

Syllabus - Part II

Edison Community College

Principles of Marketing – MKT 216S -801US

Instructor

E-mail

Office Hours

Required Textbook

George Markins, 937-778-7902

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Via email.

William M. Pride and O.C. Ferrell,

Marketing. **2020 edition**. Mason:

Southwestern/Cengage, 2018

ISBN: 9781337910590

Online access (MindTap access code) is REQUIRED

Communication Notes:

The fastest and preferred way to reach me is by email.

I try to return all emails as soon as possible (usually within 24-48 hours) Monday through Friday. However, there may be a few times during the semester where it could take a little longer. I reserve the right to take weekends off as well as holidays.

Week #	Date	Topic(s)	Ch.
1	June 8	An Overview of Strategic Marketing Planning, Implementation, & Evaluating	1 2
2	June 15	The Marketing Environment Social Responsibility & Ethics in Marketing Marketing Research & Information Systems	3 4 5
3	June 22	Target Markets: Segmentation & Evaluation Consumer Buying Behavior	6 7
4	June 29	Business Markets & Buying Behavior Product Concepts, Branding, & Packaging Developing and Managing Products	8 11 12
5	July 6	Marketing Channels and Supply Chain Mgt. Retailing, Direct Marketing & Wholesaling Integrated Marketing Communications	14 15 16
6	July 13	Digital Marketing & Social Networking Advertising & Public Relations Personal Selling and Sales Promotion	10 17 18
7	July 20	Pricing Concepts Setting Prices	19 20
8	July 27	Reaching Global Markets Services Marketing	9 13

Category	Pts.
TV Commercial Assignment (week 8)	25
Case Study (week 8)	50
MindTap Concept Quizzes (20 x 15 points each). Each of the 20 chapters requires you to take a Concept Quiz.	300
MindTap Video Quizzes (20 x 5 points each) Each of the 20 chapters requires you to take a Video Quiz.	100
Weeks 1-7 Weekly Written Assignments (7x25 pts.)	175
Total	650

Weekly Written Assignments

Week #	Topic	Points Possible	Due Date
1	Wal Mart SWOT Analysis	25	June 14
2	Personal Ethics	25	June 21
3	Nike's Target Market	25	June 28
4	Product Decline Stage	25	July 5
5	Toilet Paper	25	July 12
6	Corporate P.R. Disasters	25	July 19
7	Price Elasticity of Demand	25	July 26
8	Case Study	50	July 30
8	TV Commercial	25	July 30

Grading Information:

Grade	Percentage	Points
A	90%+	650-585
B	80%-89%	584-520
C	70%-79%	519-455
D	60%-69%	454-390
F	0%-59%	389-0

Key Dates:

Please see the Edison State Community College website calendar for important dates.

<https://catalog.edisonohio.edu/content.php?catoid=32&navoid=6990>

Course Policies

Attendance/Participation Policy:

This is an online class and participation is **mandatory**. Each week has a graded written assignment. Please read “Getting Started” in Blackboard-Ultra for further instructions. While you have some freedom on what time of day you work on assignments, this class is not an independent study. There are DUE DATES for every assignment.

This course is organized into weeks that begin on Monday. Please see the course calendar for the due dates for each assignment.

The calendar is well organized and provided to students at the beginning of the course for planning purposes so work needs to be completed by each due date.

Due dates and assignments are subject to change, so please monitor your email and Blackboard throughout the term.

How to Submit Assignments:

Assignments will be completed on Blackboard-Ultra and in MindTap.

The course syllabus and assignments are subject to change. If any assignments or requirements of the course change, an email will be sent, the Calendar will be changed, or an announcement will be posted on the homepage. Students are responsible for all announcements and changes to the course communicated by these means, so please check these areas on a regular basis.

Tests/Quizzes for this course are taken online. When taking quizzes or tests, be sure that you have a stable and secure internet connection before you begin.

Submitting Late Assignment Policy:

There are DUE DATES for every assignment. Late work will be accepted for 1 week after the original due date (except for Discussion Boards) and will receive 10% off your grade (so if an assignment is worth 20 points, you would automatically be deducted 2 points for being late); no late work will be accepted after the 1-week post-original due date.

If you think or know your assignment will be late, please email me ahead of time so we can discuss.

Grade postings:

My turn-around time for grading assignments is generally one week (7 days) from the deadline. I will start grading assignments once the deadline has passed in order to ensure all the students in our class have the same opportunity to submit assignments. Grades will be posted here on Blackboard.

Questions about grades should be discussed *prior* to Finals Week.

Academic Honesty Policy:

Cheating or plagiarism will not be tolerated in this course. You must provide references for any information that is not your original work. **I have a very strict policy regarding both cheating and/or plagiarism: You will receive a warning and earn a zero the first time you do either. If you cheat and/or plagiarize again, you will automatically fail the course and be reported to the department chair/college dean.** All incidents of academic dishonesty will be reported to the Academic Honesty Committee. For a detailed description and discussion of plagiarism and how to avoid it, please review the information at the following websites:

http://owl.english.purdue.edu/handouts/research/r_plagiar.htm
<http://ec.hku.hk/plagiarism/introduction.htm>
www.plagiarism.org

Technical Issues/Support for Website:

If you are experiencing technical difficulties or are having trouble using some of the Blackboard features (i.e. email, discussion, dropbox, quizzes, etc), you should **contact the Edison Help Desk**. Please note: If you do not contact the Help Desk upon experiencing technical difficulties and go through a troubleshooting procedure, then "technical difficulties" will not be accepted as an excuse for missing an assignment (the Help Desk keeps a log of all contacts, which can be checked to confirm whether technical difficulties were occurring and whether you went through a troubleshooting procedure with the Help Desk).

Technical assistance is available through the Edison IT Help Desk, by telephone at 937-778-7957 or website <http://www.edisonohio.edu/IT-Help-Desk/>. You should write down any error messages that occur and note as much as you can about what you were doing when the difficulties began.

Disability Support Services:

Any student who feels he/she may need assistance based on the impact of a disability should contact the Coordinator of Disability Support Services (937-778-7837) to coordinate accommodations for students with documented disabilities.

Edison State Community College will make reasonable accommodations for students with documented disabilities. If you believe you may need an accommodation based on the impact of a disability, contact the instructor privately with your self-identification letter. If you do not have a self identification letter, contact the Office of Disability Services by

emailing disabilities@edisonohio.edu or by calling 937-778-8600. The Office of Disability Services is located on the Piqua Campus in Room 160. For additional information, visit the Disability Services web page at www.edisonohio.edu/disability.

Student Wellness Center

College is stressful! Feeling burnt out, anxious, frustrated? When challenges arise, it's helpful to have someone to talk to. We have partnerships established with many local mental health providers and can connect you with area resources.

The Student Wellness Center helps students navigate obstacles which might cause issues or create a sense of distress during your school year. Edison State has built a network of health professionals to support students. With these partnerships, the Student Wellness Center can assist students who need support in areas such as:

- Recovery and Counseling referral
- Housing
- Food
- Physical well-being

Information and education are also provided on the topics of:

- Alcohol and drug abuse and prevention
- Sexual assault prevention and awareness
- Building healthy relationships
- Inclusion and belonging
- Survivor support
- Self-care
- Anti-Hazing

If you are struggling and need to speak with someone in person, please reach out to Velina Bogart, Coordinator of Student Wellness, at vbogart@edisonohio.edu, 937-778-7854, Room 193 (next door to the Security Office).

Walk in hours on campus are Tuesday, Wednesday, Thursday, 8am-5pm. Hours may vary according to the college schedule or events. You may schedule an appointment by clicking [here](#).

If this is a medical emergency, please call 911. If this is a mental health emergency, please call 988.

Please note that the Charger Station Food Pantry has been relocated to Room 060 (next to the cafeteria).

TESTING YOUR FAITH ACT POLICY

Edison State Community College is committed to providing an environment respectful of students' beliefs. Students are permitted to be absent for up to 3 days each semester based on their faith, religion, or spiritual belief system with no academic penalty. Students must complete the Testing Your Faith Act Accommodations Form, <https://www.edisonohio.edu/Registration-and-Records/> and provide a copy to their individual faculty within 14 days from the start of the course. The entire policy can be found in the student handbook at <http://stage.edisonohio.edu/digipub/StudentHandbook/index.html>.