

## Fall 2011 Syllabus

### MRKG 1311.720 - Principles of Marketing

It is the student's responsibility to check the online syllabus for updates

**Instructor:** Sue Jones

**Office:** SH 209

**Phone:** 432-335-6454

**E-mail:** [sjones@odessa.edu](mailto:sjones@odessa.edu)

**Office Hours:** <http://www.odessa.edu/dep/management/sjones/>



**Class Time/Location:** 7:00 – 9:50 pm Tuesday – Sedate Hall Room 210-2

**Course Description:** An introduction to the challenges of marketing and an in-depth examination of those marketing management skills essential for handling the problems of a company in a complex economic, political, technological, and socio-cultural environment. Students—adopting the stance of marketing consultants—will solve a broad range of marketing problems, including consumer and industrial marketing problems, social marketing problems, as well as specific and general local and global marketing problems. 3 Credit Hours (52.1401) SCANS: 4,6,7,9,10,11. No prerequisite required.

**Required Text:** Marketing- with Connect Plus Access Card, 3rd Edition, Grewal, McGraw Hill. ISBN: 0078011760 / 9780078011764. This book may be purchased from the [Odessa College Bookstore](#) or from an online book seller. Instructor will provide instructions for registering on the Connect Marketing Site.

**Class Website:** <http://www.odessa.edu/dept/management/sjones/marketing.htm>

**Connect Website:** [http://connect.mcgraw-hill.com/class/s\\_jones\\_fall\\_2011](http://connect.mcgraw-hill.com/class/s_jones_fall_2011). **Online registration instructions:** Go to the website and click the "register now" button. This is unique address for MRKG 1311.304 MW 10:00-11:20.

**Instructor's Office Hours:** [http://www.odessa.edu/dept/management/sjones/office\\_hours.htm](http://www.odessa.edu/dept/management/sjones/office_hours.htm)

**Course Goals and Outcomes:** Upon successful completion of this course, student will be prepared to

- To identify the marketing mix components in relation to market segmentation
- To explain the economic, psychological, sociological and global factors which influence consumer and organizational decision-making processes
- To interpret market research data to forecast industry trends and meet customer demands

**Course Expectations:** This is a college level course and you will, therefore, be expected to uphold established college standards as outlined in the most recent [Odessa College Catalog](#). Your final grade will be based upon a combination of the following factors:

1. Preparedness

2. Purposeful participation in the classroom discussion
3. Ability to relate and apply the concepts discussed in the course
4. Scores on exams, projects, and other assignments
5. Attendance of a minimum of 4 community leadership meetings
6. Score on final exam



**Note:** Preparedness and purposeful participation are the first two elements of the grading criteria. Being prepared means having the tools you need to take notes or to complete a writing assignment (book, pen, pencil, paper, etc). This is not strictly a lecture course. Students will be required to actively participate in the discussions, both individually and in assigned groups. You cannot participate if you are not present in class, and purposeful participation is difficult to achieve if you are not prepared. If you must be absent, please contact your instructor before the absence if possible or as soon after the missed class as possible to make arrangements for the make-up work or missed assignments. **This is your responsibility.** Show respect to everyone in the class by communicating appropriately - do not sleep or put your head or feet on the tables or chairs. Taking phone calls during class is disruptive as well.

The instructor's office hours and phone number are listed above. Please do not hesitate to utilize this time to discuss any course-related topic.

Management students are encouraged to make an appointment with Connie Nichols or Sue Jones to discuss both academic and career goals toward the end of each long semester.

### Departmental and Instructor Course Requirements, Evaluation Methods and Grading Policy:

There are projects and/or assignments associated with this course as well as a Final Exam. The assignments must be completed and turned in by due date. Students are required to attend a minimum of 4 community leadership meetings during each semester. Check the calendar page located on the instructor's website for a list of organizations, meeting dates and times, and instructions.

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|---------------------------------|-----|
| • Class participation           | 35% |
| • Class/Group Work              | 15% |
| • Homework                      | 20% |
| • Community Leadership Meetings | 10% |
| • Final Exam                    | 20% |

The projected cutoff point for A's, B's, C's, and D's are based on a 90%, 80%, 70%, and 60%, respectively. At the end of the semester these projected cutoff points will be adjusted (i.e. raised or lowered) in order to reflect the overall performance of the class. Thus the actual grade will not be known with certainty until after the semester is over.

Student will receive an updated grade sheet along with any graded assignments and any comments or suggestions regarding the work submitted.

If you consider withdrawing or dropping this class, please contact the instructor who will provide information regarding withdrawals, dropping a class or receiving an incomplete.

**Management students should be aware that a grade of a "C" or better is necessary to meet the degree or certificate requirements.**

**Student E-mail:** If you have not already accessed your Odessa College Student E-mail, please follow the link to set up your account: <http://www.odessa.edu/gmail/>

**Objective of the Management Department:** The primary object of the management program is to prepare each student for employment by providing skills training in critical thinking, problem solving, decision making, communication, self-management, and leadership. The management program is not intended to serve as preparatory work toward a baccalaureate degree. Students planning to pursue a four-year degree should consult the upper level institution of their choice regarding transferability of courses.

Department Web site: <http://www.odessa.edu/dept/management/>

**Management Department Philosophy:** Marketing is the core of all business practices - from the mom and pop neighborhood store to Fortune 500 companies. To help students understand this broad based concept, the following acronym has been created by Sue Jones and Connie Nichols, instructors in the Management Department of Odessa College:

- **M - managing**
- **A - all**
- **R - resources,**
- **K - knowledge and**
- **E - efforts**
- **T - toward**
- **I - intentionally**
- **N- navigating**
- **G - gains**

**Learning Contract:** Each student is expected to make a commitment to learn. Example below:

On this day, \_\_\_\_\_ I, \_\_\_\_\_ commit to learn.

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Information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or students' and instructors' right to academic freedom can be found in the [Odessa College Student Handbook](#).

**Special Needs:** Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973, and the American with Disabilities Act of 1990. If you have any special needs or issues

pertaining to your access to and participation in this class, please contact me to discuss your concerns. You may also call the Office of Disability Services at 335-6861 to request assistance and accommodations. Students with disabilities are expected to carry out their obligations in completing coursework required of all students.

**MRKG 1311.720 - Principles of Marketing  
Fall 2011 Schedule - Tentative**

Date	Topic	Assignment
<b>Week 1</b> 8-23-11	<b>Section 1: Accessing the Marketplace</b> Introductions/Course Overview Overview of Marketing - Chapter 1 - Discussion of Marketing Acronym	Marketing Acronym Homework - Connect Reading: Chapter 1, 2, 3
<b>Week 2</b> 8-30-11	Developing Marketing Strategies and a Marketing Plan - Chapter 2 Marketing Ethics - Chapter 3	Reading: Chapter 4
<b>Week 3</b> 9-6-11	Labor Day - No Class Analyzing the Marketing Environment - Chapter 4	Connect: Chapter 3-4 Homework Section 1 Quiz Reading: Chapters 5
<b>Week 4</b> 9-13-11	<b>Section 2: Understanding the Marketplace</b> Consumer Behavior- Chapter 5	Homework Reading: Chapters 6 & 7
<b>Week 5</b> 9-20-11	B-2-B Marketing - Chapter 6 Global Marketing - Chapter 7	Connect Homework - Chpt 6 connect Homework - Chpt 7 Section 2 Quiz - Connect Reading Chapters 8 & 9
<b>Week 6</b> 9-27-11	<b>Section 3: Targeting the Marketplace</b> Segmentation, Targeting, and Positioning - Chapter 8 Marketing Research and Information Systems - Chapter 9	Homework Section 3 Quiz

Date	Topic	Assignment
<b>Week 7</b> 10-4-11	Segmentation, Targeting, and Positioning	Reading Chapters 10 & 11
<b>Week 8</b> 10-11-11	<p style="text-align: center;"><b>Mid-Term</b></p> <b>Section 4: Value Creation</b> Product, Branding, and Packaging Decisions - Chapter 10 Developing New Products - Chapter 11	Cereal Box Project  Reading Chapter 12
<b>Week 9</b> 10-18-11	Services: The Intangible Product - Chapter 12  Cereal Box Presentations	Quiz Section 4- Connect  Reading: Chapter 13
<b>Week 10</b> 10-25-11	<b>Section 5: Value Capture</b>  Pricing Concepts for Establishing Value - Chapter 13	Connect Homework/Quiz Reading: Chapters 15 & 16
<b>Week 11</b> 11-1-11	<b>Section 6: Value Delivery: Designing the Channel and Supply Chain</b>  Supply Chain Management - Chapter 15 Retailing and Multichannel Marketing - Chapter 16	Reading Chapter 17/18 Connect Homework
<b>Week 12</b> 11-8-11	<p style="text-align: center;"><b>Section 7: Value Communication</b></p> Integrated Marketing Communication - Chapter 17 Advertising, Public Relations, and Sales Promotion- Chapter 18	Promotional Project Reading: Chapter 19
<b>Week 13</b> 11-15-11	Personal Selling and Sales Management - Chapter 19	Brochure Assignment
<b>Week 14</b> 11-22-11	<p style="text-align: center;"><b>Thanksgiving Holidays</b></p>	
<b>Week 15</b> 11-29-11	Semester Review	Essay Questions
<b>Week 16</b> 12-6-11	<b>Final Exam Due</b>	

Holidays: September 5, 2011 - Labor Day (College Closed)  
November 22 (5:30 pm) - 27 - Thanksgiving Holidays (College Closed)

Last Day to Drop: November 9, 2011

Last Class Day: December 3, 2011

Graduation: December 9, 2011