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## Syllabus: *MKT111 Introduction to Marketing*

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<b>Course Information</b>	
Course Prefix/Number: MKT111 Semester: Spring 2018 Class Days/Times: T, Th 1:20pm-2:35pm	Credit Hours: 3 Course Title: Introduction to Marketing Room: IWK-22

<p><b>Instructor Information:</b>            Name: Neal M. Wade            Text: 520-403-0002(txt only)</p> <p><b>Important Dates</b>            Jan 16: first day of class            Jan 16-19: Add without Instructor's signature            Jan 22-26: Add with Instructor's signature            Jan 26: Drop/Full refund Deadline            Feb 19: Presidents day, College closed            Mar 2: 45<sup>th</sup> day Census            Mar 12-16: Spring Break            Mar 30: Withdrawal Deadline            May 4: last day of classes            May 7-11: Finals Week</p>	Phone/Voice Mail:520-383-0039 E-mail: <a href="mailto:nwade@tocc.edu">nwade@tocc.edu</a> Office location: Ha-Mascamdham Ha-Ki #120 Office hours: by appointment
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<p><b>Course Description:</b>            Focused on the various aspects of marketing including Customer Relationships, Supply and pricing, this course introduces the student to basic principles and practices of marketing. Students explore some of the challenges faced in developing and adapting a “real-world” marketing plan that is strategically sound in a changing global environment.</p> <p>This course uses a variety of individual and group activities that leverage case-based activities from the textbook to help the student draw connections between the textbook readings and practical, “real-</p>
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world” application of the marketing strategies and principles to a variety of companies. The course-long project is the development of a marketing plan that will be developed section by section and presented to the class in the final weeks of the course.

**Course Objectives:**

1. Organize the key attributes of marketing into a process that can be used to prepare a marketing plan.
2. Given a course project, create the components of a strategic marketing plan.
3. Use the various tools, techniques, and strategies to establish the details necessary to market a product or service.
4. Categorize how market segments are created and used for marketing purposes, and apply these concepts to a case study.
5. Given a course project, plan a marketing mix for a given product or service.
6. Explain the competitive and global facets of marketing a product or service, and apply these concepts to a case study.
7. Integrate the role of ethics in marketing and principles of socially responsible marketing into your project.

**Student Learning Outcomes (SLOs) : (Three to Six)**

**After completion of the course students will be able to**

1. Be able to develop profitable customer relationships
2. Understand the basic principles and practices of marketing
3. Be able to recognize and deal with challenges faced in developing and adapting the marketing plan to the changing global environment
4. Undertake socially responsible marketing

**Course Structure:**

This course will consist of Lecture, Discussion, Reading, Project Research and Examination.

**Evaluation and Grading & Assignments: Assignments**

Written assignments are to be free of grammatical and spelling errors. Written assignments must be handed in on the assigned day as a MSWord document double spaced with size 12 font Times New Roman.

Attendance/participation 300 pts  
One Individual Project 75 pts  
One Group Project 75 pts  
6 Group Reports 150 pts ( 25 pts each)  
Homework 200pts  
Final Presentation 200pts  
Total possible 1000 points

**Grading Procedures and Policy**

900 pts+ "A"  
800-899 pts "B"  
700-799 pts "C"  
600-699pts "D"  
599 pts or less "F"

**Himdag Cultural Component** Emphasis will be placed on how Tohono Culture is affected by Marketing

**Policies and expectations- minimally**

Participation and thinking are required!

Attendance is mandatory and consists of 30% of the grade.

All students are expected to complete their own work.

Students will be required to have read the text before class and be prepared for discussion.

Work is expected to be handed in on time. 1 points will be deducted for each day late and no work will be accepted one week past the due date.

All work will be submitted through Canvas. E-mailed work will not be accepted.

Plagiarism will result in a "0" score for that assignment and reported to the Dean

Student behavior will also be in accordance with the school's code of conduct.

Tohono O'odham Community College complies with the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973, as amended. In addition, TOCC complies with other applicable federal and state laws and regulations that prohibit discrimination on the basis of disability. Reasonable accommodations, including materials in an alternative format, will be made for individuals with disabilities when a minimum of five working days advance notice is given. Students needing accommodations are encouraged to contact the Vice President of Student Services, at (520) 383-8401. For additional information, see the TOCC Student Handbook.

**Course Outline:**

- A. Defining Marketing and the marketing Process
- B. Understanding the marketplace and consumers
- C. Customer Value
- D. New Products and Pricing
- E. Advertising and Sales
- F. Extended Marketing, going global

**DISCLAIMER:** This syllabus is designed to evolve and change throughout the semester based on class progress and interests. You will be notified of any changes as they occur.