Notice of Attendance:

Students enrolled in this course **MUST** log in and actively participate by completing academic assignment (Pre Test) on the scheduled dates. **Students who log in but do not actively participate in an academically-related activity (taking the above named assignment by due dates)** will be reported as **Never Attended** and dropped from the course.

Course Description:

Marketing is the set of human activities directed at facilitating and consummating exchange. The tools of marketing (product development, pricing, distribution, communication, etc.) are not only applicable to business organizations but to such institutions as foundations, government bureaus, museums and public school systems. Marketing is fundamental to our way of life; it affects us as consumers, as citizens, as legislators and as businessmen. Looking at our present world (developed, underdeveloped and developed nations, consumer dissatisfaction, changing values, resources limitations, magnitude of marketing expenditures, etc.) we can see that marketing is dynamic, complex and froth with problems and opportunities. This vast potential of unsolved problems and untapped opportunities demand creativity and resources. Marketing can be exciting if you like to understand and to cope with human behavior, to contribute to both others and yourself and to confront uncertain situations.

Required Text: **Pride and Ferrell; Foundations of Marketing; 6th Edition; Cengage Learning.**

Goals and Objectives: Upon successful completion of the course, students will have the ability to accomplish the following objectives/competencies accurately and efficiently:

1. Develop and demonstrate writing and editing skills.
2. Identify the marketing mix components in relation to market segmentation.
3. Analyze information for accuracy, reasonableness of data, and appropriate presentation.
4. Discuss and apply ethical principles to marketing.
5. Explain the economic, psychological, sociological, and global factors which influence consumer and organizational decision-making processes.
6. Develop a marketing plan; and interpret marketing research data to forecast industry trends and meet customer demands.

The course provides an opportunity for you to develop abilities in communicating with others about your ideas and approaches for dealing with marketing problems. This is important. After graduation you will spend much of your professional career doing just that—regardless of the specific career area you pursue. The potential of this opportunity is only fully realized if you make meaningful contributions to the course in class discussions and debate.

Course Policies:

**Each student is expected to spend six (6) to eight (8) hours per week preparing for class.** There is a strong correlation between grades, studying, and utilizing all the resources provided to you on this site.

Americans With Disabilities Act Statement (ADA):
The Americans With Disabilities Act (ADA) and Section 504 of the Rehabilitation Act require that no otherwise qualified person with a disability be denied access to, or the benefits of, or be subjected to discrimination by any program or activity provided by an institution or entity receiving federal financial assistance. It is this Section 504 mandate that has promoted the development of disability support service programs in colleges and universities across the country. Subpart E of Section 504 deals specifically with this mandate for institutions of higher education. While it does not require that special educational programming be developed for students with disabilities, it does require that an institution (public or private) be prepared to make appropriate academic adjustments and reasonable accommodations in order to allow the full participation of students with disabilities in the same programs and activities available to nondisabled students.

Any student who, because of a disabling condition, may require some special arrangements in order to meet course requirements should contact please contact Mr. Shep Grinnan at 432-685-4505; e-mail address: sgrinnan@midland.edu as soon as possible. Mr. Grinnan’s office is located in the Scharbauer Student Center Building. These conditions may include documented physical or educational disabilities. Please be aware that services or accommodations are not automatic. Each student must request them and secure the proper authorizations/documentation.

If you are an online student, you may send me questions via e-mail at any time. I will answer these questions on the first come first served basis. If you would like to meet with me to explain concepts please come to my office during the posted office hours or by appointment at other times. Please check your e-mail on a regular basis, at least once every other day. When you e-mail me please let me know who you are and in which course you are enrolled (example: ECON 2301.WB1). Please follow this practice at all times. Please note that we do not receive e-mails with Yahoo!, AOL, and Hotmail addresses.

Drop Policy: It is the student's responsibility to drop this course if circumstances develop that prevents his/her completion of the course. The instructor will not be allowed to drop a student for non-completing the course assignments.

Evaluation of Students:

Performance will be measured by student testing and the development of an integrated marketing plan.

Tests: There will be five tests, including the final, during the semester. Performance will be measured by student testing. Each test, including the final, will be available for one (1) day. No make ups will be allowed for any missed tests or quizzes. The tests and the quizzes will show under the Assignments tab on their scheduled dates. The tests will be comprised of 50 objective questions and are timed. The allotted time for each test is one hour and 40 minutes.

Group Project: Marketing Plan. The class will be divided into several teams of approximately 2-4 members each.

The group project has two objectives.
- First, it will help you to gain hands-on experience in applying what you learn in class to a realistic marketing situation.

- Second, it will give you experience working as part of a team. Briefly, the project will consist of identifying an unfulfilled market need and designing a new product to address and fulfill that need.

Your group will then be responsible for developing a marketing plan for the introduction of the new product. A class lecture will be devoted to introduce and discuss the project in more detail.

**Project Proposal:** The proposal should include a thorough analysis of 1) the marketing environment of the industry of interest and 2) the current situation of your company to identify the problems and opportunities. You also should give the problem statement and your proposed solution for the problem in the proposal. Moreover, the proposal should include the divided work between group members and time lines for the completion of the project. The project proposal is due September 19th.

**Project Presentation:** Each group will also be required to give a formal presentation (approx. 15-20 minutes). After each presentation the class will ask questions or make comments. Every member of the group is required to present part of the project.

**Written Report and Power Point Presentation:** The final paper, along with the power point, will be due November 19th. Your paper should clearly present the problem you have identified and the marketing plan your group has developed to address and solve this problem.

**Evaluation:** Each group member will have an opportunity to give the evaluations of the participation of other group member at the end of the project. All members of the group typically receive the same grade for group project. However, in the case of "free-riding" this policy will be relaxed. Students are required to attend the project presentations and actively participate in the discussions in class. Based on my judgment, up to 10 bonus points can be given to students with outstanding participation.

**Milestones for the Marketing Plan:** Portions of the work must be presented for review on dates listed below. This work will be part of the finished project and will generate grade points for the project. Your completed marketing plan will be presented in class during last two weeks of the semester.

- **Milestone#1**  Product and team selection
- **Milestone#2**  Strategic Analysis
- **Milestone#3**  Environmental Scan
- **Milestone#4**  Goals and Objectives
- **Milestone#5**  Target Market Assessment
- **Milestone#6**  Marketing Mix Strategy
The tests and group projects will be graded as follows (the 20% curve included):

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<tbody>
<tr>
<td>Test 1</td>
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<td>Test 2</td>
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<td>Test 3</td>
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<td>Test 4</td>
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<tr>
<td>Final</td>
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<tr>
<td>Marketing Plan</td>
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<td><strong>Total</strong></td>
<td><strong>700</strong></td>
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Semester course grade will be based on your total scores and is determined as follows:

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<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>630 - 700</td>
<td>A</td>
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<tr>
<td>560 - 629</td>
<td>B</td>
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<tr>
<td>490 - 559</td>
<td>C</td>
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<tr>
<td>420 - 489</td>
<td>D</td>
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<tr>
<td>000 - 419</td>
<td>F</td>
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To succeed in this course you will have to study each chapter very thoroughly and ahead of time, take good notes, learn the concepts, do the end of the chapters’ questions, and review your notes every day so that the information stays fresh in your memory. As you know, there is a strong correlation between grades and the amount of time spent on studying.

**Academic Honesty and Integrity:**

Midland College expects students to be honest and to conduct themselves with integrity in all aspects of their relationship with the college. The following list of activities is considered to be in violations of the student academic code of conduct:

Using material sources or utilizing devices that are not authorized by the instructor during an examination or assignment;

Providing assistance to another student or receiving assistance from another student during an examination or assignment in a manner not authorized by the instructor;
Presenting as their own the ideas or works of another person without proper acknowledgment of sources;

Knowingly permitting their works to be submitted by another person without the instructor’s permission;

Acting as a substitute or utilizing a substitute in any examination or assignment;

Class Policies:

Students will be expected to exhibit professional behavior during scheduled class hours and while in the lab. Professional behavior includes, but is not limited to, the following:

1. Complies with the rules of Midland College.
2. Attends class regularly.
3. Is punctual.
4. Exhibits cooperative behavior in class.
5. Ear phones and cell phones are considered disruptive to the class and should be avoided.
6. Is dressed appropriately.
7. Takes all tests on the scheduled dates.
8. Gives the instructor advanced notice when leaving class early.

Course schedule:

The class meets for 3 lecture hours per week. A detailed day-to-day schedule and class assignments will be provided at the beginning of the semester.

ACCESSING THE DISCUSSION AREA:

The “Discussion Area” link on the course web page is the location of our primary communication system. Discussion Area has been established for this class, and is easily accessed via the “Discussion Area” button on the left side of the template. The purpose of providing this method of communication is to create a “Virtual Classroom” environment to allow you the opportunity to discuss/share selected topics and analyze your fellow classmates’ thoughts, the same as you would in an on-campus course.

The discussion area is created for this class to share ideas and hopefully establish collegiality. Feel free to share thoughts on the course information, end of the chapter questions, reference sources you think are especially interesting, and helpful hints you might have. (All the things you might talk about over coffee in the snack bar)
All postings to the discussion area will be permanent and will remain posted throughout the entire semester for viewing by all.

Please do not use this discussion area to post any material which is knowingly false and/or defamatory, inaccurate, abusive, vulgar, hateful, harassing, obscene, profane, sexually oriented, threatening, invasive of a person's privacy, or otherwise violative of any law.

Please note that advertisements, chain letters, pyramid schemes, and solicitations are inappropriate for this discussion area.

**Instructor Information:**

**Name:**

**Office Phone:**

**E-Mail:**

**Office #:**

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**Division Information**

Damon Kennedy, Dean  
MHAB 176  
(432) 685-6822

Doug Johnson, Program Chair  
TC 116  
(432) 685-4665

**Division Secretaries**

Angelina Dolaptchieva  
Adelle Downing  
MHAB 176  
(432) 685-6829

12/06/16