11:59pm, Drop Date 4-29-17 by end of Business Day

Online participation for Financial Aid purposes:
The United States Department of Education requires your instructors to "demonstrate" that you have participated in the course before the certification date in order to be certified as attending for Financial Aid purposes. The Department of Education states Logging In as NOT demonstrating participation. Since 1) phone calls and 2) personal conversations can not be demonstrated and since 3) Emails are not documented in the course shell those 3 methods will not be acceptable for demonstrating participation. You must therefore submit, prior to the certification date, via the Ecampus shell any assignment, exam, quiz, or participate in a discussion board. In all cases there are assignments which can be submitted without a Text book.

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. **Empirical and Quantitative Skills** - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
4. **Teamwork** - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
5. **Personal Responsibility** - to include the ability to connect choices, actions and consequences to ethical decision-making
6. **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

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 Guide:

This course is self paced so there are no specific due dates so long as all work is completed by the end date listed. Use this guide to keep yourself on track.

**Week 1-2** Complete unit 1, including 1 HW assignment, Exam 1 and SLO #1.

**Week 2-3** Complete unit 2, including 1 HW assignment, Exam 2 and SLO #2.
Week 3-4 Complete unit 3, including 1 HW assignment, Discussion Board 1, Exam 3.
Week 4-5 Complete unit 4, including 1 HW assignment, Discussion Board 2, Exam 4.
Week 5-6 Complete unit 5, including 1 HW assignment, Discussion Board 3, Exam 5.
Week 7-8 Complete unit 6, including 1 HW assignment, Exam 6 and SLO #3 (refer to page 20-26 in the text for the components of 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. This course is self paced. Take care to submit the beginning course work as early as possible.

Evaluation Procedures
At the beginning of the course, the instructor provides a schedule of examinations and assignments that contribute to the final grade in the course for each student.

A=900-1000 points
B=800-899 points
C=700-799 points
D=600-699 points
F=599 or less points

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:
4 Test 100 points each 400
4 Homework 100 points each 400
4 SLO Assignments 30 points each 120
4 Discussion Boards 25 points each 100
Total points available 1,020
The College offers a Service Learning Program that allows students to earn recognition for hours worked in a volunteer program with a local organization. See the Cedar Valley College web site for additional information. http://www.cedarvalleycollege.edu/CommunityMembers/Lists/WebPages/DispForm2.aspx?List=4910a51c%2D65b2%2D4293%2D9ecd%2D5f5aa383b44d&ID=17

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, 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 deadline for receiving a W is indicated on the academic calendar and the current class schedule as well as in red print at the beginning of this document. For more information, you may access: http://www.dcccd.edu/Why/Reg/Registration/Pages/DropWithdraw.aspx

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. More information is available at: http://www.dcccd.edu/PC/Cost/3rdCrseAttmpt/Pages/default.aspx

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, work or family situations that may require absence from a class.
You must attend and participate in your on-campus or online course(s) in order to receive federal financial aid. Your instructor is required by law to validate your attendance in your on-campus or online course in order for you to receive financial aid. You must participate in an academic related activity pertaining to the course such as but not limited to the following examples: initiating contact with your instructor to ask a question about the academic subject studied in the course; submitting an academic assignment; taking an exam; completing an interactive tutorial; participating in computer-assisted instruction; attending a study group that is assigned by the instructor; or participating in an online discussion about academic matters relating to the course. In an online class, simply logging in is not sufficient by itself to demonstrate academic attendance. You must demonstrate that you are participating in your online class and are engaged in an academically related activity such as in the examples described above.

Warning:

The United States Department of Education requires your instructors to "demonstrate" that you have participated in the course before the certification date in order to be certified as attending for Financial Aid purposes. The Department of Education states Logging In as NOT demonstrating participation. Since 1) phone calls and 2) personal conversations can not be demonstrated and since 3) Emails are not documented in the course shell those 3 methods will not be acceptable for demonstrating participation. You must therefore submit, prior to the certification date, via the Ecampus shell any assignment, exam, quiz, or participate in a discussion board. In all cases there are assignments which can be submitted without a Text book.

Course Policies

Certification Date and final due date MUST be met, there are no exceptions.

Tutoring Services

All tutoring is available on a "drop in" basis; however, if you would like to make an appointment for a specific time, please call 972-860-2974. We encourage you to make an appointment for all written assignments. During each visit to the center, you will use your student ID# to sign in and out on our computer at the front desk. More information is available at: http://www.cedarvalleycollege.edu/FutureStudents/StudentServices/TutoringServices/default.aspx
QUALITY ENHANCEMENT PLAN
Cedar Valley College's Quality Enhancement Plan is designed to improve student learning in mathematics. Read more about our QEP at:
http://www.cedarvalleycollege.edu/QEP/default.aspx

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.

We encourage you to meet with an advisor early during registration so you will have plenty of time to plan a schedule that works for you. Academic Advisors are located in building “L”, and can be reached at (972) 860-0806.

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. For more information, you may access:
https://www.cedarvalleycollege.edu/FutureStudents/StudentServices/AcademicAdvising/Pictures/AdvisingSyllabus.pdf

CVC Welcome Center
The Cedar Valley College Welcome Center staff are available Monday-Thursday, 8:30am-7pm, Friday 8:30am-5pm to answer any general questions you may have. The main CVC telephone line for general information is (972) 860-0816.

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.
https://www1.dcccd.edu/catalog/ss/code.cfm?loc=CVC

In any written paper, you are guilty of the academic offense known as plagiarism if you partially or entirely copy the author’s sentences, words. For such an offense, a student will receive a zero on the assignment and can receive an F for the course. You cannot mix the author’s words with your own or “plug” your synonyms into the author’s sentence structure. To prevent unintentional borrowing, resist the temptation to look at the source as you write. The author’s words, phrases, sentences must be put in your words, in your way of writing. When you do this, you are demonstrating the ability of understanding and comprehension. If you summarize, paraphrase or directly quote from an author, you must use the appropriate documentation because the ‘idea(s)’ still belong to the author.

Please be advised that academic dishonesty and plagiarism are serious issues that may result in serious consequences. Students should be aware that they are responsible for their behavior concerning these issues. This class will adhere to the student’s “Responsibility” as detailed in the DCCCD district-wide statement and the Cedar
Valley College Student Code of Conduct explained in the Cedar Valley College and district catalogs or on-line at the district website (https://www1.dcccd.edu/cat1617/ss/code.cfm).

**Consequences for Academic Dishonesty and/or Plagiarism:** Any student found guilty of cheating on an examination or of Plagiarism (using the definitions given for both terms in the attached document, student “Responsibility”) will receive one or more of the following penalties:

- The grade of zero (0) on that particular assignment.
- A course grade of F (depending on the severity of the student’s dishonesty or plagiarism).
- The professor may request that the student drop the class.

**ADA Statement**

If you are a student with a disability and/or special needs who requires accommodations, please contact the college Disability Services Office at 972-860-8119.

**Emergency Alert**

Sign up for DCCCD Emergency Alerts to receive a text-message, e-mail and/or phone call when there is an unscheduled evacuation or closure of a DCCCD campus or office because of weather closures, utility outages, police or other emergencies. Subscribing is free, but standard text message charges from your cell phone provider will apply. Please refer to: http://www.dcccd.edu/SS/OnlineSvs/EmergAlerts/Pages/default.aspx

**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.

**Health Center Services**

Basic first aid for minor cuts, scrapes, insect stings, and heat, etc.

- Over-the-counter medications for headaches, fever, seasonal allergies, and colds
- Over-the-counter medications for mild allergic reactions
- Emergency sanitary pads
- Blood Pressure check
- Coordination with outside health agencies such as Carter Blood Care; Dallas County Health Dept. (HIV/STD testing--free, twice a semester); UT Southwestern mobile mammography; Immunizations once a month for children <19 y.o. from the DCDHHS; Agape Massage; and Employee Wellness Screening
- Rest area for stress relief, migraine headaches, post seizure activity
- AED (Automatic External Defibrillator) for CPR
- www.cedarvalleycollege.edu/FutureStudents/StudentServices/HealthServices/default.aspx
- Confidential "talks"
• Assists with health related club activities when asked and time permits

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.

DCCCD OIE Faculty Syllabi Statement- FALL 2016

The Office of Institutional Equity, in coordination with DCCCD colleges, has the primary responsibility for reviewing, updating and implementing compliance policies and procedures. The Institutional Equity and Compliance Officer and the Office of Institutional Equity will ensure compliance with College District policies, federal and state laws related to sexual assault, Title IX, Title II (Americans with Disabilities Act) and the Military Veterans Full Employment Act to support diversity and inclusion.

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 DSO at the beginning of the semester). For more information regarding the College Disability Services Office, please visit the Student Services website: dcccd.edu/DSO Offices or contact DCCCD Office of Institutional Equity at (214) 378-1633.

College Disability Services Offices

Brookhaven 972-860-4673
Cedar Valley 972-860-8119
Eastfield 972-860-8348
El Centro 214-860-2411
Mountain View 214-860-8677
North Lake 972-273-3165
Richland 972-238-6180

A 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.

College Title IX Coordinators

Brookhaven Terri Edrich TitleIX-BHC@dcccd.edu 972-860-4825
Cedar Valley Grenna Rollings TitleIX-CVC@dcccd.edu 972-860-8181
Eastfield Rachel Wolf TitleIX-EFC@dcccd.edu 972-860-7358
El Centro Shanee’ Moore TitleIX-ECC@dcccd.edu 214-860-2138
Mountain View Regina Garner TitleIX-MVC@dcccd.edu 214-860-8561
North Lake Rosemary Meredith(acting) TitleIX-NLC@dcccd.edu 972-860-3992
<table>
<thead>
<tr>
<th>Location</th>
<th>Name</th>
<th>Title IX Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richland</td>
<td>Bill Dial</td>
<td><a href="mailto:TitleIX-RLC@dcccd.edu">TitleIX-RLC@dcccd.edu</a></td>
<td>972-238-6386</td>
</tr>
<tr>
<td>Dallas Colleges Online</td>
<td>Le’Kendra Higgs</td>
<td><a href="mailto:TitleIX-LEC@dcccd.edu">TitleIX-LEC@dcccd.edu</a></td>
<td>972-669-6672</td>
</tr>
<tr>
<td>District Title IX Coordinator</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office of Institutional Equity</td>
<td>LaShawn Grant</td>
<td><a href="mailto:TitleIX-District@dcccd.edu">TitleIX-District@dcccd.edu</a></td>
<td>214-378-1633</td>
</tr>
</tbody>
</table>