



MRKG-1311 02112-FA2025

Principles of Marketing

Fall 2025

2nd 8-Weeks

Online

Instructor Information:

Dr.Melih Arat
Assistant Professor of Business
marat@com.edu
409-933-8609 (Office)

Student Hours & Location:

ICB 313, D2L chat or by email appointment

Monday	12:00-2:30 PM
Tuesday	2:30PM – 5:30 PM
Wednesday	2:30PM – 5:30 PM
Thursday	by appointment only
Friday	by appointment only

Required Textbook:

This course is inclusive of the digital textbook, which is made available in Cengage and through the OpenStax link inside BrightSpace D2L. No access code is required for this course.

Hardcopy textbooks may be new, used, or rented and can be purchased from multiple sources. This textbook is available through BibliU.

MKTG 13, 2021

Charles W. Lamb, Joe F. Hair, Carl McDaniel

Cengage Learning

ISBN-9780357540473

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 mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.

Course Requirements:

The course is divided into four sections. For all tasks, please refer to the Schedule of Activities for due dates, point values, and other information.

Assignments

There are **19 “Apply It” Assignments (in Cengage)**. You have no time limit on these assignments and you are allowed three attempts. Your highest score will be automatically accepted as your grade for that assessment. “Apply It” Assignments consist of 25 questions each.

Cases

There are **17 “Apply It” Cases (in Cengage)**. You have no time limit on these cases and you are allowed three attempts. Your highest score will be automatically accepted as your grade for that quiz. “Apply It” Cases consist of 5-7 questions each.

Discussion Board

A **Mission & Vision Discussion Board (in BrightSpace)** will be required. You will be given worksheets to create a mission and vision statement for your business. You will post the completed worksheets and then respond to others. This assignment is worth 50 points and will be needed for the final project. **Be sure to use the rubric attached within the course.**

A **Social Media Marketing Video Assignment (in BrightSpace)** will be required. The assignment consists of 3 parts:

- Social Media Marketing Video (40 points)
- Informative paper (70 points)
- Response to classmates (50 points)

This assignment is worth 160 points and will be needed for the final project. **Be sure to use the rubric attached within the course.**

Projects

A **Final Marketing Project (in BrightSpace)** will be required. It entails the creation of a written marketing plan and presentation and is worth 210 points. It will be uploaded to the BrightSpace assignment area. **There will be no late work accepted for this project.** **Be sure to use the rubric attached within the course.**

Please refer to the grading rubric for additional guidance on expectations.

Determination of Course Grade/Detailed Grading Formula:

19 “Apply It” Assignments (25 points each).....	475 points
17 “Apply It” Cases (points vary).....	105 points
2 Discussion Boards.....	210 points
Mission & Vision.....	50 points
Social Media Marketing.....	160 points
Final Marketing Project	210 points
Total Possible Points.....	1000 points

The final grade will be based on the following scale:

☐ A = 90+% of the total points	>= 900
☐ B = 80% - 89% of the total points	800-899
☐ C = 70% - 79% of the total points	700-799
☐ D = 60% - 69% of the total points	600-699
☐ F = less than 60% of the total points	<= 599

Three attempts are allowed for each “Apply It” Assignment and Case. The highest grade is automatically accepted.

Late Work, Make-Up, and Extra-Credit Policy:

Missed work immediately receives a “0”. Students are responsible for contacting the instructor about making it up. Make-up work will be determined on a case-by-case basis in a manner that the instructor deems fair and equitable to the entire class. Late work normally receives a 20% penalty.

- If accepted, the final day for auto-graded late work will be the day prior to the last day of class.
- If accepted, the final day for manually graded late work will be the Sunday prior to the last day of class.
- The **Final Marketing Project** will **NOT** be accepted late under any circumstances.

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.

Extra Credit/Bonus Points:

- **40 bonus points** (4% of final grade) are available for scheduling (online or face-to-face) and completing a 1-hour meeting with the Tutoring Center on APA format citing. Bonus points will be added in the gradebook **once the student forwards the confirmation email** to the instructor, received from the Tutoring Center, confirming that a worthwhile and successful APA format learning session has taken place. Students may schedule more than one learning session, but the bonus points will only be applied once. **APA format is used throughout courses at COM.** Writing Resources, including appointment scheduling for Tutoring Center, are located at: <https://www.com.edu/tutoring/writing-resources.html> APA format templates are available through the College of the Mainland Office 365 tools (<https://www.com.edu/sso>).

Any bonus points, make-up work, or other accommodations beyond those offered by COM are at the sole discretion of the instructor.

Graded Assignments/Feedback/Gradebook:

The following expectations apply to all Business/Accounting department courses regardless of modality.

Auto graded exams and quizzes should be available for immediate review by the students. **Manually graded assignments (discussion boards and projects) will typically be graded and returned within one week from the due date.** Feedback, if any, will be listed within the attached rubric. Accepted late work will be returned in a timely manner as instructor’s availability allows.

Students should monitor their overall grade within the D2L gradebook for current point totals.

Attendance Policy:

Attendance in a 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.

Attendance in an Internet-driven course is based on the timely submission of weekly assignments. Attendance will be taken each week as determined by the reporting functions in BrightSpace D2L. Students will receive credit for 'attending' the class each week based upon the timely submission of an assignment.

An assignment may be a discussion board post, a quiz, a test, a project, or any other assigned task within the week as noted on the Schedule of Activities. The last date of attendance will be the last date an assignment was submitted. Attendance will be tracked in the gradebook.

Communicating with your instructor:

All electronic communication with the instructor must be through D2L or COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means (no external email). The virtual classroom tool, D2L chat, office phone, and face-to-face meetings are other means of communication. ***Please allow the faculty 24 hours to reply to COM email communications. Student emails sent after 5pm on Friday should expect a reply by 12pm on Monday.***

General Education Core Objectives:

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

Communication Skills – to include effective development, interpretation, and expression of ideas through written, oral, and visual communication.

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

Table Mapping SLO's, Core Objectives and Assignments:

Student Learner Outcome	Maps to Core Objectives	Assessed via this Assignment
Identify the marketing mix components in relation to market segmentation.	• Critical Thinking Skills	"Apply It" Case: Ch. 8
Explain the environmental factors which influence consumer and organizational decision-making processes.	• Critical Thinking Skills	Social Media Marketing Video Assignment
Outline a marketing plan.	• Communication Skills	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. <https://www.com.edu/student-services/student-handbook.html> 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.

[10 Types of Plagiarism - YouTube](https://www.youtube.com/watch?v=EF5eFeJMplA) https://www.youtube.com/watch?v=EF5eFeJMplA

[How to Avoid Plagiarism in 5 Easy Steps - YouTube](https://www.youtube.com/watch?v=WV2-cmi19sg) https://www.youtube.com/watch?v=WV2-cmi19sg

[What is Self Plagiarism - Research Prospect](https://www.researchprospect.com/what-is-self-plagiarism/#:~:text=%20Types%20of%20Self%20Plagiarism%20%201%20Republishing,from%20their%20previous%20work%20as%20they...%20More%20) https://www.researchprospect.com/what-is-self-plagiarism/#:~:text=%20Types%20of%20Self%20Plagiarism%20%201%20Republishing,from%20their%20previous%20work%20as%20they...%20More%20

Student Concerns:

If you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If, after discussing your concern with me, you continue to have questions, please contact Andrew Gregory, Department Chair, Business and Accounting at 409-933-8339 or agregory2@com.edu

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 issue, 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.

Course Outline/ Schedule of Activities:

Principles of Marketing					MRKG 1311 – Fall 2025	
Schedule of Activities (2 nd 8-Week Course)						
Class Dates	Required Reading	<u>“Apply It” Assignments</u> Cengage	Discussion Boards	<u>“Apply It” Cases</u> Cengage	Projects	Due Date (Midnight)
Week 1 (Oct 13-16)	Ch 1-3	Ch 1-3		Ch 1 & 3		10/19/25
Week 2 (Oct 20-26)	Ch 4-5	Ch 4-5	Mission & Vision DB <i>(opens Week 1)</i>	Ch 4-5		10/26/25
Week 3 (Oct 27-Nov 2)	Ch 6-8	Ch 6-8		Ch 6-8		11/02/25
Week 4 (Nov 3-9)	Ch 9-10	Ch 9-10		Ch 9-10		11/09/25
Week 5 (Nov 10-16)	Ch 11-13	Ch 11-13	Social Media Video DB <i>(opens Week 2)</i>	Ch 11-13		11/16/25
Week 6 (Nov 17-23)	Ch 14-15	Ch 14-15		Ch 14-15		11/23/25
Week 7 (Nov 24-30)	Ch 16-17	Ch 16-17		Ch 16-17	Final Marketing Plan Assignment <i>(opens Week 5)</i>	11/30/25
Week 8 (Dec 1-4)	Ch 18-19	Ch 18-19		Ch 18		12/04/25
Point Values			Important Notes			
Activity	Point Value	# of Activities	Total Points	Late Work, if accepted, normally receives 20% penalty (see syllabus for limitations)		
Assignments	25	19	475	“Apply It” Assignments (47.5%)- 3 attempts; highest saved		
Cases	Varies	17	105	“Apply It” Cases (10.5%)- 3 attempts; highest saved		
Discussion Boards	50 (1) / 160 (1)	2	210	Discussion Boards (21%)- 3 posts required (1 initial; 2 peer)		
Project	210	1	210	Final Marketing Plan Assignment (21%)		
Total Possible Points			1000	Any bonus points are at the discretion of the instructor (see syllabus)		

Institutional Policies and Guidelines

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://www.com.edu/student-services/student-handbook.html>. *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.*

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 our 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:

Kimberly Lachney, Student Accessibility Services Coordinator

Phone: 409-933-8919

Email: AccessibilityServices@com.edu

Location: COM Doyle Family Administration Building, Student Success Center

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.

Withdrawal Policy: Students may withdraw from this course for any reason prior to the last eligible day for a "W" grade. Before withdrawing students should speak with the instructor and consult an advisor. Students are permitted to withdraw only six times during their college career by state law.

Last date to withdraw from Fall 2025 with a "W":

2nd 8-week session- November 25th

F_N Grading: The F_N grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The F_N 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_N grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an F_N 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 in order for you to meet your academic goals.

Resources to Help with Stress:

If you are experiencing stress or anxiety about your daily living needs including food, housing or just feel you could benefit from free resources to help you through a difficult time, please click here <https://www.com.edu/community-resource-center/>. College of the Mainland has partnered with free community resources to help you stay on track with your schoolwork, by addressing life

issues that get in the way of doing your best in school. All services are private and confidential. You may also contact the Dean of Students office at deanofstudents@com.edu or communityresources@com.edu.

Nondiscrimination Statement:

The College District prohibits discrimination, including harassment, against any individual on the basis of race, color, religion, national origin, age, veteran status, disability, sex, sexual orientation, gender (including gender identity and gender expression), or any other basis prohibited by law. Retaliation against anyone involved in the complaint process is a violation of College District policy.