

Edison State Community College

Syllabus - Part II

Principles of Marketing – MKT 216S-801 FS

Course Information

Instructor	George Markins, BS in Finance/Banking from Miami University, 1975; MBA in Finance from Miami University, 1977.
E-mail/Phone	gmarkins@edisonohio.edu 937-778-7902
Office Hours	Online: gmarkins@edisonohio.edu Tuesday 7:00 – 10:00 pm.; Tuesday 10:00 – noon & 1:15-2:15 p.m. in 200 West Hall, Piqua Campus.
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) and Mindtap Assignment
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 • Retailing, Direct Marketing & Wholesaling	14 & 15
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 it.

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.**

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/services-support/registration-records>, located in "Forms" 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 <https://www.edisonohio.edu/services-support/student-resources>.

Please reference the ASSIST folder in Blackboard Ultra for online and campus resources.