



Syllabus: MKT111 Introduction to Marketing

Course Information

Course Title: Introduction to Marketing

Course Prefix/Number: MKT111

Semester: Fall 2020

Class Days/Times: T Th 1-2:15pm

Credit Hours: 3 cr. Hr.

Room: Virtual via Zoom

Instructor Information

Name: Neal Wade

Phone/Voice Mail: 520-383-0039

Text: 520-403-0002 (include your name and course in your text)

E-mail: nwade@tocc.edu

Office location: Virtual, by appointment

Office hours: T, Th 9am-noon

Important Dates:

First Day of Classes: August 24

Add without Instructors signature: Aug 24-28

Add with Instructor's signature: Aug 31-Sept 4

Labor Day: Sept 7

Drop/Full Refund Deadline: Sept 15

Fall break: Sept 28-Oct 2 College Closed

St Francis Day: College Closed Oct 2

Withdrawal Deadline: Nov 9

Veterans' Day: Nov 11 College closed

Thanksgiving: Nov 26-27 College closed

Last Day of Classes: Dec 12

Course Description

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.

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.

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. 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-world” application of the marketing strategies and principles to a variety of companies.

Student Learning Outcomes

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

Course Structure

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

Course Learning Materials and Textbook Information

Texts and Materials: Principles of Marketing 16e By Kotler and Armstrong

Internet Access

Word processing software ; MS Word or Googledocs.

Courses Outline and Important Dates

- I. Defining marketing and the marketing process
- II. Understanding the marketplace and customer value
- III. Designing a customer value-driven strategy and mix
- IV. Extending marketing

Evaluations and Grading & Assignments:

90% and above is an A

80% - 89% is a B

70% - 79% is a C

60% - 69% is a D
Under 60% is Failing

Your grade will be determined by the following:

Your grade will be calculated as a percentage of accumulated points completed out of the total points assigned.

Work must be submitted by the due date. Late work will be assessed 1 point for each day late. Once the assignment closes, work not submitted for that assignment will receive a "0" grade.

Himdag Cultural Component

Emphasis will be placed on how Tohono Culture is affected by Marketing
Policies and Expectations

Attendance Policy

Online course attendance is defined when a student completes a weekly assignment in which the student interacts with the instructor and/or other students. Weekly assignments counted for attendance are the end of chapter quizzes and the initial response to the weekly discussions.

Four unexcused absences may result in withdrawal and a "W" or "Y" will be recorded. You may request to be excused from class for religious observances and practices, for illness, for school or work-related travel or for personal or family emergency. If you will be absent, please notify the instructor as soon as possible (approved by Faculty Senate April 2014).

Incomplete Policy

Incomplete (I) grades are not awarded automatically. The student must request an "I" from the instructor who can choose to award an Incomplete only if all three of the following conditions are met:

1. The student must be in compliance with the attendance policy.
2. The student must have unavoidable circumstance that would prohibit the student from completing the course.
3. The student must have completed over 75% of the course requirements with at least a "C" grade.

Incompletes are not a substitute for incomplete work due to frequent absences or poor academic performance. Incomplete grades that are not made up by the end of the ninth week of the following semester will be automatically changed to an F if the agreed upon work, as stipulated on the written form signed by the instructor and the student when the I grade is awarded, is not completed.

Instructor Withdrawals

Students who have missed four consecutive classes (or the equivalent) not submitted any assignments nor taken any quizzes by the 45th day census report, due on [date of 45th day

found in Academic Calendar on TOCC website] are assumed NOT to be participating in the class and may be withdrawn at the faculty member's discretion. [faculty members should be clear in their withdraw policy, if you do not withdraw students please note in appropriate sections].

Student Withdrawals

Students may withdraw from class at any time during the first 2/3 of the semester without instructor permission and without incurring any grade penalty. Please be sure to withdraw yourself by [withdrawal deadline date found in Academic Calendar on TOCC website] if you do not expect to complete the class, otherwise you may receive an "F" grade.

Special Withdrawals (Y) Grade

The "Y" grade is an administrative withdrawal given at the instructor's option when no other grade is deemed appropriate. Your instructor must file a form stating the specific rationale for awarding this grade. "Y" grades are discouraged since they often affect students negatively. Your instructor will not award a "Y" grade without a strong reason.

Academic Integrity:

Violations of scholastic ethics are considered serious offenses by Tohono O'odham Community College, the Student Services Department, and by your instructor. Students may consult the TOCC Student Handbook sections on student code of conduct, on scholastic ethics and on the grade appeal procedure. Copies are available at Tohono O'odham Community College.

All work done for this class must be your own, or the original work of your group. While you may discuss assignments with other class members, the final written project must clearly be original. You may use work from books and other materials if it is properly cited. Copying from a book without proper reference or from a person under any circumstances will result in an "F" for the assignment, and at the instructor's discretion, possibly an "F" for the course. If you are uncertain about proper citations ask your instructor or the librarian.

Course Feedback:

All assignments will be graded and returned to the students promptly, typically within a week after the assignment is closed for handing in. Email and phone messages will be returned within two days. A student or the instructor may request a student conference at any time during the semester. Quarterly grade reports will be provided to each student, either in person, by email or via the electronic system of Canvas.

Equal Access Statement/Disability Accommodations

Tohono O'odham Community College seeks to provide reasonable accommodations for qualified individuals with disabilities. The College will comply with all applicable regulations, and guidelines with respect to providing reasonable accommodations as required to ensure an

equal educational opportunity. This process includes self-identifying as a student with a disability, providing supporting documentation of their disability, and being approved for services through the Disability Resources Office (DRO). It is the student's responsibility to make known to their instructor(s) the student's specific needs within the context of each class in order to receive appropriate accommodations. We will work together in order to develop an accommodation plan specifically designed to meet the individual student's requirements.

For more information or to request academic accommodations, please contact: Anthony Osborn, TOCC Disabilities Resource Coordinator, aosborn@tocc.edu, or 520-383-0033 for additional information and assistance.

Title IX

Tohono O'odham Community College encourages each student to have the knowledge and skills to be an active bystander who intervenes when anyone is observed or being harassed or endangered by sexual violence. Sexual discrimination and sexual violence can undermine students' academic success and quality of life on campus and beyond. We encourage students who have experienced or witnessed any form of sexual misconduct to talk about their experience and seek the support they need.

Confidential support and academic advocacy can be found with: Student Services Title IX Coordinator/Counselor, Alberta Espinoza, M.Ed. located in I-We:mta Ki: Room 18. Phone 520-383-0033 email: aespinoza@tocc.edu

Conduct: Bias, Bullying, Discrimination and Harassment

Tohono O'odham Community College faculty and staff are dedicated to creating a safe and supportive campus environment as a core value. Harassment based on age, class, color, culture, disability and ability, ethnicity, gender, gender identity and expression, immigration status, marital status, political ideology, race, religion/spirituality, sex, sexual orientation, and tribal sovereign status will not be tolerated.

Software capabilities:

- Ability to run Google Chrome Version 78+
- Updated virus protection, if using PC or Mac. (TOCC recommends the free Windows Defender for Windows machines)
- Security: Must have a password/passcode (login) to access the device. This is responsible computing. Students will be bound by the TOCC IT Policy related to passwords, security, and appropriate usage.

Is there specific software that needs to be installed?

- TOCC recommends installing the Google Chrome browser as it works well with G Suite. Students collaborate with Google Docs and Microsoft 365 on a regular basis.

Can I use Alternative Browsers?

- Firefox, Internet Explorer, Opera, and other unlisted browsers will not be supported.

Which Operating System should the device run?

The decision for the student's device is a matter of personal preference, but the device needs to be able to run the Google Chrome, Microsoft Edge, or Apple Safari Browser. Devices can run Windows, Mac OS, or Chrome OS as long as the minimum requirements listed here:

- Operating System:
 - Windows 8.1, 10
 - MacOS 10.11 or Higher
 - Chrome Version 78 or Higher
- Battery life: 5 hours
- Startup time: No longer than 120 seconds
- Wireless: Integrated
- Keyboard: Integrated, but can be wireless
- Audio: Headphone jack with headphones/earbuds
- Microphone: Integrated
- Camera: Integrated
- Processor: 1.6 GHZ or faster 64-bit processor
- Memory: 4 GB RAM or higher
- Disk Space: 16gb GB or higher
- Screen Size: 10 inches or larger
- Monitor Resolution: 1024 x 768

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