

**CONTACT INFO**

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**Campus:** West – Division of Business  
**Office Hours:** By Appointment (Online / Email)

**COURSE INFO**

**Building/Room:** Online  
**Meeting Time:** Monday at 12:00am ET to  
 Sunday at 11:59pm ET  
**Credit Hours:** 3  
**Prerequisites:** ECO 2013 or ECO 2023 or GEB 1011 or GEB 1136  
**Text & Required Supplies:** Free Open Education textbook  
<https://courses.lumenlearning.com/wmopen-principlesofmarketing/>

Link is also provided in our Canvas course within the

**COURSE DESCRIPTION & PREREQUISITES**

This course teaches students the fundamentals of business organization and procedures to acquaint students with management, business terminology, organization, and control of a large and small business.

**TOPICS/AREAS COVERED**

1. Focusing Marketing Strategy with Segmentation and Positioning	5. Distribution, Customer Service, and Logistics
2. Improving Decisions with Marketing Information and Research	6. Pricing Objectives and Policies
3. Final Consumers and their Buying Behavior	7. Promotion-Introduction to Integrated Marketing Communication
4. Product Management and New Product Development	8. Marketing's Role in the Global Economy

These may be covered as discrete topics and/or integrated with other topic areas in an order at the discretion of the professor. These and other topics may be expanded or elaborated at the discretion of the individual professor and is in no way intended to be comprehensive or all-inclusive.

This course reinforces the [Valencia Student Competencies](#) of Think, Value, Act, and Communicate described in the Valencia College Catalog.

**MAJOR LEARNING OUTCOMES (MLO) FOR THIS COURSE**

The following MLOs will be assessed through online assessment techniques, discussion questions, weekly LearnSmart activities, and multiple-choice quizzes administered after the material is covered in the course.

1. Each student will be asked to demonstrate knowledge of Strategic Planning and its role in Marketing. This MLO will be assessed using specific discussion questions, written assessments, quizzes, and a final exam.
2. Each student will identify and locate the target market. This MLO will be assessed using specific discussion questions, written assessments, quizzes, and a final exam.
3. Each student will have an understanding of the implication of product. This MLO will be assessed using specific discussion questions, written assessments, quizzes, and a final exam.
4. Each student will have an understanding of the implication of price. This MLO will be assessed using specific discussion questions, written assessments, quizzes, and a final exam.
5. Each student will have an understanding of the implication of place. This MLO will be assessed using specific discussion questions, written assessments, quizzes, and a final exam.
6. Each student will have an understanding of the implication of promotion. This MLO will be assessed using specific discussion questions, written assessments, quizzes, and a final exam.
7. Each student will utilize knowledge of a marketing plan. This MLO will be assessed using specific discussion questions, written assessments, quizzes, and a final exam.

## EVALUATION

1. There is a required attendance quiz, which is worth 10 points. The quiz is our Canvas course within the Orientation Module (last page).
2. There will be discussion questions to give us the opportunity to explore the course concepts. Each discussion will be based on the chapter's main topics and requires you to post a substantive response to the initial discussion prompt and respond to at least one classmate's posting. The discussions are worth 20 points each and they are completed online. **Your initial (first) post should be completed no later than Wednesday at 11:59pm ET of each week and your reply is due by Sunday at 11:59pm ET.** Once the discussion has closed for the week it will not be reopen.  
For credit, the discussion board requirements are to post a substantive reply to the instructions posted for that discussion and a substantive comment to a classmate's posting for that discussion thread. Responses must be in your own words. Substantive means responses that add depth and detail to the discussions. For example, use specific examples to support your responses and explain why you agree or disagree with something. "I agree with him/her/them" is not a posting. Late postings will not be accepted.
3. There will be **two** case studies worth 50 points each. Responses to the case study questions should be typed in a Microsoft Word document, in your own words, submitted through Canvas, and are due by the dates indicated in the syllabus. Each submission will be run through Turnitin to check for plagiarism. The assignments **are due by Sunday at 11:59pm ET** of that week (an outline is provided in this syllabus). Late submissions will have a deduction of 10% per day.
4. There will be **five** written response assignments worth 25 points each. Responses to the assignment questions should be typed in a Microsoft Word document, submitted through Canvas, and are due by the dates indicated in the syllabus. Each submission will be run through Turnitin to check for plagiarism. The assignments **are due by Sunday at 11:59pm ET** of that week (an outline is provided in this syllabus). Late submissions will have a deduction of 10% per day.
5. There will be **fourteen** quizzes and each quiz have 10 questions worth one point each. Quizzes can be taken twice, time limit to 60 minutes, the highest grade will count towards the final grade and must be completed once they are started. The assignments **are due by Sunday at 11:59pm ET** of that week (an outline is provided in this syllabus). Late submissions will have a deduction of 10% per day.
6. The final exam is 50 multiple-choice questions on the chapters covered and is worth 100 points. The final exam is online and must be submitted by **Friday, 12/8/23 at 11:59 pm ET**. Late submissions will not be accepted.
7. There will be one reflection paper worth 50 points, which allows you the opportunity to reflect on what you have learned in the course and how you will use this information. Assignment directions are posted in the course. Late submissions will not be accepted.

You should complete the assessments using Mozilla Firefox or Google Chrome as your browser. Canvas no longer supports Internet Explorer. You can use the following links to download the software: [Google Chrome](#) | [Mozilla Firefox](#)

**If you experience difficulties with Canvas, please contact Canvas Support Hotline at 407-582-5600 or use the chat feature within Canvas located under the Help Button.**

### IMPORTANT DATES

Start Date:	Monday, August 10, 2023
End Date:	Final Exam is due Friday, December 8, 2023 at 11:59 pm ET
Drop/Refund Deadline:	August 28 at 11:59pm ET
No Show Reporting Period:	August 30 - September 8, 2023
Withdrawal Deadline- "W" Grade:	October 27, 2023
College Closed:	September 9 - Labor Day November 20 - 26 Thanksgiving Break

## GRADING BREAKDOWN

Assessment	Total Points	Percentage of Grade
Attendance Quiz	10	1%
Case Studies (2 cases, 50 points each)	100	12%
Discussion (14 discussions, 20 points each)	280	35%
Final Exam (50 questions, 2 points each)	100	12%
Quizzes (14 quizzes, 10 points each)	140	17%
Written Responses (5 assignments, 25 points each)	125	16%
Reflection Paper	50	7%
Total	805	100%

## GRADING SCALE

Points	Percentage	Letter Grade
725 - 805	90% - 100%	A
644 - 724	80% - 89%	B
564 - 643	70% - 79%	C
483 - 563	60% - 69%	D
0 - 422	0% - 59%	F

## COLLEGE POLICIES

### Academic Honesty:

All forms of academic dishonesty are prohibited at Valencia College. Academic dishonesty includes, but is not limited to, acts or attempted acts of plagiarism, cheating, furnishing false information, forgery, alteration or misuse of documents, misconduct during a testing situation, facilitating academic dishonesty, and misuse of identification with intent to defraud or deceive.

All work submitted by students is expected to be the result of the students' individual thoughts, research, and self-expression. Whenever a student uses ideas, wording, or organization from another source, the source shall be appropriately acknowledged.

Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's [Policy #6HX28:08-11](#).

### Student Code of Conduct:

Valencia College is dedicated to the advancement of knowledge and learning and also to the development of responsible personal and social conduct. The primary purpose for the maintenance of discipline in the College setting is to support a civil environment conducive to learning and inquiry.

Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's [Policy #6HX28:08-03](#)

### Student Assistance Program:

Valencia College has contracted with a [private and confidential counseling service](#) to provide short-term assistance to credit students who need to resolve problems that are affecting their college performance. Examples might include: stress, relationship/family issues, alcohol/drug problems, eating disorders, depression, and gender issues. Students who are experiencing any of these issues and who are enrolled in credit classes at Valencia should call the toll-free number 1 800-878-5470 to speak to a professional counselor.

### **Withdrawal Policy:**

The student is permitted to withdraw from a class on or before the withdrawal deadline as published in the College calendar. A student is not permitted to withdraw from a class after the withdrawal deadline, which is **10/27 11:59pm ET** for this class in the **Fall 2023 Semester**. I also highly recommend you contact your academic advisor and financial aid counselor as students on financial aid may be adversely affected by withdrawing from classes. The professor is permitted to withdraw a student from the class for violation of the professor's attendance policy with written notification to the student prior to the beginning of the final exam period.

A student who withdraws from a class before the withdrawal deadline will receive a grade of "W." A student who is withdrawn by a professor will receive a grade of "W." A student who is withdrawn for administrative reasons at any time will receive a grade of "W" or other grade as determined in consultation with the professor. Any student who withdraws or is withdrawn from a class during a third or subsequent attempt in the same course will be assigned a grade of "F".

Final course grades of "A", "B", "C", "D", or "F" shall be assigned based upon the student's cumulative points earned.

### **"No Show" Status:**

Class attendance is required beginning with the first week of class. If you do not attend the first week of class, you may be withdrawn from the class as a "no show." Students who are not actively participating in an online class and/or do not submit the first assignment by the scheduled due date must be withdrawn by the instructor at the end of the first week as a "no show". If you are withdrawn as a "no show," you will be financially responsible for the class and a final grade of "WN" will appear on your transcript for the course. [Class Attendance Policy](#).

**No Show Report is from 8/30 – 9/8. Remember that the Drop/Refund Deadline is 8/28 at 11:59pm ET**

## **CLASS POLICIES**

### **Attendance:**

Class attendance is an essential component of your success in this course. **If you are absent more than two weeks in the semester, you are subject to withdrawal.** Attendance is recorded each week you submit any of that week's required assessments. You are marked absent each week you do not submit any of the weekly assignments. Logging into Canvas without submitting something does not count for attendance. The academic week runs from Monday at 12:00am EST to Sunday at 11:59pm EST.

If the syllabus notes additional activities that must be completed during a given week or time period for the student to be viewed as having "attended" the course, those instructions apply in addition to the minimal requirements listed above.

### **Exams and Assignments:**

The student is responsible for taking their exams and completing assignments during the week they are assigned.

**Assessments not submitted by the assigned due dates will have a deduction of 10% per day.** Exceptions to this would be extenuating circumstances such as hospitalization or a death in the immediate family preventing the completion of an exam or assignment must be documented and provided to the instructor. Make up exams and assignments are subject to the approval of the instructor based on documentation provided by the student. Extra credit is not available in this course.

Students must do their own work; there are no exceptions. All written assignments are submitted to an online plagiarism checker. Students who plagiarize or cheat in any way, risk dismissal from the class and expulsion from the college.

### **Atlas:**

Students must have an active Atlas account. Students must check their Atlas e-mails regularly as to not miss any important messages from the professor. Missed messages via Atlas or any other medium (in-class, etc.) may affect your grade and are the responsibility of the student.

### **Academic Accommodations:**

Students with disabilities who qualify for academic accommodations must provide a letter from the Office for Students with Disabilities (OSD) and discuss specific needs with the professor, preferably during the first week of class. The Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities (West Campus SSB 102, ext. 1523).

### **Use of Generative AI Tools:**

Of special note: This statement is specific to our class and Prof. Nevarez's stance on AI and various generative tools in the writing process. Please note, you should always follow your professors' guidance and policies in other classes. These may be significantly different, based on the content and outcomes of the course.

- **Acceptable and Unacceptable Use of AI**
  - Most importantly, the vast majority of the work in this course will ask you to reflect on the readings and make connections to your own experiences. While tools like ChatGPT, Bard, etc. can be helpful, your ideas and writings are what should drive your responses. When using these tools for information, you are required to check the material for accuracy (hallucinations) and will need to find and include citations from academic sources and the tools you have used.
- **Permitted Usage**
  - The use of generative AI tools (e.g. ChatGPT, Bard, etc.) is permitted in this course for the following activities:
    - Refining your original ideas
    - Fine-tuning and revising your research questions
    - Finding general information on your topic (academic sources will still be necessary)
    - Getting feedback on your own work
    - Checking grammar and style
- **Not Permitted Usage**
  - The use of generative AI tools is not permitted in this course for the following activities:
    - Impersonating you in classroom contexts, such as by using the tool to compose any part of your writings. The tools should be seen as support (and should be cited as such) - they should not be the creators of your work. Submitting a document composed by AI is a form of Academic Dishonesty. Remember, the tools can be used to support and refine, not to write your assignments.
    - Completing group work that your group has assigned to you. Submitting a classmate's work to any of these tools violates privacy. Never submit a classmate's work to these tools.
    - Submitting any course content. You are not permitted to submit any material from this course (writing prompts, quiz questions, discussion questions, project instructions, etc.) to any online tool, AI or otherwise. Please note the content created for this course should not be shared outside of our Canvas space.
    - You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty. When in doubt about permitted usage, please ask for clarification. Let's engage in a conversation about these tools.

**COURSE SCHEDULE**  
**MAR2011 – Principles of Marketing**  
**Fall 2023 – CRN 10833**

Week	Assignments	Due Date
1 Monday, 8/21	Read: Syllabus View and Complete: Orientation Module pages and complete the attendance quiz (last page of the Orientation Module) View: Items under Resources Read: Chapter 1 – What is Marketing? I highly encourage you to watch the videos and complete the "Check Your Understanding" quizzes at the end of each section. Submit: Introduction Responses Submit: Discussion Responses Submit: Week 1 quiz	Sunday, 8/27
2 Monday, 8/28	Read: Chapter 2 – Marketing Function View: Items under Resources Submit: Discussion Responses Submit: Week 2 quiz	Sunday, 9/3
3 Monday, 9/4	Read: Chapter 3 – Segmentation and Targeting Submit: Discussion Responses Submit: Case Study Responses Submit: Week 3 quiz	Sunday, 9/10
4 Monday, 9/11	Read: Chapter 4 – Marketing Strategy View: Items under Resources Submit: Discussion Responses Submit: Week 4 quiz	Sunday, 9/17
5 Monday, 9/18	Read: Chapter 5 – Ethics and Social Responsibility Submit: Discussion Responses Submit: Written Responses Submit: Week 5 quiz	Sunday, 9/24

Week Beginning (Monday)	Assignment	Due Date
6 Monday, 9/25	Read: Chapter 6 – Marketing Information and Research View: Items under Resources Submit: Discussion Responses Submit: Week 6 quiz	Sunday, 10/1
7 Monday, 10/2	Read: Chapter 7: Consumer Behavior Submit: Discussion Responses Submit: Written Responses Submit: Week 7 quiz	Sunday, 10/8
8 Monday, 10/9	Read: Chapter 8 - Positioning View: Items under Resources Submit: Discussion Responses Submit: Week 8 quiz	Sunday, 10/15
9 Monday, 10/16	Read: Chapter 9 – Branding View: Items under Resources Submit: Discussion Responses Submit: Written Responses Submit: Week 9 quiz	Sunday, 10/22
10 Monday, 10/23	Read: Chapter 10 - Product Marketing View: Items under Resources Submit: Discussion Responses Submit: Written Responses Submit: Week 10 quiz	Sunday, 10/29
11 Monday, 10/30	Read: Chapter 11- Pricing Strategies Submit: Discussion Responses Submit: Case Study Responses Submit: Week 11 quiz	Sunday, 11/5
12 Monday, 11/6	Read: Chapter 12 - Place: Distribution Channels View: Items under Resources Submit: Discussion Responses Submit: Written Responses Submit: Week 12 quiz	Sunday, 11/12
13 Monday, 11/13	Read: Chapter 13 – Promotion: Integrated Marketing Communication (IMC) View: Items under Resources Submit: Discussion Responses Submit: Week 13 quiz	Sunday, 11/19

Week Beginning (Monday)	Assignment	Due Date
14 Monday, 11/20	Read: Chapter 14 – Marketing Globally View: Items under Resources	Thanksgiving Break
15 Monday, 11/27	Read: Chapter 15 - Marketing Plan View: Items under Resources Submit: Discussion Responses Submit: Week 15 quiz	Sunday, 12/3
16 Monday, 12/4	Submit: Reflection Paper - Due <b>Friday December 8</b> Submit: Final Exam - Due <b>Friday December 8</b>	<b>Friday, 12/8</b>

**DISCLAIMER**

The schedule, procedures, and assignments are subject to change in the event of extenuating circumstances. However, any such change will be clearly announced. Such changes are designed to deal with unforeseen circumstances that arise during the course. The changes will be intended to benefit the student and will not significantly add to the rigor of the course.