

VALENCIA COLLEGE

COURSE SYLLABUS

Course: MAN 2011 Principles of Marketing

Course: MAN-2011-21188 Mixed Mode

Campus: *Division of Business – West Campus*

Semester/Term: **SPRING 2024 FULL**

Prerequisites: *ECO 2013 or ECO 2023 or GEB 1011 or GEB 1136*

Credit Hours: 3

Class Meeting Day/Time: Thursday 11:30 am – 12:45 pm

Classroom: 1-150

Professor: Mrs. Tamara Demeree

Email: tdemeree@valenciacollege.edu

Office Hours: *Monday – Friday by appointment*

Course Description:

This course provides basic principles and perspectives of the functions, institutions, methods and problems of marketing goods and services through traditional paths as well as through e-business.

Course Major Learning Outcomes:

Students will be able to:

1. Each student will be asked to demonstrate knowledge of Strategic Planning and its role in Marketing.
2. Each student will identify and locate the target market.
3. Each student will have an understanding of the implication of product.
4. Each student will have an understanding of the implication of price.
5. Each student will have an understanding of the implication of place.
6. Each student will have an understanding of the implication of promotion.
7. Each student will utilize knowledge of a marketing plan.

Required Text:

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.

Course Organization:

This course will be divided into four categories that will comprise the final grade.

Discussions	38%
Written Papers / Case Study	29%
Final Exam	14%
<u>Quizzes</u>	<u>19%</u>

100%

General Grading Scale:

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

COURSE POLICIES

Assignments:

Discussion Instructions (Initial Post is Required before “Viewing” Peer Posts): **You are required to submit a substantial response.** A substantial response is one that stays on topic and fully addresses the assignment in a clear, concise, and meaningful manner. Substantial Content refers to providing relevant content toward the actual topic of the discussions. This includes quality input, questions and information in your discussion posts and responses to peers.

The deliverable length of an initial thread must be at least 150 words. After the initial posting, students are required to respond to one (1) substantive peer response. Peer responses must be at least 100 words for each response, in order to receive full credit. Discussions must be the student’s original thoughts based on the topics from the "**Open Educational Resource**" (OER) Course Textbook and/or other referenced sources. Direct quotes from references must be less than 10 words. Plagiarized discussions will result in a "0" for the submission of this assignment. Please review postings for sentence structure, grammar, and punctuation errors. Since the discussions are more valuable to your learning experience when as many students in the class participate as possible and you are required to post two peer reviews. **Late submissions on DISCUSSIONS assignments are not accepted.** I will drop the lowest grade in DISCUSSIONS at the end of the semester when I calculate your final grade in the course.

Discussion Posting Rules

- Personal attacks of other students because of their posts will not be tolerated.
- Provide clear analysis and insight into the topic or questions.
- Post original thoughts to avoid plagiarism and the penalties for plagiarism.
- Zero or minimal credit will be given to students with very FEW or NO SUBSTANTIVE postings.
- Proof postings to eliminate offensive references, poor sentence syntax, misspelled words, etc.

Written Assignment Instructions: **You will have four written assignments in this class over the semester. Each assignment is on a different company or topic pertaining to a variety of marketing topics. You are required to use APA formatting for your papers. 4-Page (Title Page, 2-Content Page, Reference Page), APA formatted paper with substantial content.** Substantial content requires staying on topic and fully addresses the assignment in a clear, concise, and meaningful manner. The deliverable length of your posting responses must be at least 4-pages, (Title Page and Content Page) APA format. Please review your paper for grammar and punctuation errors.

All work must be the student’s original thoughts based on the topics from the "**Open Educational Resource**" (OER) Course Textbook and/or other referenced sources. Direct quotes from references must be less than 20 words. Plagiarized exercises may result in a "0" for the submission of this assignment. Please review postings for sentence structure, grammar, and punctuation errors. **Late submissions will be deducted 2 points for each day it is late.**

Final Exam Instructions: **Final Exam contains 50 multiple choice questions from the chapters covered in this course. The exam will be taken in person using the students own (or borrowed) laptop. Students will need to access the Canvas classroom page to take the exam and will receive their grades immediately upon completion of the test.**

Chapter Quiz Instructions: You will take 14 short chapter quizzes in this course from the chapters covered in each module. Students will need to access the Canvas classroom page to take the exam and will receive their grades immediately upon completion of each quiz. Each quiz will contain 10 multiple choice questions worth 1 point for a total of 10 pts per quiz. The lowest Quiz grade will be dropped at the end of the semester.

Make-up Exams:

Make-up exams will only be given in emergency situations provided the instructor is notified in advance (prior to the absence). Upon approval of your absence, the exam will be placed in the testing center. Exams must be made up before the next class meeting. Any test missed will have an adverse effect on your grade, and make-up test will not be given unless approved by the professor prior to the date of the scheduled test. Proof of absence is required for make-up exams.

Expected Student Conduct:

Valencia College is dedicated, not only to the advancement of knowledge and learning, but is concerned with the development of responsible personal and social conduct. By enrolling at Valencia College, a student assumes the responsibility of becoming familiar with and abiding by the general rules of conduct. The primary responsibility for managing the classroom environment rests with the faculty. Students who engage in any prohibited or unlawful acts that result in disruption of a classroom or Valencia's rules may lead to disciplinary action up to and including expulsion from Valencia. Disciplinary action could include; being withdrawn from class, disciplinary warning, probation, suspension, expulsion or other appropriate and authorized actions. You will find the student code of conduct in the current Policy & Procedures Manual at <https://catalog.valenciacollege.edu/academicpoliciesprocedures/studentcodeofconduct/>

Attendance:

This is a mixed-mode course, it will be available to you 24/7 and managed through Canvas. You must have access to the Internet (available on all Valencia campuses) to complete the course requirements. Your in-person attendance is required on Thursdays on the West Campus, Classroom 1-150. If you do not attend class, access the course website, or contact me to let me know of your absence for seven consecutive days, you will be contacted and if there is no communication within 48 hours, you will be withdrawn from the course up until the withdraw deadline. After the withdraw deadline, students with an absence of more than 7 days will receive the final grade that is earned according to the course grading policy. You are permitted **one absence** from the course without penalty to your total attendance score that is turned in to the Registrar's office at the end of the semester along with Final Grades. Although attendance is not calculated in your final grade, attendance is required by the Registrar as outlined in the following section.

Procedures for Reporting Absences

It is the responsibility of the student, where possible, to notify instructors regarding your absence from participating in course work for whatever reason or more than one week. If you are unable to participate in the course due to illness, family emergency, etc., please communicate with me as soon as possible in order to create a plan to complete any missed assignments so that your learning can progress in your course. In the case of a prolonged online absence, please communicate with me as soon as possible in order to create a plan for the best course of action.

For more information on Valencia College “**Attendance Policy**” Click Here:

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

Email Policy:

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 Honesty:

Each student is expected to do his or her own work, unless otherwise specified. Cheating will not be tolerated and will result in an automatic “zero” on that exam or assignment. Please be aware that cheating includes any of the following: using apps and websites to write your assignments / exams, using AI software of any type to write your assignments / exams, having someone else write your assignments / exams, using the services of anyone other than yourself to write your assignments / exams. If it is suspected that you have used any methods other than your own mind to complete an assignment, the professor reserves the right to have you provide a live writing sample via Zoom with cameras on for any or all writing assignments. Please see the details in the Student Code of Conduct linked above.

Student Technology:

I understand there are many good reasons to have laptops, mobile phones, and other wireless communication devices that may be required to successfully complete this course. Florida is a “two consent” state concerning recording conversations. Students may not record their instructors, either in conversation or in class, without their consent. If you want to record a classroom conversation, you must first receive permission from everyone in the room.

Academic Accommodations:

“Students with disabilities who qualify for academic accommodations must provide a Notification to Instructor (NTI) form 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. See the appropriate office for more information:

- East Campus Bldg. 5, Rm. 216 Ph: 407-582-2229 Fax: 407-582-8908 TTY: 407-582-1222
- West Campus SSB, Rm. 102 Ph: 407-582-1523 Fax: 407-582-1326 TTY: 407-582-1222
- Osceola Campus Bldg. 1, Rm. 140A Ph: 407-582-4167 Fax: 407-582-4804 TTY: 407-582-1222
- Winter Park Campus Bldg. 1, Rm. 212 Ph: 407-582-6887 Fax: 407-582-6841 TTY: 407-582-1222

Student Assistance Program:

Valencia College is interested in making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. BayCare Behavioral Health Student Assistance program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. This number is also located on the back of your Valencia Student ID. Free face to face counseling is also available.

Withdrawal Policy:

The withdrawal policy deadline for the semester – See Academic Calendar “Important Dates & Deadlines”
<http://valenciacollege.edu/calendar/>

A student who withdraws from class before the established deadline for a particular term will receive a grade of “W”. A student is not permitted to withdraw after the withdrawal deadline. After this date, the grade assigned will be based on the student’s academic achievement in class and the actual work completed.

Institutional Core Competencies:

The following Valencia Student Competencies will be reinforced throughout the entire course:

- **THINK** – Analyze data, ideas, patterns, principles, and perspectives employing facts, formulas and procedures of the discipline.
- **VALUE** – Distinguish among personal, ethical, aesthetic, cultural, and scientific values evaluating your own and others values from a global perspective in the process of learning the discipline.
- **COMMUNICATE** – Identify your own strengths and need for improvement as a communicator employing methods of communication appropriate to your audience and purposefully evaluate the effectiveness of your own and others communication.
- **ACT** – Apply disciplinary knowledge, skills, and values to educational and career goals acting effectively and appropriately in various personal and professional settings responding also to changing circumstances.

Disclaimer:

Changes in this syllabus, schedule, and or college policy may be made at any time during the course at the instructor’s discretion. Students are responsible for staying abreast of these changes.