

Syllabus - Part II

Edison Community College

Principles of Marketing – MKT 216S

Course Information

Instructor	George Markins
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Office Hours	Online: gmarkins@edisonohio.edu
Required Textbook	William M. Pride and O.C. Ferrell, <u>Marketing</u> . 21st edition . Cengage, 2025
	ISBN: 9780357984291
	Online access (MindTap access code) is REQUIRED
Communication Notes:	It is VERY important that you read the Blackboard ANNOUNCEMENTS and Edison emails... You can reach me by email (especially for longer questions). 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.

Course Requirements

Week	Dates	Topics	Chapter(s)
1	Aug. 24	• Introduction to the course • Overview of Strategic Marketing	1
2	Aug 31	• Planning, Implementing & Evaluating Marketing Strategies	2
3	Sept 7	• The Marketing Environments • Social Responsibility & Ethics in Marketing	3 & 4
4	Sept 14	• Marketing Research & Information Systems	5
5	Sept 21	• Target Markets: Segmentation & Evaluation	6
6	Sept 28	• Consumer Buying Behavior • Business Markets & Buying Behavior	7 & 8
7	Oct 5	• Product Concepts, Branding & Packaging	11
8	Oct 12	• Developing & Managing Products	12
9	Oct 19	• Marketing Channels/Supply Chain Management	14 & 15

		Retailing, Direct Marketing & Wholesaling	
10	Oct 26	- Integrated Marketing Communications - Advertising & Public Relations	16 & 17
11	Nov 2	- Digital Marketing - Personal Selling & Sales	10 & 18
12	Nov 9	Pricing Concepts	19
13	Nov 16	Setting Prices	20
14	Nov 23	Services Marketing	13
15	Nov 30	Reaching Global Markets	9
16	Dec 7	Finals Week	

Category	Points
TV Commercial Assignment	25
Case Study Summary	25
MindTap “Assignments “ (20 x 25 points each)	500
Marketing Plan	100
Written Assignments (8 x 25)	200
Discussion (15 x 10 points each)	150
Total	1000

Written Assignments

Week #	Topic	Points Possible
2	Wal Mart SWOT Analysis	25
3	Personal Ethics	25
5	Nike's Target Market	25
7	Product Decline Stage	25
8	TV Commercial	25
9	Toilet Paper	25
10	Corporate P.R. Disasters	25
11	Case Analysis	25
12	Price Elasticity of Demand	25
15	International Marketing	25
16	Marketing Plan	100

Grading Information:

Grade	Percentage	Points
A	90%+	1000-900
B	80%-89%	889-800
C	70%-79%	799-700
D	60%-69%	699-600
F	0%-59%	599-0

Key Dates:

- Aug. 24 = Classes begin
- Nov. 26-28 = Fall Break
- Dec. 12 = Classes End
- Dec. 15 = Last Day to turn in grades

Course Policies

Attendance/Participation Policy:

This is an online class and participation is **mandatory**. Each week graded Mindtap quizzes. Please read "Getting Started" in Blackboard 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 by 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 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.

Discussion Boards require feedback from all students enrolled in this class and failure to do so will result in a 0 for the assignment.

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.html
<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 provide reasonable accommodations for students with documented disabilities. If you believe you may need 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.

Charger Station and Basic Needs:

Edison State Community College is proud to assist students needing help to obtain basic necessities. The Charger Station is available for you to restock and refuel so you can refocus your energy on class. The Charger Station is stocked with all kinds of grab-and-go snacks or meal supplies for later. Stop by and check out our snacks on the Piqua campus in West Hall near Student Affairs or at one of our Regional Campuses. If you need additional assistance with basic necessities, please reach out to or stop by Student Affairs.

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>.