



**MKTG 1100
COURSE SYLLABUS
Online
Spring 2016**

Semester: 201614 Spring 2016
Course Title: Principles of Marketing
Course Number: MKTG 1100
Credit Hours/ Minutes: 3/2250
Class Location: GVTC/Blackboard
Class Meets: Via Internet / 15 wks
CRN: 40113
Preferred Method of Contact: Email

Instructor: Ashley Harmon
Office Hours: 1:30 – 4:00p.m. Monday-Thursday
Office Location: 834 Gillis Building
Email Address: aharmon@southeasterntech.edu
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.

Note: Although students can use their smart phones and tablets to access their online course(s), exams, discussions, assignments, and other graded activities should be performed on a personal computer. Neither Blackboard nor GVTC provide technical support for issues relating to the use of a smart phone or tablet so students are advised to not rely on these devices to take an online course.

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.

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 Monday. 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.

Students should email the instructor directly at aharmon@southeasterntech.edu when in need of assistance. Whereas students are free to stop by or call the office, email is preferred as it preserves a 'trail' of communication.

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 (time) on (Monday, Tuesday, or Wednesday) of each week. (Instructors...fill in the time and choose a day that assignments are due each week). 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.

Proctored Event

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 may be a major exam, assignment, or presentation, etc. that will count a minimum of 20% of the course grade. Online students will be required to take the Proctored Event on the instructor's home campus; the event will be monitored by the instructor or another STC employee. 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 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 Blackboard 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 will be Unit 2 examination. It will be held on the Vidalia Campus on March 23 and on the Swainsboro campus on March 24 from 1 – 5PM. You may come either day that is convenient for you! Please sign up in ANGEL under the Unit II folder.

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.*

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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.

MAKEUP GUIDELINES (Tests, quizzes, homework, projects, etc...): Failure to take tests will result in a grade of zero. No makeup exams are allowed. If internet or browser failure occurs while taking an exam, contact your instructor immediately. A decision will be made at that time if the exam will be reset. The instructor reserves the right to deduct points from exam scores for exceeding the scheduled time limit on the exams and/or requiring student to come to campus to take the exam.

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 Blackboard, 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.*

<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>
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Discussion Board Grading Rubric

Student Response to Another Student (50% Weighting)	0 percent Student does not respond to another student or:	25 percent Student's response to another student	50 percent Student replies to another student in paragraph
Format/Quality (20%)	Student has at least 2 of the following: Paper does not follow format requirements or paper has multiple error in spelling, grammar, punctuation, etc. Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences)	Student has at least 1 of the following: Paper has at least one error in format or has at least one error in spelling, punctuation, grammar, etc. Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not	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
Strengths (15%)	Student does not address or adequately answer the question. Student fails to indicate company strengths. Strengths may be	7 percent Student indicates at least one actual company strength. Company strengths	13 percent Student indicates multiple company strengths. Company strengths

SWOT Analysis Grading Rubric

	indicated which are not actual company strengths.	are factual but do not represent the firm's competitive advantages.	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 an opportunity which is not achievable. Student indicates something which is not external (such as mistakes a strength for an opportunity).	15 percent Student indicates multiple opportunities for company. The opportunity is external to the company's current operation. The opportunity is achievable.
Threats (15%)	0 percent Student fails to indicate threats	7 percent Student fails to indicate multiple threats. Or the threats indicated are not possible. Or student confuses a threat with a weakness.	15 percent Student indicates multiple company threats. The threats are external to the company. The threats are possible.
Summary	0 percent	10 percent	20 percent

Paragraph (20%)	Student fails to summarize the S.W.O.T. analysis. 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.	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.	Student summarizes the SWOT analysis showing clearly how the company can utilize this information. Student clearly comments on each of the S.W.O.T.s and illustrates how the company should respond given this information.
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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,	5.0 points Student fails to do two of the following: (or has two errors in spelling, punctuation, grammar,	7.5 points Student fails to do one of the following: (or has at least one error in punctuation, spelling, grammar,	10.0 points Student answers the work ethics essay question in sentence form. Sentence is free from

		<p>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 personal example demonstrating their understanding of the work ethic trait as it relates to their career in business.</p>	<p>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 personal example demonstrating their understanding of the work ethic trait as it relates to their career in business.</p>	<p>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 personal example demonstrating their understanding of the work ethic trait as it relates to their career in business.</p>	<p>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 their career in business.</p>
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**MKTG 1100 INTRODUCTION TO MARKETING
FY 2016
Spring 2016**

Date	Chapter / Lesson	Content	Assignments & Tests Due Dates	*Competency Area
Week 1 (1/11 – 1/18)	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 1/14 Chapter 1 assignments due 1/18	1, 2, 3, 5 A, C
Week	Chapter 2	Chapter 2: Planning for Competitive	Chapter 2 assignment due 1/25	1, 2

2 (1/19 – 1/25)		Advantage		A, C
Week 3 (1/26 – 2/1)	Chapter 3	Chapter 3: Ethics and Social Responsibility	Chapter 3 assignment due 2/1	1, 2, 3 A, C
Week 4 (2/2 – 2/8)	Chapter 4	Chapter 4: The Marketing Environment	Chapter 4 assignment due 2/8 Unit I Discussion 1 due 2/08	1,2 A, C
Week 5 (2/09 – 2/15)		Unit I Exam	Unit I Discussion 2 due 2/15 Unit I Exam posted 2/9 and available until 2/15 at midnight	
Week 6 (2/16 – 2/22)	Chapter 6	Chapter 6: Consumer Decision Making	Chapter 6 assignment due 2/22	1 A, C
Week 7 (2/23 – 2/29)	Chapter 8	Chapter 8: Segmenting and Targeting Markets	Chapter 8 assignment due 2/29	1, 2 A, C
Week 8 (3/1 – 3/7)	Chapter 10	Chapter 10: Product Concepts	Chapter 10 assignment due 3/7 Unit II Discussion 1 due 3/7	1, 2 A, C
Week 9 (3/08 – 3/14)	Chapter 15	Chapter 15: Retailing	Chapter 15 assignment due 3/14 Unit II Discussion 2 due 3/14	1, 2 A, B, C
Week 10 (3/15 – 3/21)		SWOT Analysis Assignment	SWOT Assignment is due 3/21 before midnight!	
Week	Chapter 6, 8, 10 and	Unit II Exam	March 23 (Vidalia): 1-5PM	

11 (3/22 – 3/28)	15	This is a proctored event	March 24 (Swainsboro): 1-5PM Please sign up in Blackboard under Unit II to verify the day and time you will attend.	
(3/28 – 4/4)		Spring Break Holidays!		
Week 12 (4/5 – 4/11)	Chapter 17	Chapter 17: Advertising and Public Relations	Chapter 17 assignment due 4/11	1, 2 A, C
Week 13 (4/12 – 4/18)	Chapter 18	Chapter 18: Sales Promotion and Personal Selling	Chapter 18 assignment due 4/18	1, 2 A, C
Week 14 (4/19 – 4/25)	Chapter 19	Chapter 19: Pricing Concepts	Chapter 19 assignment due 4/25 Unit III Discussion 1 due 4/25	
Week 15 (4/26 – 5/2)	Chapter 21	Chapter 21: Customer Relationship Management Unit III Exam Work Ethics Test Due	CHAPTER 21 assignment due 5/2 Unit III Exam posted 4/27 and available until 5/4 at midnight Unit III Discussion 2 due 5/2 Work Ethics test can be taken at any time during the semester but no later than 5/2.	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.