### Course Information
- **College:** CVC
- **Course title:** Principles of Marketing
- **Semester/Year:** 2018 Wintermester
- **Course number:** MRKG 1311
- **Section number(s):** 32440
- **Telephone:** 214-403-0173
- **Credit hours:** 3
- **Instructional format:** Online

### Instructor Information
- **Instructor:** Mike Daily
- **E-mail address:** mdaily@dcccd.edu
- **Online office hours:** By Request
- **Campus office hours:** By Request

### Course Prerequisites
- **None**

### Required Materials
- **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
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  You do not need the Online Edition

### Course Description
Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues. (3 Lec.) This is a WECM Course Number.

### Participation Policy
You must actively participate in this online course by completing the readings, online activities, and mastery assessments for each unit. Try to check emails and access the course daily. You must show participation in this class prior to the certification date, 12-13-17 at 6pm CST by logging into the course, completing the course contract, and beginning Unit 1.
### Important Dates

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<th>Start</th>
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<td>12-11-17</td>
<td>12-13-17</td>
<td>12-22-17</td>
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<td>1-5-18</td>
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The course is designed to be completed in 8 weeks. I strongly suggest that you adhere to the weekly schedule in the *Due Dates-Class Outline* document to maximize learning and avoid a last-minute flurry of activity. While it’s okay to fall a bit behind, **ALL WORK MUST BE COMPLETED NO LATER THAN 1-5-18 at 6pm cst**. Work turned in after this and time will not be considered in the final grade computation.

### 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

In this class, some of the following competencies **MAY** also be assessed:

- **Critical Thinking Skills:** To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.
- **Communication Skills:** To include effective development, interpretation and expression of ideas through written, oral and visual communication.
- **Empirical and Quantitative Skills:** To include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.
- **Teamwork:** To include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.
- **Personal Responsibility:** To include the ability to connect choices, actions and consequences to ethical decision-making.
- **Social Responsibility:** To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.

### Learning Outcomes

Upon successful completion of this course, students will:

- Identify the marketing mix components in relation to market segmentation
- Explain the environmental factors which influence consumer and organizational decision-making processes
- Outline a marketing plan

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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 3-4 Complete unit 2, including 1 HW assignment, Exam 2 and SLO #2.
Week 5-7 Complete unit 3, including 1 HW assignment, Discussion Board 1, Exam 3.
Week 8-9 Complete unit 4, including 1 HW assignment, Discussion Board 2, Exam 4.
Week 10-12 Complete unit 5, including 1 HW assignment, Discussion Board 3, Exam 5.
Week 13-16 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

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:
6 Test 100 points each 600
Test HW Grades
A=90-100
B=80-89
C=70-79
D=60-69
F=0-59
Financial Aid Attendance and Participation Requirements

Your instructor is required by law to validate/certify your attendance in your on-campus or online course(s) for you to receive financial aid. To meet the attendance requirement, you must attend and participate in your on-campus or online course(s) prior to the course certification date and continue beyond the course withdrawal date.

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.

Disclaimer

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

Intuitional Policy

www.cedarvalleycollege.edu/syllabipolicies
### INSTITUTIONAL POLICIES

#### 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.

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 six 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 six 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, go to: [eConnect – Facts About Dropping Classes](#)

#### Withdrawal Policy
If you are unable to complete this course, it is your responsibility to withdraw formally. The withdrawal request must be received in the Registrar’s Office by the drop date listed on your fee receipt. Failure to do so will result in your receiving a performance grade, usually an "F."

If you drop a class or withdraw from the college before the official drop/withdrawal deadline, you will receive a "W" (Withdraw) in each class dropped. Students sometimes drop a course when help is available that would enable them to continue. Before you make the decision to drop this course, please contact the instructor by email.

#### 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. To speak with someone, please contact the Financial Aid Call Center at 972-587-2599, by email at facc@dcccd.edu or at [http://www.dcccd.edu/FA](http://www.dcccd.edu/FA)

#### Financial Aid Certification of Attendance
You must attend and participate in your on-campus or online course(s) to receive federal financial aid. Your instructor is required by law to validate your attendance in your on-campus or online course 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.
### INSTITUTIONAL POLICIES

#### 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 cheating on a test, plagiarism, and collusion. “Cheating on a test” includes, but is not limited to:

- Copying from another student’s test paper.
- Using test materials not authorized by the person giving the test.
- Collaborating with or seeking help from another student, technological aid, or electronic resource during a test without permission from the test administrator.
- Knowingly using, buying, selling, stealing, or soliciting the contents of an un-administered test.
- The unauthorized transporting or removal of the contents of the un-administered test.
- Substituting for another student, or permitting another student to substitute for you, to take a test.
- Bribing another person to obtain an un-administered test or information about an un-administered test.

“Plagiarism” is the buying, receiving as a gift, or obtaining another’s work and submitting or including it as your own work without authorization.

“Collusion” is the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements.

As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD [Code of Student Conduct](http://www.dcccd.edu/). Select the link to view the code.

#### Harassment, Discrimination, and Sexual Misconduct

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, contact your College Title IX Coordinator or the Office of Institutional Equity. For more information about policies, resources or reporting options, go to the Title IX and Sexual Misconduct website at [www.dcccd.edu/titleIX](http://www.dcccd.edu/titleIX).

Note: The website lists contact information for the Title IX Coordinator at each college.

#### Repeating this Course

Effective 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 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/ThirdCourseAttempt](http://www.dcccd.edu/ThirdCourseAttempt)

#### Religious Holidays

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

#### Final Course Grades

Final grade reports are not mailed. Convenient access is available online at [http://www.dcccd.edu/eConnect](http://www.dcccd.edu/eConnect). Use your identification number when you log into eConnect.

#### ADA Statement

If you are a student with a disability and/or special needs, contact the college Disability Services Office (DSO). If you are eligible for accommodations, please request that the DSO send your accommodation letter to the instructor as soon as possible. For more information go to: [Disability Services](http://www.dcccd.edu/) or contact the DCCCD Office of Institutional Equity at (214) 378-1633.