



**MRKG-1311-101CL SP2022**  
**Principles of Marketing**  
**Monday/Wednesday 12:30-1:50am; TVB 1412**

**Instructor Information:**

Katherine Schroeder, MBA, RFS, MFP  
Assistant Professor of Business  
[kschroeder4@com.edu](mailto:kschroeder4@com.edu)  
409-933-8552

**Student Hours & Location:**

TVB 1315 or by email appointment, hosted via Blackboard Collaborate.

Monday	8:30am-9:30am and 11:15am-12:30pm (in office)
Tuesday	8:30am-10:00am (online)
Wednesday	8:30am-9:30am and 11:15am-12:30pm (in office)
Thursday	8:30am-10:00am (online)
Friday	by appointment only

**Required Textbook:**

This course is inclusive of the digital textbook, which is made available through the Cengage link inside Blackboard. No access code is required for this course. Textbooks may be new, used, or rented and can be purchased from multiple sources. This textbook is available through VitalSource.

MKTG, Principles of Marketing 12e edition. Charles W. Lamb; Joe F. Hair, Carl McDaniel.  
Textbook ISBN: **9781337912266** (with MindTap Access).

**Textbook Purchasing Statement:**

A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

## Course Description:

Introduction to the marketing functions; identification of consumer and organizational needs; explanation of economic, psychological, sociological, and global issues; and description and analysis of the importance of marketing research.

## Course Requirements:

There are four modules that comprise this course. For all tasks, please refer to the Schedule of Activities for due dates, point values, and other information.

### Tests

**Four tests (in Blackboard)** will be given (online for IN classes; in the classroom on Thursday as noted for CL classes) covering the chapters in the textbook. These tests will be administered using Blackboard. A list of the chapters covered by each test is provided in the Schedule of Activities. Each test has 50 questions. Once you have started the test it cannot be stopped and restarted no matter what the circumstance. **The test will automatically close at the time shown in the schedule of activities. It is your responsibility to monitor your time while taking the test.** Only one attempt will be allowed per test. No retakes are allowed.

### Quizzes

There are **16 Chapter Quizzes (in Cengage)**. You have no time limit on these quizzes, and you are allowed three attempts. Your highest score will be automatically accepted as your grade for that quiz. These quizzes are designed to be a study aid to help you prepare for the tests.

### Discussion Boards

**Four Peer Review Discussion Boards** will be required. You will submit the specified portion of the marketing plan assignment to the discussion board for peer review. You will submit two substantive responses to others as a peer review of their work, offering comments and suggestions.

### Assignments

There are **four Assignments** required for this course. Each one is a component of the Final Marketing Plan. Be sure to use the rubric attached within the course. You will be graded on the quality of your work, inclusion of any valid peer review suggestions, and adherence to the guidelines of the assignment.

Rubrics for each assignment are located with the assignment. Please refer to the grading rubric for additional guidance on expectations.

The following list summarizes the tests for the course:

- Test 1 (Chapters 1-4)
- Test 2 (Chapters 5-8)
- Test 3 (Chapters 9-12)
- Test 4 (Chapters 14-16, 18)

## **Determination of Course Grade/ Detailed Grading Formula:**

Four Tests (100 points each, 4 tests) 400 points

Four Peer Review Discussion Boards 200 points

16 Chapter Quizzes 160 points

Four Marketing Plan Assignments (3@50/1@150) 300 points

Total Possible Points 1060 points

The final grade will be based on the following scale:

- A = 90% of the total points  $\geq 954$
- B = 80% of the total points 848-953
- C = 70% of the total points 742-847
- D = 60% of the total points 636-741
- F = 59% or less  $\leq 635$

Only one attempt will be allowed per examination. No retakes are allowed. Three attempts are allowed for each chapter quiz. The highest grade is automatically accepted.

## **Late Work & Extra Credit/Bonus Policies:**

To the extent possible (given limitations by publisher and linking sites), late work will be accepted with a 20% penalty applied. Group Projects will NOT be accepted late under any circumstances. Late work that requires manual grading (Bb assignments with a rubric, generally) will be accepted up until the Sunday prior to the last day of class. Late work that is auto-graded will be accepted up until the day prior to the last day of class.

If you have a personal or emergency situation please contact me as soon as practical (in advance when possible) and I will do my best to work with you in a fair and equitable manner. Supporting documentation may be requested.

Any bonus points, make-up work, or other accommodations beyond those offered by COM are at the sole discretion of the instructor. Generally, bonus points may be offered for attendance and the submission of a course evaluation.

## Attendance Policy:

Attendance in this classroom course is based on actual, physical classroom attendance which will be taken each class period. Students will receive credit for attending the class each week if present in the classroom. The last date of attendance will be the last date the student attended class in the physical classroom. Attendance will be tracked in the gradebook and may be applied as bonus points at the end of the term.

## Communicating with your instructor:

All electronic communication with the instructor will be through Blackboard or COM email. I strongly prefer COM email over Bb course messages, since course messages does not alert me in any way. Please use COM email for a prompt reply. All electronic communication with the instructor must be through COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means.

## Student Learner Outcomes:

Upon successful completion of this course, students will:

- Identify the marketing mix components in relation to market segmentation.
- Explain the environmental factors which influence consumer and organizational decision-making processes.
- Outline a marketing plan. This maps to the **Critical Thinking Core Objective and Empirical and Quantitative Skills Core Objective.**

## General Education Core Objectives:

Students successfully completing this course will demonstrate competency in the following Core Objectives:

**Critical Thinking Skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

**Empirical & Quantitative Skills**- to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.

## Table Mapping SLO's, Core Objectives and Assignments:

Student Learner Outcome	Maps to Core Objectives	Assessed via this Assignment
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Identify the marketing mix components in relation to market segmentation.		Test 1 (select questions) Test 2 (select questions)
Explain the environmental factors which influence consumer and organizational decision-making processes.		Test 2 (select questions)
Outline a marketing plan.	<b>Critical Thinking Skills and Empirical &amp; Quantitative Skills Core Objectives</b>	Final Marketing Plan

### Academic Dishonesty:

Any incident of academic dishonesty will be dealt with in accordance with college policy and the Student Handbook. Academic dishonesty – such as cheating on exams is an extremely serious offense and will result in a **grade of zero** on that exam and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

College of the Mainland requires that students enrolled at COM be familiar with the Standards of Student Conduct, which can be found in the online Student Handbook.


<http://www.com.edu/student-services/student-handbook.php> Students are expected to be familiar with and abide by the Student Code of Conduct. Any violations of the Code of Conduct will result in a referral to the Dean of Students and may result in dismissal from this class.

Plagiarism is using someone else’s words or ideas and claiming them as your own. Plagiarism is a very serious offense. Plagiarism includes paraphrasing someone else’s words without giving proper citation, copying directly from a website and pasting it into your paper, using someone else’s words without quotation marks. Any assignment containing any plagiarized material may receive a **grade of zero** and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

### Student Concerns:

If you have a problem in this class, please discuss the issue with me first. If I cannot resolve the problem with you, your next step would be to contact the Department Chair, David Knopp at 409-933-8259 or [dknopp@com.edu](mailto:dknopp@com.edu).

### Course Outline/ Schedule of Activities:

Principles of Marketing					MKTG 1311 - Spring 2022		
Schedule of Activities (16-week course)							
Module	Dates	Required Reading	Tests (THURSDAY IN CLASS for CL students)	Discussion Boards	Assignments	Chapter Quizzes	Due Date (Midnight)
Module 1	Week 1 (Jan 18-23)	Chapter 1 & 2		(Introduction DB)		Chapter 1	01/23/22
	Week 2 (Jan 24-30)	Chapter 2 & 3				Chapter 2	01/30/22
	Week 3 (Jan 31-Feb 6)	Chapter 3 & 4		Mission & Vision DB		Chapter 3 & 4	02/06/22
	Week 4 (Feb 7-13)		Test 1 (Ch. 1-4)		Summary & Challenge Ass.		02/13/22
Module 2	Week 5 (Feb 14-20)	Chapter 5 & 6				Chapter 5	02/20/22
	Week 6 (Feb 21-27)	Chapter 6 & 7				Chapter 6	02/27/22
	Week 7 (Feb 28-Mar 6)	Chapter 7 & 8		Situational Analysis DB		Chapter 7 & 8	03/06/22
	Week 8 (Mar 7-13)		Test 2 (Ch. 5-8)		Situational Analysis & Core Ass.		03/13/22
Module 3	Week 9 (Mar 21-27)	Chapter 9 & 10				Chapter 9	03/27/22
	Week 10 (Mar 28-Apr 3)	Chapter 10 & 11				Chapter 10	04/03/22
	Week 11 (Apr 4-10)	Chapter 11 & 12		Goals & Target Mkt DB		Chapter 11 & 12	04/10/22
	Week 12 (Apr 11-17)		Test 3 (Ch. 9-12)		Goals & Target Market Ass.		04/17/22
Module 4	Week 13 (Apr 18-24)	Chapter 14 & 15				Chapter 14	04/24/22
	Week 14 (Apr 25-May 1)	Chapter 15 & 16		Strategy & Budget DB		Chapter 15	05/01/22
	Week 15 (May 2-8)	Chapter 16 & 18			Final Marketing Plan Ass.	Chapter 16 & 18	05/08/22
	Week 16 (May 9-13)		Test 4 (Ch. 14-16, 18)				05/12/22
Point Values				Important Notes			
Activity	Point Value	# of Activities	Total Points	Late Work is Accepted with 20% penalty (See Syllabus for Limitations)			
Chapter Quizzes	10	16	160	Tests - 1 attempt only; online by Sunday for IN students; Thursday in class for CL students Chapter Quizzes - 3 attempts allowed, no time limit, highest attempt saved.			
Tests	100	4	400				
Discussion Boards	50	4	200	Discussion Boards - 3 posts required (1 initial; 2 peer)			
Assignments	50 (3) / 150 (1)	4	300				
<b>Total Possible Points</b>			<b>1060</b>	Any bonus points are at the discretion of the instructor.			

## Grade Appeal Process:

Concerns about the accuracy of grades should first be discussed with the instructor. A request for a change of grade is a formal request and must be made within six months of the grade assignment. Directions for filing an appeal can be found in the student handbook. [https://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf).

*An appeal will not be considered because of general dissatisfaction with a grade, penalty, or outcome of a course. Disagreement with the instructor's professional judgment of the quality of the student's work and performance is also not an admissible basis for a grade appeal.*

[https://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf)

## Academic Success & Support Services:

College of the Mainland is committed to providing students the necessary support and tools for success in their college careers. Support is offered through out Tutoring Services, Library, Counseling, and through Student Services. Please discuss any concerns with your faculty or an advisor.

## **ADA Statement:**

Any student with a documented disability needing academic accommodations is requested to contact Holly Bankston at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). The Office of Services for Students with Disabilities is located in the Student Success Center.

## **Counseling Statement:**

Any student needing counseling services is requested to please contact Holly Bankston in the Student Success Center at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). Counseling services are available on campus in the student center for free and students can also email [counseling@com.edu](mailto:counseling@com.edu) to setup their appointment. Appointments are strongly encouraged; however, some concerns may be addressed on a walk-in basis.

## **Withdrawal Policy:**

Students may withdraw from this course for any reason prior to the last eligible day for a “W” grade. Before withdrawing, student should speak with the instructor and consult an advisor. Students are only permitted to withdraw six times during their college career by State law. The last date to withdraw from the 1<sup>st</sup> 8-week session is March 2. The last date to withdraw from the 16-week session is April 25. The last date to withdraw for the 2<sup>nd</sup> 8-week session is May 4.

If a student wishes to withdraw from the course, it is the student’s responsibility to see that the proper form is completed and turned in by the proper date to withdraw from the class. Failure to attend class does not constitute a withdrawal from the class.

## **F<sub>N</sub> Grading:**

The F<sub>N</sub> grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The F<sub>N</sub> grade may be issued for cases in which the student ceases or fails to attend class, submit assignments, or participate in required capacities, and for which the student has failed to withdraw. The issuing of the F<sub>N</sub> grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an F<sub>N</sub> grade.

## **Early Alert Program:**

The Student Success Center at College of the Mainland has implemented an Early Alert Program because student success and retention are very important to us. I have been asked to refer students to the program throughout the semester if they are having difficulty completing assignments or have poor attendance. If you are referred to the Early Alert Program you will be

contacted by someone in the Student Success Center who will schedule a meeting with you to see what assistance they can offer for you to meet your academic goals.

### **Technology Outage:**

Occasionally the College may experience emergency technology Outages. Should this occur during a Quiz/Exam, you will need to notify the instructor that you will need the Quiz/Exam to be reset. In the case of this or a personal technology issues, students are expected to contact the instructor as soon as reasonably possible. Students are responsible for completing all other course work such that due dates can be met.

### **COVID-19 Statement:**

All students, faculty, and staff are expected to familiarize themselves with materials and information contained on the College of the Mainland's Coronavirus Information site at [www.com.edu/coronavirus](http://www.com.edu/coronavirus). In compliance with [Governor Abbott's May 18 Executive Order](#), face coverings/masks will no longer be required on COM campus. Protocols and college signage are being updated. We will no longer enforce any COM protocol that requires face coverings. We continue to encourage all members of the COM community to distance when possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit [com.edu/coronavirus](http://com.edu/coronavirus) for future updates.