

COURSE SYLLABUS

MRKG 1311 (3:3:0)

Principles of Marketing

Business

Business Administration Department

Technical Education Division

Miran Rivera - Office Administration, Business Administration

SOUTH PLAINS COLLEGE

FALL 2023

**COURSE SYLLABUS
FALL 2023**

Course Title: MRKG 1311-271; Principles of Marketing
Meeting Time: Section 271; W 9:30 AM - 10:45 AM; LC 124

Instructor Information:

| | | | | |
|--------------------------|--|------------------|-----------------|----------------|
| Instructor: | Miran Rivera | | | |
| Office: | LC 120G (Lubbock Center) | | | |
| Office Telephone: | 806.716.4917 | | | |
| E-mail: | mriviera@southplainscollege.edu | | | |
| Office Hours: | | | | |
| Monday | Tuesday | Wednesday | Thursday | Friday |
| 8:00 - 9:30 AM | 8:00 - 11:00 AM | 8:00 - 9:30 AM | 8:00 - 9:30 AM | 8:00 - 9:00 AM |

Online Disclaimer: This is to notify you that materials you may be accessing in chat rooms, bulletin boards or unofficial Web pages are not officially sponsored by South Plains College. The United States Constitution rights of free speech apply to all members of our community regardless of the medium used. We disclaim all liability for data, information or opinions expressed in these forums.

COURSE DESCRIPTION: The environment of marketing has significantly changed over the last few years. While this revision reflects these changes, the foundational concepts of marketing continue to be important. All business students need to understand how marketing activities and functions are necessary for success.

TEXT AND OTHER MATERIALS

Foundations of Marketing, Pride; Ferrell, 8th Ed., ©2019. ISBN: 978-1-337-61462-7

OneDrive or 1GB+ Flash/Jump drive

See the last page for important info on setting up Cengage MindTap connection

EVALUATION POLICY

You will have textbook reading assignments and textbook writing assignments. You will have four objective exams covering the assigned textbook chapter material. Simulation tasks are included in the textbook assignments to be completed throughout the course.

GRADING POLICY

Your semester grade will be calculated as follows:

| | | | | |
|--|------------------|------------------|------------------|---------------------|
| In-Class Attendance and Participation | 10% | | | |
| Chapter Reading Concept Checks | 10% | | | |
| Chapter Assignments | 35% | | | |
| Chapter Video Quizzes | 15% | | | |
| Unit Exams | 30% | | | |
| 90-100 = A | 80-89 = B | 70-79 = C | 60-69 = D | Below 60 = F |

In-Class Attendance and Participation (10%)

Attendance is critical for this class in order to foster valuable class discussions and application of the material. We will also have several guest speakers throughout the semester and our

presence is the biggest factor in getting and keeping speakers. For the grade portion it is simple: 50 Points if you are in class, 0 points if you are absent. 50 Points for participation (which includes answering questions and contributing to class discussions), 0 points if you remain silent. There will be NO makeups for missed classes. One or two missed classes will not negatively effect your grade, but repeated absences will do some damage.

Chapter Reading (10%) & Homework Assignments (35%) --Submitted in Cengage Mind Tap
Weekly homework in Cengage will be outlined in the semester schedule, opening Sundays at 6 AM and due the following Sunday at 11:55PM (you will have over a week to complete these assignments, remember that I do not accept late work). Please pay close attention to your semester schedule and the Cengage schedule for due dates etc.

Chapter Video Quizzes (15%) - Submitted in Cengage MindTap
We will watch and discuss the videos during class, but you will take the associated quiz through Cengage MindTap.

Unit Exams (30%): There will be chapter exams covering 2-4 chapters each, over the major areas of study related to Marketing listed under the course outline below. There is NO comprehensive final exam. Each exam will be released on Sunday mornings at 5:00 AM and will close on the following Monday at 11:55PM in Cengage Mind Tap. You will be able to click on the exam link and select the exam as soon as it is made available. None of the exams are timed.

*** Exams will be conducted online within software called Cengage Mind Tap. You do not have to come to campus to take these exams. Cengage will not allow printing of the exams when accessed. You will only be able to access the test once and you must take the test in one sitting – you will not be able to save and come back later to the test!
It will be very important for you to visit the Semester Schedule in Blackboard to see when exams are scheduled. ***

MAKE-UP EXAM POLICY: I do not give make-up exams or accept late exams. There is no final exam, only the Unit Exams covering chapters.

COURSE OUTLINE:

- I. Strategic Marketing and Its Environment
- II. Marketing Research and Target Markets
- III. Customer Behavior and E-Marketing
- IV. Product and Price Decisions
- V. Distribution Decisions
- VI. Promotion Decisions

ASSIGNMENT DUE DATES

| | | |
|---------|----------------------------|-------------------------------------|
| Week 1: | September 4 th | Chapter 1 |
| Week 2: | September 11 th | Chapter 2 |
| Week 3: | September 18 th | Chapter 3 |
| Week 4: | September 25 th | Exam 1 (Chapters 1-3) and Chapter 4 |
| Week 5: | October 2 nd | Chapters 5 & 6 |
| Week 6: | October 9 th | Chapter 7 |

| | | |
|----------|---------------------------|--|
| Week 7: | October 16 th | Chapter 8 |
| Week 8: | October 23 rd | Exam 2 (Chapters 4-8) and Chapter 9 |
| Week 9: | October 30 th | Chapter 10 |
| Week 10: | November 6 th | Chapter 11 |
| Week 11: | November 13 th | Exam 3 (Chapters 9-11) and Chapter 12 |
| Week 12: | November 20 th | Chapters 13 & 14 |
| Week 13: | November 27 th | Chapter 15 |
| Week 14: | December 4 th | Exam 4 (Chapters 12-14) and Chapter 16 |
| Week 15: | December 11 th | Chapter 17 |
| Week 16: | December 14 th | Exam 5 (Chapters 15-17) |

Note: All deadlines are at 11:59 PM on Monday unless you are notified differently. New Assignments open on Sunday at 5 AM.

SOFTWARE

If you do not have the appropriate software, you may download it from Microsoft at <https://products.office.com/en-us/student/office-in-education>.

ATTENDANCE POLICY

This is an in-person course, so please be advised that your attendance and participation is extremely important. Don't put off for tomorrow what you can get done today!

If you do not complete the first assignment prior to the 12th day of class you will be dropped as "Never attended". So, make sure you get in and get to work.

We can see when you last logged into Blackboard so don't wait until the last minute – there will be no extensions. You will get a grade for attendance. If you are present in class you get a 100 for the day. If you are absent you get a 0. I will drop 4 (FOUR) missed classes from your grade at the end of the semester.

WITHDRAWAL POLICY

The last day to withdraw/drop with a grade of "W" is **November 30th, 2023**. It is the student's responsibility to withdraw from this course. Otherwise, students will be assigned their earned letter grade at the end of the course. Course averages will be updated every Friday, and guidance will be provided throughout the term to help students decide whether they need to drop the class or not. For more information regarding drops/withdrawals, please visit

<https://www.southplainscollege.edu/admission-aid/apply/schedulechanges.php>.

COVID-19

For information and resources about COVID-19, please visit

<https://www.southplainscollege.edu/emergency/covid19-faq.php>.

DIVERSITY, DISABILITIES, NON-DISCRIMINATION, TITLE V PREGNANCY, CAMPUS CONCEALED CARRY

For information regarding official South Plains College statements about **Diversity, Disabilities, Non-Discrimination, Title V Pregnancy Accommodations, and Campus**

Concealed Carry, please visit:

<https://www.southplainscollege.edu/syllabusstatements/>

STUDENT CONDUCT

Expected student conduct is as outlined in the SPC catalog. Please note that there is an online component to this course and others will see your responses to questions. Please do not post any pictures or data that others may find offensive.

TECHNICAL PROBLEMS/SUPPORT: If you are having computer problems, you have to let me know. I will try to help you in any way that I can. E-mail blackboard@southplainscollege.edu as your first contact with technical problems related to the Blackboard program. I am your contact with content issues for the course. Please remember that it is your responsibility to have a backup plan if your computer goes down. Please have this plan in place now and do not wait until it is a crisis situation. If you lose your assignments due to bad flash drives, computer crash, or your dog ate your homework, there is nothing I can do about it. **THIS IS YOUR WARNING TO HAVE A BACKUP PLAN IN PLACE.**

PLEASE DO NOT WAIT UNTIL THE LAST MINUTE TO TURN ASSIGNMENTS IN! Remember the saying "TECHNOLOGY HAPPENS"! So, it is strongly recommended to work on and submit assignments early before the date due. If an assignment is due and you are not able to access the Internet because the SPC server is down (which rarely happens), you have several options available:

1. Cengage will not be affected if Blackboard is down, so go ahead and complete your work in Cengage.
2. If you have to email me attachments and Blackboard is down, you can email them to my SPC email (only in an emergency!) at mhill@southplainscollege.edu
Use these options only as a last resort. If you must use one of these options, email and call me to let me know.

Cengage Unlimited Access Code

You may purchase your Cengage access code in the bookstore or online. If you purchase online please select delivery of the code as -Access Delivery- do not ship it to your address. If you have questions please call immediately for help.

Checkout

1. Select Address

2. Shipping Method

Choose Shipping Method

[Show Shipping Policy](#)

Access delivery fee est. \$2.99 ▾

By choosing the Access Delivery Fee method you acknowledge that your printed access card will be unsealed and emailed to you. Orders delivered in this manner are non-refundable. Please allow one full business day to receive your emailed code.

[Continue](#)

RESPONSE TIMES: You should expect responses from me within 24 hours to emails sent using Blackboard email. If you haven't received a response within that time, communicate to me again either through email and/or telephone. It is possible your initial communication had not been received. I will not guarantee a response to email during SPC scheduled school holidays or on weekends.

(end of document – subject to revision or addendums)