

VALENCIA COLLEGE
Division of Business
Online Campus
MAR 2011 Principles of Marketing
Session 10-week (CRN 28079)
Class Policies & Course Syllabus
Spring 2020

COURSE DESCRIPTION:

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.

CREDIT HOURS: 3

PREREQUISITES: ECO 2013 or ECO 2023 or GEB 1011 or GEB 1136

CLASS MEETING ROOM: Online

DAY/TIME: Monday - Sunday

PROFESSOR: “Dr. A.” (Dr. Marcus Alexander, MBA, PhD)

EMAIL: malexander47@mail.valenciacollege.edu

TOPICS/AREAS COVERED

1. Focusing Marketing Strategy with Segmentation and Positioning
2. Improving Decisions with Marketing Information and Research
3. Final Consumers and their Buying Behavior
4. Product Management and New Product Development
5. Distribution, Customer Service, and Logistics
6. Pricing Objectives and Policies
7. Promotion-Introduction to Integrated Marketing Communication
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, which can be located at the following link: <http://valenciacollege.edu/competencies>

**Major Learning Outcomes (MLO)
for this Course and how each will be assessed:**

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, exercises, reviews, and a final exam.

2. Each student will identify and locate the target market. This MLO will be assessed using specific discussion questions, exercises, reviews, 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, exercises, reviews, 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, exercises, reviews, 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, exercises, reviews, 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, exercises, reviews, and a final exam.

7. Each student will utilize knowledge of a marketing plan. This MLO will be assessed using specific discussion questions, exercises, reviews, and a final exam.

EDUCATIONAL MATERIALS:

Required: A free open education textbook will be used in this course –

<https://courses.lumenlearning.com/wmopen-principlesofmarketing/>

The textbook link is also provided in our Canvas course within the Orientation Module - Textbook and Required Materials.

EVALUATION:

Reviews, Discussions, Formative Feedback, Exercises, and a Final

1. There is a required attendance exercise, which is worth 10 points.

2. There will be discussions to give us the opportunity to explore the course concepts from multiple perspectives and examples. Each discussion will be based on chapters' main topics, and requires you to post a substantive response to the initial discussion prompt and respond to at least one classmate's posting. Discussions are worth 20 points each.

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. Responses must be in your own words and late postings will not be accepted.

3. There will be formative feedback posts each week to give students the opportunity to share reflection and feedback on that week's content, materials, assessments, what was helpful, improvements, additions, etc. Formative Feedback posts are worth 5 points each.

4. There will be four (4) exercises worth 30 points each and will be completed online. Exercises can only be completed one time and must be completed once they are started.

5. There will be fifteen (15) reviews and each review has 10 questions worth 1 point each. Reviews will be completed online. Reviews can only be taken one time and must be completed once they are started.

6. The final exam is worth 50 points and will be completed online.

7. All assessments will be graded within 7 days after the assessment due date.

GRADING SCALE:

Assessment	Total Points	Percentage of Grade
Attendance Review	10	2%
Discussions (One discussion per week)	200	34%
Exercises (4 exercises, 30 points each)	120	21%
Reviews (15 reviews, 15 points per review)	150	26%
Formative Feedback (10 weeks, 5 points each)	50	9%
Final	50	9%
Total	580	100%

Points	Percentage	Grade
522 - 580	90% - 100%	A
464 - 521	80% - 89%	B
406 - 463	70% - 79%	C
348 - 405	60% - 69%	D
Below 348	Below 60%	F

Academic Honesty:

- A. 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.

- B. 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

The policy can be located at the following link:

http://valenciacollege.edu/generalcounsel/policy/default.cfm?policyID=193&volumeID_1=8&navst=0

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.

<http://catalog.valenciacollege.edu/academicpoliciesprocedures/studentcodeofconduct/>

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

The link to the 2018-2019 LifeMap Student Handbook follows:

<http://valenciacollege.edu/pdf/student-handbook.pdf>

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. Following is the link to the website:

<http://catalog.valenciacollege.edu/student-services/baycarestudentassistanceservices/>

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 4.3.20 for this class in the Spring 2020 Semester. I also highly recommend you contact your academic adviser 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.

If you drop the course(s) by the Drop/Refund Deadline, which is 2.17.20 for this class, all tuition and refundable fees will be refunded. (Application and certain other fees are not refundable.) See (College Policy: 6HX28:06-08.1 Student Fees and Refunds) for more information.

“No Show” Status:

Class attendance is required beginning with the first class meeting. If you do not attend the first class meeting, 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. The policy can be located at the following link:

<http://catalog.valenciacollege.edu/academicpoliciesprocedures/classattendance/>

CLASS POLICIES:

1. Attendance: If you do not attend, as described below, for more than two weeks, you are subject to withdrawal. Attendance is recorded each time you post a discussion question response or submit an assignment or exam. Logging into Canvas without submitting something does not count for attendance. The online academic week runs from Monday at 12:00am EST to Sunday at 11:59 pm EST. To receive credit for attendance, you must submit at least one of the following items each week:

1. Submit an academic assignment or exercise.
2. Submit a review, quiz or exam.
3. Participate in a posted online academic discussion.

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. Students are strongly encouraged to log into the course regularly to understand the subject fully and to be successful in class.

2. The student is responsible for responding to discussions, submitting assignments, and completing exercises and reviews before the weekly due dates outlined below. Late submissions will not be accepted.
3. Students must do their own work; there are no exceptions.
4. 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.

5. 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 two weeks of class. The Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities (West Campus SSB 102, ext. 1523).

SCHEDULE OF CLASSES
 MAR 2011 – Principles of Marketing
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 Spring 2020

Week Beginning (Monday)	Assignment	Due Date	Points Possible
Week 1 2.10	Read: Syllabus Read: Chapter 1 – What is Marketing? Read: Chapter 2 – Marketing Function Complete: Attendance review Complete: Introduction Submit: Discussion Responses Complete: Chapter 1 Review Complete: Chapter 2 Review Submit: Formative feedback	Sunday, 2.16	Attendance Review: 10 Discussion: 20 Chapter 1 Review: 10 Chapter 2 Review: 10 Formative feedback: 5
Week 2 2.17	Read: Chapter 3 – Segmentation and Targeting Read: Chapter 4 – Marketing Strategy Submit: Discussion Responses Submit: Exercise Complete: Chapter 3 Review Complete: Chapter 4	Sunday, 2.23	Discussion: 20 Chapter 3 Review: 10 Chapter 4 Review: 10 Exercise: 30 Formative feedback: 5

	Review Submit: Formative feedback		
Week 3 2.24	Read: Chapter 5 – Ethics and Social Responsibility Read: Chapter 6 – Marketing Information and Research Submit: Discussion Responses Complete: Chapter 5 Review Complete: Chapter 6 Review Submit: Formative feedback	Sunday, 3.1	Discussion: 20 Chapter 5 Review: 10 Chapter 6 Review: 10 Formative feedback: 5
Week 4 3.2	Read: Chapter 7 - Consumer Behavior Submit: Discussion Responses Complete: Chapter 7 Review Submit: Exercise Submit: Formative feedback	Sunday, 3.8	Discussion: 20 Chapter 7 Review: 10 Exercise: 30 Formative feedback: 5
Week * 3.9 SPRING BREAK	Enjoy Your Break and Be Safe!	No Submissions during Spring Break :)	None
Week 5 3.16	Read: Chapter 8 – Positioning Read: Chapter 9 – Branding Submit: Discussion Responses Complete: Chapter 8 Review Complete: Chapter 9 Review Submit: Formative feedback	Sunday, 3.22	Discussion: 20 Chapter 8 Review: 10 Chapter 9 Review: 10 Formative feedback: 5
Week 6 3.23	Read: Chapter 10 – Product Marketing	Sunday, 3.29	Discussion: 20 Chapter 10 Review: 10

	<p>Read: Chapter 11 – Pricing Strategies</p> <p>Submit: Discussion responses</p> <p>Submit: Exercise</p> <p>Complete: Chapter 10 Review</p> <p>Complete: Chapter 11 Review</p> <p>Submit: Formative feedback</p>		<p>Chapter 11 Review: 10</p> <p>Exercise: 30</p> <p>Formative feedback: 5</p>
<p>Week 7 3.30</p>	<p>Read: Chapter 12 – Place: Distribution Channels</p> <p>Read: Chapter 14 – Marketing Globally</p> <p>Submit: Discussion responses</p> <p>Complete: Chapter 12 Review</p> <p>Complete: Chapter 14 Review</p> <p>Submit: Formative feedback</p>	<p>Sunday, 4.5</p>	<p>Discussion: 20</p> <p>Chapter 12 Review: 10</p> <p>Chapter 14 Review: 10</p> <p>Formative feedback: 5</p>
<p>Week 8 4.6</p>	<p>Read: Chapter 13 – Promotion: Integrated Marketing Communication (IMC)</p> <p>Submit: Discussion responses</p> <p>Submit: Exercise</p> <p>Complete: Chapter 13 Review</p> <p>Submit: Formative feedback</p>	<p>Sunday, 4.12</p>	<p>Discussion: 20</p> <p>Chapter 13 Review: 10</p> <p>Exercise: 30</p> <p>Formative feedback: 5</p>
<p>Week 9 4.13</p>	<p>Read: Chapter 15 – Marketing Plan</p> <p>Submit: Discussion responses</p> <p>Complete: Chapter 15 Review</p> <p>Submit: Formative feedback</p>	<p>Sunday, 4.19</p>	<p>Discussion: 20</p> <p>Chapter 15 Review: 10</p> <p>Formative feedback: 5</p>
<p>Week 10 4.20</p>	<p>Submit: Final</p> <p>Submit: Discussion</p>	<p>Saturday, 4.25</p>	<p>Final: 50</p> <p>Discussion: 20</p>

	responses Submit: Formative feedback		Formative feedback: 5
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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.