

## Principles of Marketing (MRKG 1311) ONLINE

**Credit:** 3 semester credit hours (3 hours lecture, 0 hours lab)

**Prerequisite/Co-requisite:** Complete the Online Orientation and answer yes to 7+ questions on the Online Learner Self-Assessment:

<http://www.lit.edu/depts/DistanceEd/OnlineOrientation/OOStep2.aspx>



### Course Description

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.

### Required Textbook and Materials

1.

<b>Title</b>	<b>M: Marketing 3rd Edition</b>
<b>Author</b>	Grewal/Levy
<b>ISBN</b>	978-0-07-802885-4
<b>Publisher</b>	McGraw-hill Irwin
<b>Type</b>	Print
<b>Price</b>	\$20.00
<b>Required</b>	

2. Weekly access to BlackBoard

### Course Objectives

Upon completion of this course, the student will be able to:

1. Identify the marketing mix components in relation to market segmentation.
2. Explain the environmental factors which influence consumer and organizational decision-making processes.
3. Outline a marketing plan.

### Course Outline

1. ASSESSING THE MARKETPLACE
  - a. Overview of Marketing
  - b. Developing Marketing Strategies and a Marketing Plan
  - c. Marketing Ethics
  - d. Analyzing the Marketing Environment
2. UNDERSTANDING THE MARKETPLACE
  - a. Consumer Behavior
  - b. Business- to-Business Marketing
  - c. Global Marketing
3. TARGETING THE MARKETPLACE
  - a. Segmentation, Targeting, and Positioning
  - b. Marketing Research
4. VALUE CREATION
  - a. Product, Branding, and Package Decisions
  - b. Developing New Products

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- c. Services: The Intangible Product
- 5. VALUE CAPTURE
  - a. Pricing Concepts for Establishing Value
- 6. VALUE DELIVERY: DESIGNING THE CHANNEL AND SUPPLY CHAIN
  - a. Supply Chain and Channel Management
  - b. Retailing and Multichannel Marketing
- 7. VALUE COMMUNICATION
  - a. Integrated Marketing Communications
  - b. Advertising, Public Relations, and Sales Promotions
  - c. Personal Selling and Sales Management

**Grade Scale**

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

**Course Evaluation**

Final grades will be calculated according to the following criteria:

1. Weekly Assignments	20%
2. Participation on Discussion Boards	10%
3. Chapter Quizzes	20%
4. Mid Term Exam	15%
5. Final Exam	15%
6. Marketing Plan Course Project	20%

**Course Requirements**

1. Students can complete this course without physically visiting the institution offering the course.
2. The student will access and utilize the online textbook.
3. The student will have weekly access to Blackboard via Internet and is expected to log into Blackboard 4-5 times weekly.
4. The student will post discussions by the due dates shown on the course calendar.
5. The student will submit weekly homework assignments by the due dates shown on the course calendar
6. The student will complete weekly online quizzes by the due dates shown on the course calendar.
7. The student will complete mid term and final exam by the due dates shown on the course calendar.
8. The student will complete the course project by the due date shown on the course calendar.

**Course Policies**

1. A grade of 'C' or better must be earned in this course for credit toward degree requirement.

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2. Students must provide their own textbooks, writing instruments, and other necessary supplies for classes.
3. Students must log onto Blackboard and access this course a minimum of four times per week.
4. Students must respect one another and all faculty in the online classroom.
5. Internet Usage – Students are expected to use proper net etiquette while participating in course emails, assignment submissions, and online discussions.
6. All exams will be taken on the scheduled dates. There will be NO MAKE UP EXAMS.
7. All assignments are due when stated. Late assignments are not accepted.
8. Academic Dishonesty of any kind will not be tolerated, including plagiarism. A student violating this policy will receive an automatic F for the course semester grade. No exceptions.
9. Students are expected to follow the Lamar Institute of Technology Code of Conduct and Disciplinary Policy
10. If you are having problems with the class, please see me with your concern before it gets too late in the semester. You can see me during my office hours or email me. However, if you are having problems with other things beyond my control, you need to withdraw from the course rather than get an undesired grade at the end of the semester.
11. I will not give you an incomplete grade. So if you are having problems please withdraw before the withdrawal date yourself. Please do not wait till after the date is passed.
12. Students are responsible for withdrawing themselves from this course. I will assign you the grade you make in the class including the extra credits, even if it is an "F" grade.
13. The instructor will respond to e-mail and voice mail communication within 48 hours Monday through Friday. Assignment grades will be published within 2 weeks of the assignment due date.
14. Additional class policies as defined by the individual course instructor.

**Technical Requirements**

The latest technical requirements, including hardware, compatible browsers, operating systems, software, JAVA, etc. can be found online at: [https://help.blackboard.com/en-us/Learn/9.1\\_2014\\_04/Student/015\\_Browser\\_Support/015\\_Browser\\_Support\\_Policy](https://help.blackboard.com/en-us/Learn/9.1_2014_04/Student/015_Browser_Support/015_Browser_Support_Policy) A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of the online technology and resources.

**Disabilities Statement**

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.

**Student Code of Conduct Statement**

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT*

*Catalog and Student Handbook.* The *LIT Catalog and Student Handbook* may be accessed at [www.lit.edu](http://www.lit.edu) or obtained in print upon request at the Student Services Office.

### Course Schedule

<b>Week of</b>	<b>Topic</b>	<b>Reference</b>
Week 1	Course introduction and policies section one ASSESSING THE MARKETPLACE chapter 1 Overview of Marketing	pp. 3 course content/section 1/chapter 1
Week 2	chapter 2 Developing Marketing Strategies and a Marketing Plan	pp. 25 course content/section 1/chapter 2
Week 3	chapter 3 Marketing Ethics	pp. 49 course content/section 1/chapter 3
Week 4	chapter 4 Analyzing the Marketing Environment	pp. 75 course content/section 1/chapter 4
Week 5	section two UNDERSTANDING THE MARKETPLACE chapter 5 Consumer Behavior	pp. 95 course content/section 2/chapter 5
Week 6	chapter 6 Business- to-Business Marketing	pp. 117 course content/section 2/chapter 6
Week 7	chapter 7 Global Marketing	pp. 131 course content/section 2/chapter 7
Week 8	section three TARGETING THE MARKETPLACE chapter 8 Segmentation, Targeting, and Positioning chapter 9 Marketing Research	pp. 157 course content/section 3/chapter 8 pp. 179 course content/section 3/chapter 9
Week 9	Mid Term Exam	Course content/MidTerm
Week 10	section four VALUE CREATION chapter 10 Product, Branding, and Package Decisions	pp. 203 course content/section 4/chapter 10
Week 11	chapter 11 Developing New Products	pp. 227 course content/section 4/chapter 11
Week 12	chapter 12 Services: The Intangible Product	pp. 249 course content/section 4/chapter 12
Week 13	section five VALUE CAPTURE chapter 13 Pricing Concepts for Establishing Value	pp. 267 course content/section 5/chapter 13
Week 14	section six VALUE DELIVERY: DESIGNING THE CHANNEL AND SUPPLY CHAIN	

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	chapter 14 Supply Chain and Channel Management	pp. 289
	chapter 15 Retailing and Multichannel Marketing	course content/section 6/chapter 14 pp. 311 course content/section 6/chapter 15
Week 15	section seven VALUE COMMUNICATION chapter 16 Integrated Marketing Communications	pp. 335 course content/section 7/chapter 16
Week 16	chapter 17 Advertising, Public Relations, and Sales Promotions Final Exam/Marketing Plan Due	pp. 355 course content/section 7/chapter 17 Course content/Final

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