

# COURSE SYLLABUS

COURSE TITLE: **MRKG 1311-271 PRINCIPLES OF MARKETING (MW: 11-12:15 pm)**

SEMESTER/YEAR: FALL 2019

INSTRUCTOR: Jim Wilhelm OFFICE: 120-D PHONE: 716-4636  
Email: [jwilhelm@southplainscollege.edu](mailto:jwilhelm@southplainscollege.edu)

OFFICE HOURS: MW: 8:30-9:30 am; TTH: 8:30-9:30 am; MON, TUES, WED: 5-6 pm  
FRI: 9:30-11:00 am; also by appt.

## COURSE

DESCRIPTION: This course is an introduction to the marketing mix functions and process. It includes identification of consumer and organizational needs; explanation of environmental issues; and description and analysis of marketing research.

## COURSE

GOALS: The student will identify the marketing mix components in relation to market segmentation; explain the economic, psychological, sociological, and global factors which influence consumer and organizational decision-making processes; and interpret market research data to forecast industry trends and meet customer demands. Emphasis will be placed on utilizing the marketing model as a tool for the development of a comprehensive marketing plan.

## LEARNING

OUTCOMES: \*Describe the role of marketing in the organization and in organizational growth  
\*Analyze an organization's strengths, weaknesses, opportunities, and threats from a marketing perspective  
\*Identify the marketing mix components in relation to market segmentation  
\*Use marketing research to determine environmental trends and make informed decisions about marketing planning  
\*Design appropriate and effective marketing strategies in a marketing plan

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### I. TEXT

Lamb, Hair, & McDaniel (2018). MKTG11. Mason, OH: South-Western Cengage.

### II. ATTENDANCE POLICY

Everything begins with attendance. When you are absent you cannot participate, listen to classmates, or review for exams. Education is a major investment in yourself, so get your money's worth and show up!

Students are expected to attend all classes in order to be successful in a course. The student will be withdrawn from the course whenever absences become excessive or, in the instructor's opinion, minimum course objectives cannot be met due to absences. Students are responsible for all class work covered during absences from class, even in cases in which they are able to satisfy the instructor that the absence was unavoidable.

Equally important, if you accumulate 3 weeks of absences, **YOU WILL BE DROPPED** (unless extenuating circumstances prevail). Please recognize that you, **THE STUDENT**, are responsible for communicating with me.

*Please refer to "Class Attendance" policy in the SPC General Catalog.*

### III. EXAM/GRADING POLICY

There will be five exams (including the final). The lowest exam grade will be dropped, with the exception of the final exam. Exam format will be announced.

The course grade will be determined as follows:

Grading scale:

EXAMS = 50%	A = 90-100
ARTICLE CRITIQUES = 25%	B = 80-89
MARKETING PLAN and/or	C = 70-79
ASSIGNMENTS = 10%	D = 60-69
PARTICIPATION = 5%	F = 59 or below
ATTENDANCE = 10%	

### IV. OTHER INFORMATION

I reserve the right to change the course to accommodate videos, class discussion, etc.

Guidelines for student conduct:

1. Please turn your cell phone off upon entering the classroom.
2. Be respectful of others.
3. Contribute to classroom discussion without monopolizing. Give everyone a chance to participate.
4. Swearing in the classroom will not be tolerated. Stretch your vocabulary by using proper language to express yourself.
5. Please review your Student Guide. Especially sections on: Classroom Conduct, Cheating and Plagiarism, and Disruptions.

### V. SMOKING POLICY

SPC prohibits smoking inside the building at all times. Smoking outside is permitted beyond 25 ft. of a South Plains College facility. Thank you.

**COURSE OUTLINE/OBJECTIVES**  
**MRKG 1311 – Principles of Marketing**  
**SCANS Competencies/Foundation Skills**

**PART I - MARKETING AND ITS ENVIRONMENT (C1-3, 5-7, 11, 14-16)**

The student will: understand the definition of marketing.

- gain insight into basic elements of the marketing concept and understand the major components of a marketing strategy.
- understand the importance of environmental scanning and analysis.
- understand the concept of social responsibility and ways to improve ethical decisions in marketing.
- define the nature of global markets and international marketing.

**PART II - BUYER BEHAVIOR AND TARGET MARKET SELECTION (C1, 2, 5-11, 14-16)**

The student will: learn the five basic steps for conducting market research.

- recognize the stages of the consumer buying decision process.
- become familiar with the various types of organizational markets.
- learn what a market is and the differences among general targeting strategies.

**PART III - PRODUCT DECISIONS (C1-8, 9-11, 15, 16, 18)**

The student will: understand the concept of a product and the product life cycle.

- understand the importance and role of product development in the marketing mix.
- examine the functions of labeling and major legal issues.
- understand the nature and importance of services and service quality.

**PART IV - DISTRIBUTION DECISIONS (C1, 3, 4-8, 11-16, 18)**

The student will: examine the functions and types of marketing channels.

- learn about wholesalers' functions.
- be familiar with major types of retailers and strategic issues in retailing.
- examine three important physical distribution objectives: customer service, total distribution costs, and avoiding suboptimization.

**PART V - PROMOTION DECISIONS (C1, 4-7, 10-14)**

The student will: understand the role of promotion in the marketing mix.

- explore the nature and types of advertising.
- understand the major purposes of personal selling and the basic steps in the personal selling process.

**PART VI - PRICING DECISIONS (C2, 5-7, 11, 15, 16)**

The student will: understand the nature and importance of price and examine various pricing objectives.

- understand the eight major stages of the process used to establish prices.

**PART VII - MARKETING MANAGEMENT (C1-3, 5-7, 11, 15, 16, 18)**

The student will: understand the process of creating the marketing plan.

- understand how the marketing unit fits into a firm's organization structure.

**SCANS FOUNDATION SKILLS: F1, 2, 5-10, 13-17 (see explanations attached)**

## SCANS COMPETENCIES

- C-1 TIME-Selects goal relevant activities, ranks them, allocates time, and prepares and follows schedules.
- C-2 MONEY-Uses or prepares budgets, makes forecasts, keeps records, and makes adjustments to meet objectives.
- C-3 MATERIALS & FACILITIES-Acquires, stores, allocates, and uses materials or space efficiently.
- C-4 HUMAN RESOURCES-Assesses skills and distributes work accordingly, evaluates performances and provides feedback.
- INFORMATION-Acquires and Uses Information
- C-5 Acquires and evaluates information
- C-6 Organizes and maintains information.
- C-7 Interprets and communicates information.
- C-8 Uses computers to Process information.
- INTERPERSONAL-Works With Others
- C-9 Participates as members of a team and contributes to group effort.
- C-10 Teaches others new skills.
- C-11 Serves clients/customers-works to satisfy customer's expectations.
- C-12 Exercises leadership-communicates ideas to justify position, persuades and convinces others, responsibly challenges existing procedures and policies.
- C-13 Negotiates-Works toward agreements involving exchanges of resources resolves divergent interest.
- C-14 Works with Diversity-Works well with men and women from diverse backgrounds.
- SYSTEMS-Understands Complex Interrelationships
- C-15 Understands Systems-Knows how social, organizational, and technological systems work and operates effectively with them.
- C-16 Monitors and Correct Performance-Distinguishes trends, predicts impacts on system operations, diagnoses systems performance and corrects malfunctions.
- C-17 Improves or Designs Systems-Suggest modifications to existing systems and develops new or alternative systems to improve performance.
- TECHNOLOGY-Works with a variety of technologies
- C-18 Selects Technology-Chooses procedures, tools, or equipment including computers and related technologies.
- C-19 Applies Technology to Task-Understands overall intent and proper procedures for setup and operation of equipment.
- C-20 Maintains and Troubleshoots Equipment-prevents, identifies, or solves problems with equipment, including computers and other technologies.

## FOUNDATION SKILLS

- BASIC SKILLS-Reads, writes, performs arithmetic and mathematical operations, listens and speaks
- F-1 Reading-locates, understands, and interprets written information in prose and in documents such as manuals, graphs, and schedules.
- F-2 Writing-Communicates thoughts, ideas, information and messages in writing, and creates documents such as letters, directions, manuals, reports, graphs, and flow charts.
- F-3 Arithmetic-Performs basic computations, uses basic numerical concepts such as whole numbers, etc.
- F-4 Mathematics-Approaches practical problems by choosing appropriately from a variety of mathematical techniques.
- F-5 Listening-Receives, attends to, interprets, and responds to verbal messages and other cues.
- F-6 Speaking-Organizes ideas and communicates orally.
- THINKING SKILLS-Thinks creatively, makes decisions, solves problems, visualizes, and knows how to learn and reason
- F-7 Creative Thinking-Generates new ideas.
- F-8 Decision-Making-specifies goals and constraints, generates alternatives, considers risks, and evaluates and chooses best alternative.
- F-9 Problem Solving-Recognizes problems and devises and implements plan of action.
- F-10 Seeing Things in the Mind's Eye-Organizes and processes symbols, pictures, graphs, objects, and other information.

- F-11 Knowing How to Learn-Uses efficient learning techniques to acquire and apply new knowledge and skills.
- F-12 Reasoning-Discovers a rule or principle underlying the relationship between two or more objects and applies it when solving a problem.  
PERSONAL QUALITIES-Displays responsibility, self-esteem, sociability, self-management, integrity and honesty
- F-13 Responsibility-Exerts a high level of effort and preservers toward goal attainment.
- F-14 Self-Esteem-Believes in own self-worth and maintains a positive view of self.
- F-15 Sociability-Demonstrates understanding, friendliness, adaptability, empathy, and politeness in group settings.
- F-16 Self-Management-Assesses self accurately, sets personal goals, monitors progress, and exhibits self-control.
- F-17 Integrity/Honesty-Chooses ethical courses of action.

### **CAMPUS GUIDELINES CHILDREN ON CAMPUS**

Many of the students attending classes at South Plains College are also parents who value the opportunity to participate in higher education. Sometimes students are faced with the decision of whether to remain at home with their children, bring children with them to class, or be absent from class. The following guidelines address concerns for the safety of children on campus and provide for an environment conducive to learning:

1. Students are not allowed to bring children to class and will be asked to leave in the interest of providing an environment conducive for **all** students enrolled in the class. Students are responsible for adherence to the attendance requirements set forth by the instructor in the course syllabus.
2. Children may not be left unattended. In order to provide for the safety of children on campus, parents or other guardians are responsible for supervising children while utilizing services or conducting business on campus.
3. Disruptive children will not be allowed to interfere with college business. Parents or other guardians are responsible for supervising and controlling the behavior of children they have brought on campus.

### **AMERICANS WITH DISABILITIES ACT STATEMENT**

Students with disabilities, including but not limited to physical, psychiatric or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability. For more information, call or visit the Disability Services Office at Levelland (Student Health Wellness Office) 806-716-2577, Reese Center (Building 8) & Lubbock Center 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

### **DIVERSITY STATEMENT**

In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world, and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

### **GENERAL SAFETY ON CAMPUS**

South Plains College recognizes the importance of safety on campus. The protection of persons and property is a responsibility which we all share. Personal safety begins with the individual. The following guidelines are intended to assist you in protecting yourself and to encourage practices that contribute to a safe environment for our campus community.

- Never leave your personal property unsecured or unattended.
- Look around and be aware of your surroundings when you enter and exit a building.

- Whenever possible, avoid walking alone, particularly after dark. Walk to your vehicle with other class members or request that the Security Guard walk you to your car.
- When approaching your vehicle, keep your keys in your hand; look under your car and in the back seat and floorboard. Lock the doors as soon as you are inside your car.

#### **FOOD AND DRINK IN CLASSROOMS**

It is the policy of South Plains College not to permit food or drink in the classrooms or laboratories.

**In case of emergency, contact the following numbers but DO NOT leave a voice mail message:  
894-9611, ext. 2338 - Levelland Campus; 716-4677 – Lubbock Center; 885-3048, ext. 2923 - Reese Center  
(mobile 893-5705)**

## COURSE SCHEDULE

### MRKG 1311-271 MW

August	26 Introduction	21 Chapter 12
	28 “	23 Chapters 13 & 14
September	2 LABOR DAY HOLIDAY	28 Critiques due, Review
	4 Chapter 1	30 <b>EXAM III (10-14)</b>
	9 Chapters 2 & 3	November
	11 Chapters 4 & 5	4 Video
	16 Critiques due, Review	6 Chapter 15
	18 <b>EXAM I (1-5)</b>	11 Chapter 16
	23 Chapter 6	13 Chapter 17
	25 Chapter 7	18 Critiques due, Review
	30 Chapter 8	20 <b>EXAM IV (15-17)</b>
October	2 Chapter 9	25 Workday
	7 Critiques due, Review	27 THANKSGIVING HOL.
	9 <b>EXAM II (6-9)</b>	December
	14 Chapter 10	2 Marketing Plan due
	16 Chapter 11	4 Workday
		9 <b>FINAL EXAM</b>
		(Mon.: 10:15-12:15)