



**MRKG-1311-201CL-SP2023**

**Principles of Marketing**

**Spring 2023**

**Monday 6pm to 8:30pm**

**Instructor Information:**

Matthew Max Freeman Jr.

Assistant Professor of Business

[mfreeman@com.edu](mailto:mfreeman@com.edu)

409-933-8311 – Main Office

**Student Hours & Location:**

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

Monday- 5 pm to 6 pm COM

Tuesday – none

Wednesday—7 pm to 9 pm Teams meeting

Thursday – 7 pm to 9 pm Teams meeting

Friday - none

**Required Textbook:**

This course is inclusive of the digital textbook, which is made available through the Cengage link inside BrightSpace D2L. 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, Contemporary Marketing 19<sup>th</sup> edition

Louis E. Boone & David L. Kurtz

ISBN: 978-0-357-46170-9

**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 (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 (100 points each, 4 tests) 400 points

Four Peer Review Discussion Boards 200 points

18 Chapter Quizzes 450points Concept Checks - 378 Pts

Two Marketing Plan Assignments 600 points

Total Possible Points 2028 points

The final grade will be based on the following scale:

- A = 90% of the total points  $\geq 1825$
- B = 80% of the total points 1622-1824
- C = 70% of the total points 1419-1621
- D = 60% of the total points 1216-1418
- F = 59% or less  $\leq 1215$

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 (D2L 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 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. Faculty members will respond to student's voicemail or email within 2 working days.

### **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.

[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%2) https://www.researchprospect.com/what-is-self-plagiarism/#:~:text=%20Types%20of%20Self%20Plagiarism%20%201%20Republishing.,from%2

0their%20previous%20work%20as%20they...%20More%20


## 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, Andrew Gregory at 409-933-8339 or [agregory2@com.edu](mailto: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:

MRKG-1311-SP2023 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. 17 -Jan. 22)	Chapter 1		Chapter 1	Intro DB (No Grade)	Marketing Project Due April 2	Chapter 1	1/22/2023
	Week 2 (Jan. 23 -Jan. 29)	Chapter 2		Chapter 2			Chapter 2	1/29/2023
	Week 3 (Jan. 30 - Feb. 5)	Chapter 3		Chapter 3	Mission & Vision DB		Chapter 3	2/5/2023
	Week 4 (Feb. 6 - Feb. 12)	Chapter 4	Test 1 (Ch. 1 - 4)	Chapter 4			Chapter 4	2/12/2023
Module 2	Week 5 (Feb. 13 - Feb. 19)	Chapter 5		Chapter 5			Chapter 5	2/19/2023
	Week 6 ( Feb. 20 - Feb. 26)	Chapter 6		Chapter 6			Chapter 6	2/26/2023
Module 3	Week 7 ( Feb. 27 - Mar. 5)	Chapter 7 & 8		Chapter 7 & 8	Situational Analysis		Chapter 7	3/5/2023
	Week 8 (Mar. 6 - Mar. 12)	Chapter 9	Test 2 (Ch. 5 - 7)	Chapter 9			Chapter 9	3/12/2023
	Week 9 (Mar. 13 - Mar. 19)	Spring Break					Spring Break	
	Week 10 (Mar. 20-Mar.26)	Chapter 10		Chapter 10			Chapter 1	3/26/2023
Module 4	Week 11(Mar.27-Apr.2)	Chapter 11		Chapter 11	Goals & Targets Mkt	Chapter 1	4/2/2023	
	Week 12 ( Apr.3-Apr.9)	Chapter 12	Test 3 (Ch. 9 - 12)	Chapter 12		Chapter 1	4/9/2023	
	Week 13(Apr. 10 - Apr.16)	Chapter 13		Chapter 13		Chapter 1	4/16/2023	
Module 5	Week 14(Apr. 17 - Apr.23)	Chapter 14 & 15		Chapter 14 & 15		Social Media Marketing Video Due April 30	Chapter 1	4/23/2023
	Week 15 (Apr.24 - Apr 30)	Chapter 16		Chapter 16	Strategy & Budget		Chapter 1	4/30/2023
	Week 16 (May 1 - May 7)	Chapter 17		Chapter 17			Chapter 1	5/7/2023
	Week 17( May 8- May 12)	Chapter 18	Test 4 (Ch. 8, 14 - 18)	Chapter 18			Chapter 1	5/12/2023
Point Values				Important Notes				
Activity	Point Value	# of Activites	Total Points	Late Work is Accepted with 20% penalty (see syllabus for Limitation)				
Concept Checks	21	18	378	Test - One Attempt only - Late Penalty Applies				
Chapter Quizzes	25	18	450	Concept Checks - Three attempts allowed, no time limit, highest attempt saved				
Tests	100	4	400	Chapter Quizzes - Three attempts allowed, no time limit, highest attempt saved				
Discussion Board	50	4	200	Discussion Boards - 3 Posts required (1 Initial , 2 peer) - Late Penalty Applies				
Social Media Video	200	1	200					
Marketing Project	400	1	400					
<b>Total Possible Points</b>			<b>2028</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 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. 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, 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.

#### **Last date to withdraw from Spring 2023 with a "W":**

**1<sup>st</sup> 8-week session- March 1<sup>st</sup>**

**16-week session- April 24<sup>th</sup>**

**2<sup>nd</sup> 8-week session- May 3<sup>rd</sup>**

Mini session- May 30<sup>th</sup>

## **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.

## **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).