

Principles of Marketing

MKT 201 – Online

Course Syllabus—Summer 2009

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**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. Students cannot use email to submit assignments. All assignments/discussions must be submitted through assignment feature on 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do not communicate with their instructor either through email or by phone by the 10th class day may be administratively withdrawn from the class.

Grading Policy/ Grading Scale

Quizzes and exams will be graded immediately upon their completion and the grade will be displayed immediately in the gradebook. Quizzes and exams will be displayed with the correct answers provided after the deadline for taking the quiz or exam has passed. Written assignments and threaded discussions will be graded within 4 days after their **due date**. No assignments will be graded until after the due date.

There are a possible 1870 points to be earned in this course. Points may be earned in the following manner:

475	Chapter Quizzes (19 at 25 points each)
285	Case Analyses (19 at 15 points each)
160	Magazine Ads
500	Exams (5 at 100 points)
450	Comprehensive Final (450 points)

Grading Scale

At the end of the semester, 80 points will be dropped from the overall grade. See late assignments for an explanation. Therefore the total number of points that will be used to factor your final grade will be 1790. Letter grades will be assigned based on the number of points earned, as follows:

A	1611-1790
B	1432-1610
C	1253-1431
D	1074-1452
F	Below 1074

Check the weekly grade scale under the Guidelines and Procedures for a weekly scale to monitor your progress.

Exams

Unit exams for the course are not proctored and are timed with a total time limit equal to 1 ¼ 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 38 minutes to complete each of them.

Late Assignments

Case Analysis assignments will be assigned each week that there is a chapter to be covered. 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 so at the end of the semester, 80 points will be dropped (which makes up for the two lowest quizzes and two lowest case analyses grades). See exams for explanation of make-up exams.

All assignments and quizzes are due by 11 p.m. on Monday 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 students to complete work, it will be the students obligation 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 disk, and make a hard copy. , If you have computer problems it is your responsibility to solve them. Heavy Internet use occurs during the evening hours of 8-10 p.m. You might want to consider logging on at other times if experience problems 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 information 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 (Jun 1-June 4) Due Date: Jun 8</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 (Jun 5 – Jun 8) Due Date: Thursday Jun 8</p>	<ul style="list-style-type: none"> • Complete Chapter 3 assignments • Complete Chapter 4 assignments
<p>Week 2b (Jun 9-Jun 11) Due Date: Thursday Jun 11</p>	<ul style="list-style-type: none"> • Complete Chapter 5 assignments • Complete Exam 1—Chapters 1-5
<p>Week 3a (Jun 12-Jun 15) Due Date: Monday Jun 15</p>	<ul style="list-style-type: none"> • Complete Chapter 6 assignments • Complete Chapter 7 assignments • Complete Magazine Ad Assignment 1
<p>Week 3b (Jun 16-Jun 18) Due Date: Thursday Jun 18</p>	<ul style="list-style-type: none"> • Complete Chapter 8 assignments • Complete Exam 2—Chapters 6-8
<p>Week 4a (Jun 19 – Jun 22) Due Date: Monday Jun 22</p>	<ul style="list-style-type: none"> • Complete Chapter 9 assignments • Complete Chapter 10 assignments • Complete Magazine Ad Assignment 2
<p>Week 4b (Jun 23-Jun 25) Due Date: Thursday Jun 25</p>	<ul style="list-style-type: none"> • Complete Chapter 11 assignments • Complete Chapter 12 assignments
<p>Week 5a (Jun 26-Jun29) Due Date: Monday Jun 29</p>	<ul style="list-style-type: none"> • Complete Chapter 13 assignments • Complete Exam 3—Chapters 9-13
<p>Week 5b (Jun 30-July 2) Due Date: Thursday July 2</p>	<ul style="list-style-type: none"> • Complete Chapter 14 assignments • Complete Chapter 15 assignments • Complete Magazine Ad Assignment 3

<p>Week 6a (July 3–July 6) Due Date: Monday July 6</p>	<ul style="list-style-type: none"> • Complete Chapter 16 assignments • Complete Exam 4—Chapters 14-16
<p>Week 6b (July 7–July 9) Due Date: Thursday July 9</p>	<ul style="list-style-type: none"> • Complete Chapter 17 assignments • Complete Chapter 18 assignments • Proctor forms due to instructor
<p>Week 7a (July 10–July 13) Due Date: Monday July 13</p>	<ul style="list-style-type: none"> • Complete Chapter 19 assignments • Complete Magazine Ad Assignment 4
<p>Week 7b (July 14–July 16) Due Date: Thursday July 16</p>	<ul style="list-style-type: none"> • Complete Exam 5—Chapters 17-19
<p>Week 8 (July 17–July 23) Due Date: July 23</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)

MKT 201 - Weekly Grade Sheet

Week	Possible Points for the Week	Total Possible Points	Weekly Grading Scale				
			A	B	C	D	F
1	80	80	72	64	56	48	Below 48
2a	80	160	144	128	112	96	Below 96
2b	140	300	270	240	210	180	Below 180
3a	120	420	378	336	294	252	Below 252
3b	140	560	504	448	392	336	Below 336
4a	120	680	612	544	476	408	Below 408
4b	80	760	684	608	532	456	Below 456
5a	140	900	810	720	630	540	Below 540
5b	120	1020	918	816	714	612	Below 612
6a	140	1160	1044	928	812	696	Below 696
6b	80	1240	1116	992	868	744	Below 744
7a	80	1320	1188	1056	924	792	Below 792
7b	100	1420	1278	1136	994	852	Below 852
8	450	1870	1683	1496	1309	1122	Below 1122
Dropped Grades	-80	1790	1611	1432	1253	1074	Below 828

Look up the total number of points you have earned so far in the Gradebook in WebCT. Then look up your total points on this chart to determine your letter grade.