**Syllabus:** Principles of Marketing **Instructor Information**

**Course Number:** MRKG 1311 Name: Pamela Hamilton

Work MRKG 1380 Room: 2059 Telephone: 903.794.3891 2059  
 E-mail: [pamh@txkisd.net](mailto:pamh@txkisd.net)

**Textbook Information:** Lamb, Charles, and Joseph Hair, Carl McDaniel, *Essentials of Marketing*, 5th edition, Thomson South Western, 2006.

**Course Description**: Introduction to the marketing functions; identification of consumer and organizational needs; explanation of economic, psychological, social, and global issues; and description and analysis of marketing research. This marketing class will benefit people working in any business or advancing into a career that involves the marketing functions.

**Course Objective**:

1. To give students an overall understanding of marketing and its key concepts.
2. Students will be introduced to the marketing mix components in relation to market segmentation.
3. Students will be able to explain the economic, psychological, sociological and global factors which influence consumer and organizational decision making processes.
4. Students will outline a marketing plan; and interpret marketing research data to forecast industry trends and meet consumer demands.

**Course Work & Grading**: There will be four tests administered over the course of the semester. Students will also be required to maintain a Marketing Journal. A regular sized (70-80 ct) spiral notebook is perfect for the journal. In this journal, students will write thoughtful responses to text book cases that are presented in the assigned text and also journal their own interpretations to concepts discussed and assigned in class by the instructor. The journal is not graded on spelling, punctuation, or grammar. It is, however, graded on how thoughtful the responses are to the assigned topics and the relation to this course. **Each journal entry should be at least one page handwritten in length to receive credit.** The journal should be brought to class each and every meeting, and you should be prepared to share what you have written with a small group of your peers (soon to be friends!). Do not get behind in the journal.

One project will be required for the semester, where students will take the broad base of knowledge learned throughout the semester and incorporate that information into a presentation / project that utilizes the 4 P’s of marketing. It is the student’s responsibility to read assigned weekly chapters before coming to class.

**Work Release –** Students are responsible for obtaining a job before school starts. They must work 15 hours a week to receive credit. Documentation is through their pay stubs and employer evaluation. Students are encouraged to join the DECA club which provides leadership and competitive opportunities.

**Student Assessment & Grading Scale for College Grade (Note: this is different from local grade)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Percentage** | **From** |  | **Final Grade** | **Average** |
| **75%** | Average of Chapter Tests |  | **A** | 90 - 100 |
|  | **B** | 80 - 89 |
|  | **C** | 70 - 79 |
| **15%** | Journal |  | **D** | 60 - 69 |
| **10%** | Marketing Research Project |  | **F** | 59 - Below |

# Grading – (Local) Texas High Report Card Grade

Marketing students will receive **one grade** on the report card thatrepresents **3 grades and 3 credits towards graduation.** The grade comes from the following:

* 50% Class work – Daily Work and 90 hours are required **every six weeks** (15hours/week) which must be documented by Check Stubs and Work Journal
* 50% Tests – Tests, Journals and Projects
* *NOTE that this grade is figured differently from college grade on TC transcript!*

**\*All of the College grades will be considered test work for the local grades.**

**ABSENTEE POLICY**Texarkana College’s absentee policy allows instructors to withdraw a student from a course due to excessive absences. Texas High will **remove** a student from any DC course if the students receives make up hours in that course. If a student leaves and returns during class or leaves the class before the class is over, he/she may be considered absent. Three tardies constitute one absence.

A student should not stop attending a class without formally withdrawing from the course by the institutions published Last Day for Students to Drop. If a student stops attending class after the published Last Day for Students to Drop, the student may receive a grade of “F” in the class. The instructor will submit the last date of attendance for students receiving a grade of “F” or “W”.

Withdrawal from a course(s) **may** affect a student’s current or future financial aid eligibility. Students should consult the Financial Aid Office to learn both short and long term consequences of a withdrawal.

**Make-up Policy**

The student is responsible for work missed because of illness, school business, religious holidays, military service or other circumstances. **All incomplete work must be made up within two class days of the date of absence.** No incomplete grades will be given for failure to attend and participate. If you must quit, you should initiate an official withdrawal in the Admissions Office prior to the last date to drop courses:

**Late Work**

* A maximum grade of 80 will be given for work turned in the next class period after the work was due.
* A maximum grade of 70 will be given for work turned in the second class period after the work was due.
* A maximum grade of 50 will be given for work turned in the third class period after the work was due.

**Class Policies:**Cell phones and beepers must be turned off and not visible in the class. If a student is caught text-messaging or talking on the phone in class, the student will receive a warning and will be dropped from class after the second offense.

Students should make arrangements with the instructor in advance if they need to leave class before dismissal. There will be a zero tolerance policy for any behavior that is disruptive of classroom learning. This includes ANY use of vulgar language or rude behavior toward instructor or any other student in the class.

**Academic Integrity Statement**

Scholastic dishonesty, involving but not limited to cheating on a test, plagiarism, collusion, or falsification of records will make the student liable for disciplinary action after being investigated by the Dean of Students. Proven violations of this nature will result in the student being dropped from the class with an “F”.

**Disability Act Statement:**

Texarkana College and Texas High comply with all provisions of the Americans with Disabilities Act and makes reasonable accommodations upon request. Please contact Larry Andrews at 903.823.3283, or go by the Recruitment, Advisement, and Retention Department located in the Administration building for personal assistance.

If you have an accommodation letter from their office indicating that you have a disability which requires academic accommodations, please present it to me so we can discuss the accommodations that you might need for this class. It is best to request these changes at the beginning if not before the start of class so there is ample time to make the accommodations.

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, have read and understand the expectations for Principles of Marketing

MRKG 1311 and MRKG 1380

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature of Guardian \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_email address of guardian

**The following is an outline and may change as circumstances require:**

|  |  |
| --- | --- |
| **Week** | **Topic** |
| 1 | Ch 1 Overview of Marketing |
| 2 | Journal 1 - Describe the 4 marketing management philosophies, and provide businesses that you are aware of (not out of the textbook) that use each of these strategies. Make sure you explain how these examples fit into each category.  Societal orientation, Production orientation, Market Orientation, Sales orientation  Ch 2 Marketing Environment |
| 3 | Journal 2 - Pick a hypothetical business that you will start in Texarkana, USA.   * What are the demographics of Texarkana? Such as: age, race, gender, income level of the people that live here. <http://quickfacts.census.gov/qfd/states/48/4872368.html> * Decide who you will target this business to and describe them by age group, gender, ethnic group, income level etc. * Using census information - How many potential customers reside in Texarkana – Show how you came up with figure! * Describe how you will make your business appeal to this group of potential customers? |
| 4 | Ch 3 Developing a Global Vision  Journal 3 - Describe what globalization is. Who benefits? Who suffers? |
| 5 | Ch 1, 2, and 3 TEST |
| 6 | Ch 4 Consumer Decision Making |
| 7 | Journal Entry 4 -Describe where your family is in the family life cycle: how does this affect your purchases? What order do you spend your paycheck? What is your ideal self image in five years (142)? What is your real self-image now (142) |
| 8 | Ch 5 Business Marketing  Journal Entry 5 - Describe the use of the Internet in business marketing. How can the internet increase business for your company? What does the future hold with the internet? |
| 9 | Ch 6 – Segmenting and Targeting Markets  Journal 6 - Select a product – find an advertisement in a magazine and attach to paper. Define what markets do you feel are being targeted using:   * Demographics – Age, Gender, Income, Race, Family life Cycle * Psychographics – personality, motives, lifestyle, geodemographics * Geography – region, market size, market density, climate   Explain your labeling in detail. You must describe at least six characteristics. One must be from each area. |
| 10 | Ch 4, 5 & 6 TEST |
| 11 | Ch 8 Products and Services  Journal 7 - From your own personal/family shopping experiences lately, list a convenience, shopping, specialty and unsought product that you/family recently purchased. Explain how you chose each product and where you bought each one. Did you buy brand, generics or private brands? What were the factors in your decision making process? Did you consider any other comparable products and explain.   |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | |  | Name of product | Decision making process | Where purchased | Brand, generic, or private brand | Factors involved | Product you chose between | | Convenience product |  |  |  |  |  |  | | Shopping product |  |  |  |  |  |  | | Specialty product |  |  |  |  |  |  | | Unsought product |  |  |  |  |  |  | |
| 12 | Ch 9 Develop and Manage Products  Journal 8 - Explain the product life cycle. Describe it using an item that you own that has been through each stage. What does the product life cycle remind you of? |
| 13 | Ch 8 & 9 Test  Begin Project |
| 14 | Project papers are due |
| 15 | Project Presentations |