

Principles of Marketing

MKT 201 – Online

Course Syllabus—Fall 2009

(8-week course)

**Instructor
Office
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Office Hours**

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Monday: 1 – 2 p.m.
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Wednesday: 10 a.m. – 12 p.m.
Thursday: 1:30 – 2:30 p.m.
Other Times by Appointment



Textbook

MKTG, 3rd edition
Lamb/Hair/McDaniel
ISBN:0-3247-8928-9



**Course
Description**

An introduction to the methods, strategies, and ethics required for the exchange of goods and services. Content also includes the social and economic environments in which marketing operates, consumer behavior, market research, market segmentation and target marketing, strategic marketing, product planning, pricing, promotion, distribution networks and supply chains, and marketing management.

**Course
Objectives**

Through course work and exams, the student should be able to achieve a minimum of 70% proficiency in all objectives

Students should demonstrate an understanding of:

- Describe professional and ethical responsibilities of marketers
- Explain the nature of goods, services, and ideas
- Define the concepts of target markets, market segmentation, and the marketing mix
- Explain the components of pricing
- Describe the operation of channels of distribution and supply chains
- Explain the importance of market research in marketing decision making
- Describe the elements in the marketing environments
- Explain the components of marketing management

Communication

E-mail through the BlackBoard Vista system is the preferred method of communication. Every effort will be made to respond to e-mail correspondence within 24 hours of delivery. I will check the system Monday through Friday; however, I seldom check the system on Saturdays and Sundays, so responses may be more than 24 hours if sent on a weekend. Students cannot use email to submit assignments. All assignments must be submitted through the assignment feature in the BlackBoard Vista system.

Attendance Requirements

The BlackBoard Vista system maintains a log each time you enter your online course. Students are required to login at least once a week in order to meet course assignment deadlines and to receive additional instructor announcements. Students who do not login and who do not communicate with their instructor either through email or by phone by the 10th day of the semester may be administratively withdrawn from the class.

Grading Policy/ Grading Scale

Quizzes will be graded immediately upon their completion and the grade will be displayed immediately in the gradebook. Exams will be graded and viewable once the deadline has passed. Written assignments will be graded within 4 days after their **due date**. No assignments will be graded until after the due date.

Grades will be based on the following percentages:

Percentage Breakdown

20%	Chapter Quizzes
20%	Case Analyses/Mag Ads
35%	Exams
25%	Comprehensive Final

Course Grade Scale

A	100% - 90%
B	89% - 80%
C	79% - 70%
D	69% - 60%
F	Below 60%

Grading Scale

At the end of the semester the lowest quiz grade and lowest assignment grade will be dropped.

Exams

Unit exams for the course are not proctored and are timed with a total time limit equal to 1 ½ minutes per question on the exam. Examinations must be taken before the scheduled deadline. In case of emergency, a make-up exam may be scheduled at the instructor's discretion; however, students must notify the instructor prior to the exam deadline for approval. **If a student does not receive approval before the deadline is over, the student will not be allowed to make up the exam.**

NOTE: The final exam will be proctored. This means if you live within 50 miles of Clovis, you will be required to take the final exam in the CCC testing center. If you live more than 50 miles from Clovis, you will have the option of driving here, or finding a proctor site to take the exam. The proctor site must be approved by the instructor no later than the date specified on the syllabus.

Quizzes

Quizzes will be assigned for each chapter covered. There are 25 randomly chosen questions for each chapter quiz, and you will have 32 minutes to complete each of them.

Late Assignments

Case Analysis assignments will be assigned for each chapter. Late assignments will not be accepted. Therefore, it is imperative that you not wait until the last minute to complete assignments and quizzes. Keep in mind that computer problems happen, and you will not be granted an extension if you choose to wait until the last minute. Failure to manage your time effectively is not a valid excuse for not turning in work on time even if you run into last minute computer problems.

Having said all that . . . I know that things come up; therefore, at the end of the semester, **the lowest quiz and assignment grades will be dropped**. See exams for explanation of make-up exams.

All assignments and quizzes are due by 11 p.m. on Mondays and Thursday of each week. Be sure to check the syllabus and the system for specific due dates. If weekends are the best time for you to complete work, it will be your job to work ahead to ensure assignments are completed by the deadlines. No exceptions!

Safe Guards for Assignments

Back up every piece of work you do on a jump drive, and make a hard copy. If you have computer problems, it is your responsibility to solve them. You may also contact the CCC help desk. You can access this through the homepage in BlackBoard Vista. Your instructor is an expert in the course material, not necessarily technical problems. Therefore, the instructor may not be able to assist you with technical problems, so please be understanding if you are referred to the CCC help desk. Heavy Internet use occurs during the evening hours of 8-10 p.m. You might want to consider logging on at other times if you experience repeated problems.

Deadlines

Odd things happen in cyberspace: emails get lost; servers disconnect temporarily; logins are impossible, etc. Do not wait for the last moments to complete your assignments. Allow time to meet deadlines. Reply and check for replies on every email sent and received. Be sure to check the announcement area each time you login for important messages.

Academic Dishonesty

Academic dishonesty is an act by a student to use and/or represent the work of other individuals as that of his/her own production and/or creation. Academic dishonesty is unacceptable within the campus and in this course. Students committing acts of academic dishonesty shall be penalized by the assignment of lowered or failing grades on assignments and/or for the entire course depending upon the instructor's evaluation of the severity of the dishonest act. Consult the college catalog for more info on the institutional policy on academic dishonesty.

Netiquette

Netiquette is using good manners in cyberspace. Since most of the communication over the net is by way of text, be sure your written words are not offensive to the receiver. Remember email is a document, and can be read by someone other than the intended audience. "Flaming" (making personal attacks on a person) is also unacceptable, and will follow the same discipline actions found in the [student handbook](#), including administrative withdrawal at the instructor's discretion. Whether you are in a chat room, writing an email or posting to a discussion area, remember to use proper etiquette in consideration of others.

COURSE SCHEDULE

<p>Week 1 (Oct 19-Oct 22)</p> <p>Due Date: Monday Oct 26</p>	<p><i>Deadline extended due to late registration</i></p> <ul style="list-style-type: none"> • Complete Chapter 1 assignments • Complete Chapter 2 assignments
<p>Week 2a (Oct 23 – Oct 26)</p> <p>Due Date: Monday Oct 26</p>	<p><i>Week 1 also due at this time</i></p> <ul style="list-style-type: none"> • Complete Chapter 3 assignments • Complete Chapter 4 assignments
<p>Week 2b (Oct 27 – Oct 29)</p> <p>Due Date: Thursday Oct 29</p>	<ul style="list-style-type: none"> • Complete Chapter 5 assignments • Complete Exam 1—Chapters 1-5
<p>Week 3a (Oct 30-Nov 2)</p> <p>Due Date: Monday Nov 2</p>	<ul style="list-style-type: none"> • Complete Chapter 6 assignments • Complete Chapter 7 assignments • Complete Magazine Ad Assignment 1
<p>Week 3b (Nov 3 – Nov 5)</p> <p>Due Date: Thursday Nov 5</p>	<ul style="list-style-type: none"> • Complete Chapter 8 assignments • Complete Exam 2—Chapters 6-8
<p>Week 4a (Nov 6 – Nov 9)</p> <p>Due Date: Monday Nov 9</p>	<ul style="list-style-type: none"> • Complete Chapter 9 assignments • Complete Chapter 10 assignments • Complete Magazine Ad Assignment 2
<p>Week 4b (Nov 10 – Nov 12)</p> <p>Due Date: Thursday Nov 12</p>	<ul style="list-style-type: none"> • Complete Chapter 11 assignments • Complete Chapter 12 assignments
<p>Week 5a (Nov 13 – Nov 16)</p> <p>Due Date: Monday Nov 16</p>	<ul style="list-style-type: none"> • Complete Chapter 13 assignments • Complete Exam 3—Chapters 9-13
<p>Week 5b (Nov 17 – Nov 19)</p> <p>Due Date: Thursday Nov 19</p>	<ul style="list-style-type: none"> • Complete Chapter 14 assignments • Complete Chapter 15 assignments • Complete Magazine Ad Assignment 3
<p>Week 6a (Nov 20 – Nov 23)</p> <p>Due Date: Monday Nov 23</p>	<ul style="list-style-type: none"> • Complete Chapter 16 assignments • Complete Exam 4—Chapters 14-16

<p>Week 6b (Nov 24 – Nov 26) Due Date: Monday Nov 30</p>	<p><i>Week 6b deadline extended due to Thanksgiving Holiday</i></p> <ul style="list-style-type: none"> • Complete Chapter 17 assignments • Complete Chapter 18 assignments • Proctor forms due to instructor
<p>Week 7a (Nov 27 – Nov 30) Due Date: Monday Nov 30</p>	<ul style="list-style-type: none"> • Complete Chapter 19 assignments • Complete Magazine Ad Assignment 4
<p>Week 7b (Dec 1 – Dec 3) Due Date: Thursday Dec 3</p>	<ul style="list-style-type: none"> • Complete Exam 5—Chapters 17-19
<p>Week 16 (Dec 4 – Dec 9) Due Date: Dec 9</p>	<ul style="list-style-type: none"> • Complete Comprehensive Final Exam—Final Exam must be proctored (See syllabus and Proctored Exam link on system for more details)