



**MKTG 1100
COURSE SYLLABUS
Online
Fall Semester 2015**

Semester: 201612 Fall 2015
Course Title: Principles of Marketing
Course Number: MKTG 1100
Credit Hours/ Minutes: 3/2250
Class Location: GVTC/Angel
Class Meets: Via Internet / 15 wks
CRN: 20176

Instructor: Ashley Harmon
Office Hours: 1:30 – 4:00p.m. Monday-Thursday
Office Location: 834 Gillis Building
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Phone: 912-538-3105
Fax Number: 912-538-3106

REQUIRED TEXT: MKTG, Lamb, Hair, McDaniel, 4th edition (1111622108)

REQUIRED SUPPLIES/HARDWARE/SOFTWARE: For the online class, there are no specific supplies required. Students are asked to use Microsoft Word for assignments. Your browser should be IE 7.0 or higher or Mozilla Firefox 2.0 or higher.

COURSE DESCRIPTION: This course emphasizes the trends and the dynamic forces that affect the marketing process and the coordination of the marketing functions. Topics include effective communication in a marketing environment, role of marketing, knowledge of marketing principles, marketing strategy and marketing career paths.

MAJOR COURSE COMPETENCIES: Effective communication in a Marketing Environment, Role of Marketing, Knowledge of Marketing Principles, Marketing Strategy, Marketing Career Paths

PREREQUISITE(S): None

COURSE OUTLINE: 1. Effective communication in a Marketing Environment 2. Role of Marketing, 3. Knowledge of Marketing Principles, 4. Marketing Strategy, 5. Marketing Career Paths

GENERAL EDUCATION CORE COMPETENCIES: STC has identified the following general education core competencies that graduates will attain:

1. The ability to utilize standard written English.
2. The ability to solve practical mathematical problems.
3. The ability to read, analyze, and interpret information.

All students pursuing a degree, a diploma, or a Technical Certificate of Credit with a General Education component will be required to pass the General Education Competency Exams prior to graduation.

STUDENT REQUIREMENTS (Online): Students are expected to complete all tests and assignments by the due dates. Late assignments will not be accepted. The cut-off is midnight of each assigned week. Students are required to submit all chapter assignments via the weekly drop boxes for each week's assignments. Online students are responsible for checking e-mails and announcements daily. Online courses require students to be academically engaged each week doing course related activities. The completion dates of these activities will be used to determine a student's last date of attendance in the event a student withdraws or receives an F in a course. A student's last date of attendance can have a negative effect on his/her financial aid and academic progress.

Students are expected to complete all work required by the instructor, and to attend the required proctored campus exam.

Students will have at least one week to complete tests and assignments. All tests and assignments are due at midnight on Monday of each week.

ONLINE ATTENDANCE: It is the student's responsibility to be academically engaged each week doing course related activities. The completion dates of these activities will be used to determine a student's last date of attendance in the event a student withdraws, stops attending, or receives an F in a course. Students will not be withdrawn by an instructor for attendance; however, all instructors will keep records of graded assignments and student participation in course activities. Students will be expected to complete all work required by the instructor as described in the individual course syllabus.

Students will have at least one week to complete tests and assignments. All tests and assignments are due at midnight on Monday of each week unless otherwise noted on the lesson plan. Exceptions to the due dates of assignments due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor.

SPECIAL NEEDS: *Students with disabilities who believe that they may need accommodations in this class based on the impact of a disability are encouraged to contact Jan Brantley, Room 1208 Swainsboro Campus, 478-289-2274, or Helen Thomas, Room 108 Vidalia Campus, 912-538-3126, to coordinate reasonable accommodations.*

SPECIFIC ABSENCES: Provisions for Instructional Time missed because of documented absences due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor.

PREGNANCY: Southeastern Technical College does not discriminate on the basis of pregnancy. However, we can offer accommodations to students who are pregnant that need special consideration to successfully complete the course. If you think you will need accommodations due to pregnancy, please advise me and make appropriate arrangements with the Special Needs Office. Swainsboro Campus: Jan Brantley, Room 1208, (478) 289-2274 -- Vidalia Campus: Helen Thomas, Room 108, (912) 538-3126.

WITHDRAWAL PROCEDURE: Students wishing to officially withdraw from a course(s) or all courses after the drop/add period and prior to the 65% portion of the semester (date will be posted on the school calendar) must speak with a Career Counselor in Student Affairs and complete a Student Withdrawal Form. A grade of "W" is assigned when the student completes the withdrawal form from the course.

Students who are dropped from courses due to attendance (see your course syllabus for attendance policy) after drop/add until the 65% point of the semester will receive a "W" for the course. Abandoning a course(s) instead of following official withdrawal procedures may result in a grade of 'F' being assigned.

After the 65% portion of the semester, the student will receive a grade for the course. (Please note: A zero will be given for all missed assignments.)

There is no refund for partial reduction of hours. Withdrawals may affect students' eligibility for financial aid for the current semester and in the future, so a student must also speak with a representative of the Financial Aid Office to determine any financial penalties that may be assessed due to the withdrawal. All grades, including grades of 'W', will count in attempted hour calculations for the purpose of Financial Aid.

Remember - Informing your instructor that you will not return to his/her course does not satisfy the approved withdrawal procedure outlined above.

PROCTORED EVENT REQUIREMENT: In order to validate student identity for all online courses, students enrolled in online courses are **required** to complete one proctored event per online course. The proctored event will be administered on two separate days during the semester—once on the Vidalia campus and once on the Swainsboro campus and will be monitored by the instructor or another STC employee. The proctored event may be a major exam, assignment, or presentation, etc. that will count a minimum of 20% of the course grade. Students must attend one of the scheduled proctored sessions and will need to make arrangements with work, childcare, etc. The specific dates of the proctored event are scheduled on the Lesson Plan/Calendar for the online course. Students living further than 75 miles from either campus who cannot come to Southeastern Tech for the event must secure an approved proctoring site. The site and the proctor must meet Southeastern Technical College's requirements (instructor will provide more information and necessary forms if this is the case). Note: Students taking proctored events off campus will utilize the Proctor Scheduling and Approval Form found under the Proctoring Tab in ANGEL and submit the completed form to their instructor for approval a minimum of two weeks prior to the proctored event. If approved, the instructor will notify the proctor.

Students arranging off-campus proctoring must take the event on one of the originally scheduled days. Students who do not complete the proctored event as scheduled must submit a valid documented excuse within three business days after the scheduled event. If the excuse is approved, students must make arrangements with the instructor to makeup/reschedule the missed event. The penalty and makeup instructions will be at the instructor's discretion. Proctored events will be given after the 65% point of the semester. **Students who do not complete the proctored event will receive an F in the course.**

As published on STC's website, any expenses incurred to obtain a proctor will be the responsibility of the student; however, students are not charged a proctoring fee when taking the proctored exam on the campus of Southeastern Tech. Most of Georgia's technical colleges do not charge to proctor exams for students enrolled in other TCSG colleges. Students who are enrolled at Southeastern Technical College and live out of the state of Georgia or out of the country could incur a proctoring charge. However, in that instance, the instructor would assist the student in locating the least expensive proctor.

The required proctored event for this class is scheduled on the following dates and times: Vidalia Campus on October 28 and the Swainsboro Campus on October 29. Students should choose between 1PM and 4PM and sign up on the discussion forum under Unit II in ANGEL.

MAKEUP GUIDELINES: Late assignments, tests, etc. will not be graded.

WORK ETHICS: The Technical College System of Georgia instructs and evaluates students on work ethics in all programs of study. Ten work ethics traits have been identified and defined as essential for student success: appearance, attendance, attitude, character, communication, cooperation, organizational skills, productivity, respect, and teamwork. Students will be required to take a work ethics exam as marked in the lesson plan. A grade of 70 or better is required to complete the work ethics requirements for this class.

ACADEMIC DISHONESTY POLICY: The STC Academic Dishonesty Policy states All forms of academic dishonesty, including but not limited to cheating on tests, plagiarism, collusion, and falsification of information, will call for discipline. The policy can also be found in the STC Catalog and Student Handbook.

Procedure for Academic Misconduct

The procedure for dealing with academic misconduct and dishonesty is as follows:

--First Offense--

Student will be assigned a grade of "0" for the test or assignment. Instructor keeps a record in course/program files and notes as first offense. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus. The Registrar will input the incident into Banner for tracking purposes.

--Second Offense--

Student is given a grade of "WF" for the course in which offense occurs. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of second offense. The Registrar will input the incident into Banner for tracking purposes.

--Third Offense--

Student is given a grade of "WF" for the course in which the offense occurs. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of second offense. The Vice President for Student Affairs, or designee, will notify the student of suspension from college for a specified period of time. The Registrar will input the incident into Banner for tracking purposes.

STATEMENT OF NON-DISCRIMINATION: Southeastern Technical College does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, disabled veteran, veteran of Vietnam Era or citizenship status, (except in those special circumstances permitted or mandated by law). This school is in compliance with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, or national origin; with the provisions of Title IX of the Educational Amendments of 1972, which prohibits discrimination on the basis of gender; with the provisions of Section 504 of the Rehabilitation Act of 1973, which prohibits discrimination on the basis of handicap; and with the American with Disabilities Act (ADA).

GRIEVANCE PROCEDURES: Grievance procedures can be found in the Catalog and Handbook located on STC's website.

ACCESS TO TECHNOLOGY: Students can now access Angel, Remote Lab Access, Student Email, Library Databases (Galileo), and BannerWeb via the mySTC portal or by clicking the Current Students link on the STC website at www.southeasterntech.edu.

GRADING POLICY

- 30% Chapter Assignments
- 10% Discussions
- 10% Unit I Summary
- 20% Unit II Proctored Exam
- 20% Unit III Proctored Exam
- 5% SWOT Analysis
- 5% Work Ethics Exam
- 100%

GRADING SCALE

- A: 90-100
- B: 80-89
- C: 70-79
- D: 60-69
- F: 0-59

TCSG GUARANTEE/WARRANTY

STATEMENT: *The Technical College System of Georgia guarantees employers that graduates of State Technical Colleges shall possess skills and knowledge as prescribed by State Curriculum Standards. Should any graduate employee within two years of graduation be deemed lacking in said skills, that student shall be retrained in any State Technical College at no charge for instructional costs to either the student or the employer.*

Discussion Board Grading Rubric

<p>Student Response/Statement (50% Weighting)</p>	<p>0 percent Student did not answer the Discussion Forum question/statement or:</p> <p>Student's response has at least 2 of the following: Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question.</p>	<p>25 percent Student's response has at least 1 of the following: Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question</p>	<p>50 percent Student answers the question in paragraph form. (minimum of 4 sentences) Post is free of spelling, grammatical and punctuation errors. Student adequately answers the question and/or follows all additional instructions as posted.</p>
<p>Student Response to Another Student (50% Weighting)</p>	<p>0 percent Student does not respond to another student or: Student has at least 2 of the following:</p> <p>Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question.</p>	<p>25 percent Student's response to another student has at least 1 of the following: Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question.</p>	<p>50 percent Student replies to another student in paragraph form. (minimum of 4 sentences) Post is free of spelling, grammatical and punctuation errors. Student adequately answers the question and/or follows all additional instructions as posted.</p>

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SWOT Analysis Grading Rubric

Format/Quality (20%)	0 percent Paper does not follow format requirements or paper has multiple error in spelling, grammar, punctuation, etc.	10 percent Paper has at least one error in format or has at least one error in spelling, punctuation, grammar, etc.	20 percent Paper follows all format requirements. Paper is free of error.
Strengths (15%)	0 percent Student fails to indicate company strengths. Strengths may be indicated which are not actual company strengths.	7 percent Student indicates at least one actual company strength. Company strengths are factual but do not represent the firm's competitive advantages.	15 percent Student indicates multiple company strengths. Company strengths are factual and show the company's competitive advantages.
Weaknesses (15%)	0 percent Student fails to indicate a weakness. Or weaknesses indicated are not actual.	7 percent Student indicates only one company weakness. Or student indicates a weakness which is not factual. Or student indicates a weakness which in fact the company has an advantage over the competition.	15 percent Student indicates multiple company weaknesses. Company weaknesses are factual and show the company's weaknesses or illustrate another company's dominance over company in multiple areas.
Opportunities (15%)	0 percent Student fails to indicate opportunities.	7 percent Student does not indicate multiple opportunities. Student indicates	15 percent Student indicates multiple opportunities for company.

		<p>an opportunity which is not achievable.</p> <p>Student indicates something which is not external (such as mistakes a strength for an opportunity).</p>	<p>The opportunity is external to the company's current operation.</p> <p>The opportunity is achievable.</p>
Threats (15%)	<p>0 percent</p> <p>Student fails to indicate threats</p>	<p>7 percent</p> <p>Student fails to indicate multiple threats.</p> <p>Or the threats indicated are not possible.</p> <p>Or student confuses a threat with a weakness.</p>	<p>15 percent</p> <p>Student indicates multiple company threats.</p> <p>The threats are external to the company.</p> <p>The threats are possible.</p>
Summary Paragraph (20%)	<p>0 percent</p> <p>Student fails to summarize the S.W.O.T. analysis.</p> <p>Or student fails to comment on at least two of the S.W.O.T.s. showing how the analysis was useful to the executives.</p>	<p>10 percent</p> <p>Student fails to summarize the SWOT analysis clearly. Student fails to comment on at one of the S.W.O.T.s or fails to illustrate how the company can utilize this information.</p>	<p>20 percent</p> <p>Student summarizes the SWOT analysis showing clearly how the company can utilize this information.</p> <p>Student clearly comments on each of the S.W.O.T.s and illustrates how the company should respond given this information.</p>

Unit I Summary Rubric

	Achievement Level 1 (0%)	Achievement Level 2 (50%)	Achievement Level 3 (100%)
Formatting	0 points Format guidelines not met.	5 points Student has one error in formatting. (no cover page, table of contents, no headings for chapters)	10 points Student follows all required formatting guidelines to include: Cover page, Table of Contents, and Headings for each of the four chapters.
First Chapter Summary	0 points Student does not adequately summarize the chapter. Or chapter omitted	5 points Student adequately summarizes the chapter. Student shows adequate understanding of topics. OR student fails to summarize key topics.	10 points Student successfully summarizes the chapter, defining key terms and showing an excellent understanding of these topics.
First Chapter Application	0 points Student does not adequately demonstrate understanding of key topics and their relevance to student's career. Or student failed to submit this paragraph	5 points Student adequately demonstrates understanding of key topics and their importance to student's career. Examples given may be incomplete or lacking detail.	10 points Student successfully demonstrates understanding of the key topic's importance to their careers, futures, etc and gives detailed examples of these topics.

Second Chapter Summary	0 points Student does not adequately summarize the chapter. Or chapter omitted.	5 points Student adequately summarizes the chapter. Student shows adequate understanding of topics. OR student fails to summarize key topics.	10 points Student successfully summarizes the chapter, defining key terms and showing an excellent understanding of these topics.
Second Chapter Application	0 points Student does not adequately demonstrate understanding of key topics and their relevance to student's career. Or student failed to submit this paragraph.	5 points Student adequately demonstrates understanding of key topics and their importance to student's career. Examples given may be incomplete or lacking detail.	10 points Student successfully demonstrates understanding of the key topic's importance to their careers, futures, etc and gives detailed examples of these topics.
Third Chapter Summary	0 points Student does not adequately summarize the chapter. Or chapter omitted.	5 points Student adequately summarizes the chapter. Student shows adequate understanding of topics. OR student fails to summarize key topics.	10 points Student successfully summarizes the chapter, defining key terms and showing an excellent understanding of these topics.
Third Chapter Application	0 points Student does not adequately demonstrate understanding of key topics and their relevance to student's career. Or student failed to submit this paragraph.	5 points Student adequately demonstrates understanding of key topics and their importance to student's career. Examples given may be incomplete or lacking detail.	10 points Student successfully demonstrates understanding of the key topic's importance to their careers, futures, etc. and gives detailed examples of these topics.

Fourth Chapter Summary	0 points Student does not adequately summarize the chapter. Or chapter omitted.	5 points Student adequately summarizes the chapter. Student shows adequate understanding of topics. OR student fails to summarize key topics.	10 points Student successfully summarizes the chapter, defining key terms and showing an excellent understanding of these topics.
Fourth Chapter Application	0 points Student does not adequately demonstrate understanding of key topics and their relevance to student's career. Or student failed to submit this paragraph.	5 points Student adequately demonstrates understanding of key topics and their importance to student's career. Examples given may be incomplete or lacking detail.	10 points Student successfully demonstrates understanding of the key topic's importance to their careers, futures, etc. and gives detailed examples of these topics.
Paper Quality	0 points Student has more than 2 errors in punctuation, spelling, grammar or spacing.	5 points Student has 1-2 errors in punctuation, spelling, grammar or spacing.	10 points Student summary is free of all errors including punctuation, spelling, grammar and spacing.

Work Ethics Questions Rubric

Each of your 10 questions will be graded using the criteria below:

	Achievement Level 1	Achievement Level 2	Achievement Level 3	Achievement Level 4	Achievement Level 5
Work Ethics Discussion Question	0 points Student does not answer the discussion/essay question.	2.5 points Student fails to do three or more of the following: (or has three or more errors in spelling, punctuation, grammar, etc.) Student answers the work ethics essay question in sentence form. Sentence is free from grammatical , punctuation and spelling error. Student does excellent job of answering the question	5.0 points Student fails to do two of the following: (or has two errors in spelling, punctuation, grammar, etc.) Student answers the work ethics essay question in sentence form. Sentence is free from grammatical , punctuation and spelling error. Student does excellent job of answering the question and includes a	7.5 points Student fails to do one of the following: (or has at least one error in punctuation, spelling, grammar, etc.) Student answers the work ethics essay question in sentence form. Sentence is free from grammatical , punctuation and spelling error. Student does excellent job of answering the question and	10.0 points Student answers the work ethics essay question in sentence form. Sentence is free from grammatical , punctuation and spelling error. Student does excellent job of answering the question and includes a personal example demonstrating their understanding of the work ethic trait as it relates to

		and includes a personal example demonstrating their understanding of the work ethic trait as it relates to their career in business.	personal example demonstrating their understanding of the work ethic trait as it relates to their career in business.	includes a personal example demonstrating their understanding of the work ethic trait as it relates to their career in business.	their career in business.
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**MKTG 1100 INTRODUCTION TO MARKETING
FY 2016
Fall 2015**

Date	Chapter / Lesson	Content	Assignments & Tests Due Dates	*Competency Area
Week 1 (8/17 – 8/24)	Chapter 1	Assignments Listed Under Start Here Folder Chapter 1: An Overview of Marketing	Students to sign Acknowledgment, Post Introduction, View and Sign off All Policies Due 8/19 Chapter 1 assignments due 8/24 Discussion assignment due 8/24	1, 2, 3, 5 A, C
Week 2 (8/25	Chapter 2	Chapter 2: Planning for Competitive Advantage	Chapter 2 assignment due 8/31 Discussion assignment due 8/31	1, 2 A, C

- 8/31)				
Week 3 (9/01 - 9/07)	Chapter 3	Chapter 3: Ethics and Social Responsibility	Chapter 3 assignment due 9/07 Discussion Assignment due 9/07	1, 2, 3 A, C
Week 4 (9/08 - 9/14)	Chapter 4	Chapter 4: The Marketing Environment	Chapter 4 assignment due 9/14 Discussion assignment due 9/14	1,2 A, C
Week 5 (9/15 - 9/21)		Unit I Summary	Unit I Summary Due 9/21	
Week 6 (9/22 - 9/28)	Chapter 6	Chapter 6: Consumer Decision Making	Chapter 6 assignment due 9/28 Discussion assignment due 9/28	1 A, C
Week 7 (9/29 - 10/05)	Chapter 8	Chapter 8: Segmenting and Targeting Markets	Chapter 8 assignment due 10/05 Discussion assignment due 10/05	1, 2 A, C
Week 8 (10/06 - 10/12)	Chapter 10	Chapter 10: Product Concepts	Chapter 10 assignment due 10/12 Discussion assignment due 10/12	1, 2 A, C
Week 9 (10/13 - 10/19)	Chapter 15	Chapter 15: Retailing	Chapter15 assignment due 10/19 Discussion assignment due 10/19	1, 2 A, B, C
Week 10 (10/20 - 10/26)		SWOT Analysis Assignment	Project is due 10/26 before midnight! See rubric and folder in ANGEL for details!	
Week 11	Chapter 6, 8, 10 and 15	Unit II Exam This is a proctored event	October 28: 1-4PM (Vidalia) October 29: 1-4PM (Swainsboro)	

(10/27 – 11/02)			Please sign up in ANGEL under Unit II to verify the day and time you will attend.	
Week 12 (11/03 – 11/09)	Chapter 17	Chapter 17: Advertising and Public Relations	Chapter 17 assignment due 11/09 Discussion assignment due 11/09	1, 2 A, C
Week 13 (11/10 – 11/16)	Chapter 18	Chapter 18: Sales Promotion and Personal Selling	Chapter 18 assignment due 11/16 Discussion assignment due 11/16	1, 2 A, C
Week 14 (11/17 – 11/23)	Chapter 19	Chapter 19: Pricing Concepts	Chapter 19 assignment due 11/23 Discussion assignment due 11/23	1, 2, 3 A, B, C
Week 15 (11/24 – 12/04)	Chapter 21	Chapter 21: Customer Relationship Management (content for this chapter is posted in ANGEL) Unit III Exam Work Ethics Test Due	CHAPTER 21 assignment due 11/30 Discussion assignment due 11/30 Unit III Exam posted 11/24 and available until 12/01 at midnight	4 A, B, C

All assignments may be posted until 11:59 PM on the day indicated. Beginning midnight, the assignment is deemed late.

Course Competencies

1. Effective communication in a Marketing Environment
2. Role of Marketing
3. Knowledge of Marketing Principles
4. Marketing Strategy
5. Marketing Career Paths

Core Competencies

- A. The ability to utilize standard written English.
- B. The ability to solve practical mathematical problems.
- C. The ability to read, analyze, and interpret information.