



**MRKG-1311-201CL-SP2024**  
**Principles of Marketing**  
**Spring 2024**  
**Tuesday 6 pm – 8:50 pm**

**Instructor Information:**

Matthew Max Freeman Jr.  
[mfreeman@com.edu](mailto:mfreeman@com.edu)  
(409)-933-8311 Main Office

**Student hours and location:**

ICB 305, TEAMS, Bongo virtual classroom tool, D2L chat or by email appointment

Monday by appointment only  
Tuesday 5:00 pm – 6:00 pm  
Wednesday by appointment only  
Thursday by appointment only  
Friday by appointment only

**Required Textbook/Materials:**

This course is inclusive of the digital textbook, which is made available in Cengage and through the Cengage 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 bookstore or Cengage.

Principles of Marketing 13 edition  
Charles W. Lamb, Joe F. Hair, & Carl McDaniel  
Cengage  
ISBN-10: 0357127803  
ISBN-13: 978-0-357-12780-3

**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:**

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.

**Tests**

Four tests (D2L) will be given IN CLASS covering the chapters in the textbook. These tests will be administered in the classroom using BrightSpace D2L. 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 18 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 responses to others as a peer review of their work, offering comments and suggestions.

### **Assignments**

There are Two 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 (75 points each, 4 tests) .....	300 points
Four Peer Review Discussion Boards.....	50 points
18 Chapter Quizzes.....	360points
Concept Checks.....	0 Pts
Two Marketing Projects.....	295 points
Total Possible Points.....	1005 points

The final grade will be based on the following scale:

- A = 90% of the total points  $\geq 900$
- B = 80% of the total points 800 - 899
- C = 70% of the total points 700 - 799
- D = 60% of the total points 600 - 699
- F = 59% or less  $\leq 599$

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, 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 Entrepreneurial Assignment 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.

### **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 your COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means.

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 48 business hours to reply to COM email communications.

Student Learner Outcome	Maps to Core Objectives	Assessed via this Assignment
Identify the marketing mix components in relations to market segmentation.		Test 1 Test 2
Explain the environmental factors which influence consumer and organizational decision-making processes.		Marketing Video Test 3 Test 4
Outline a marketing plan.	Critical thinking skills and empirical & quantitative skills core objectives	Final Marketing Project

### 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>

How to Avoid Plagiarism in 5 Easy Steps - YouTube <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%20Plagiari>

**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](mailto:agregory2@com.edu).

## Course outline:

MRKG-1311-SP2024								
Schedule of Activities								
(16-week course)								
Module	Date	Required Reading	Test	Concept Checks & Quizzes	Discussions Broads	Projects	Chapter Quizzes	Due Dates (Midnight)
Module 1	Week 1 (Jan. 15 -Jan. 21)	Chapter 1		Chapter 1	Intro DB (No Grade)	Social Media Video Due March 24  Marketing Project Due April 28	Chapter 1	1/21/2024
	Week 2 (Jan. 22 -Jan. 28)	Chapter 2		Chapter 2			Chapter 2	1/28/2024
	Week 3 (Jan. 29 - Feb. 4)	Chapter 3		Chapter 3	Mission & Vision DB		Chapter 3	2/4/2024
	Week 4 (Feb. 5 - Feb. 11)	Chapter 4	Test 1 (Ch. 1 - 4)	Chapter 4			Chapter 4	2/11/2024
Module 2	Week 5 (Feb. 12 - Feb. 18)	Chapter 5		Chapter 5			Chapter 5	2/18/2024
	Week 6 ( Feb. 19 - Feb. 25)	Chapter 6		Chapter 6			Chapter 6	2/25/2024
Module 3	Week 7 ( Feb. 26 - Mar. 3)	Chapter 7 & 8		Chapter 7 & 8			Chapter 7 & 8	3/3/2024
	Week 8 (Mar. 4 - Mar. 10)	Chapter 9	Test 2 (Ch. 5 - 7)	Chapter 9			Chapter 9	3/10/2024
	Week 9 (Mar. 11 - Mar. 17)	Spring Break					Spring Break	
	Week 10 (Mar. 18 - Mar.24)	Chapter 10		Chapter 10	Social Media Video		Chapter 10	3/24/2024
Module 4	Week 11(Mar.25 - Mar. 31)	Chapter 11		Chapter 11			Chapter 11	3/31/2024
	Week 12 ( Apr.1 - Apr.7)	Chapter 12	Test 3 (Ch. 9 - 12)	Chapter 12			Chapter 12	4/7/2024
	Week 13(Apr. 8 - Apr.14)	Chapter 13		Chapter 13			Chapter 13	4/14/2024
Module 5	Week 14(Apr. 15 - Apr.21)	Chapter 14 & 15		Chapter 14 & 15			Chapter 14 & 15	4/21/2024
	Week 15 (Apr.22 - Apr. 28)	Chapter 16		Chapter 16	Final Marketing Proj.		Chapter 16	4/21/2024
	Week 16 (Apr. 29 - May 5)	Chapter 17		Chapter 17			Chapter 17	5/5/2024
	Week 17( May 6 - May 9)	Chapter 18	Test 4 (Ch. 8, 13 - 18)	Chapter 18			Chapter 18	5/9/2024
Point Values				Important Notes				
Activity	Point Value	# of Activites	Total Points	Late Work is Accepted with 20% penalty (see syllabus for Limitation)				
Concept Checks	0	18	0	Test - One Attempt only - Late Penalty Applies				
Chapter Quizzes	20	18	360	Concept Checks - Three attempts allowed, no time limit,				
Tests	75	4	300	Chapter Quizzes - Three attempts allowed, no time limit, highest attempt saved				
Discussion Board	50	1	50					
Social Media Video	75	1	75	Discussion Boards - 3 Posts required (1 Initial , 2 peer) - Late Penalty Applies				
Marketing Project	220	1	220					
<b>Total Possible Points</b>			<b>1005</b>	Any bonus points are at the discretion of the instructor				

## 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 [Student Handbook 2023-2024 v2.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.*

**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 at 409-933-8919 or [klachney@com.edu](mailto:klachney@com.edu). The Office of Services for Students with Disabilities is located in the 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. The last date to withdraw from the 1<sup>st</sup> 8-week session is October 11. The last date to withdraw from the 16-week session is November 28. The last date to withdraw for the 2<sup>nd</sup> 8-week session is December 7.

**FN Grading:** The FN grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The FN 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 FN grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an FN 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](mailto:deanofstudents@com.edu) or [communityresources@com.edu](mailto:communityresources@com.edu).