



Syllabus: *MKT111 Introduction to Marketing*

Course Information

Course Prefix/Number: MKT111

Semester: Spring 2017

Class Days/Times: T, Th 1:20pm-2:35pm

Credit Hours: 3

Course Title: Introduction to Marketing

Room: GSK-1

Instructor Information:

Name: Neal M. Wade

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Office location: Ha-Mascamdah Ha-Ki #120

Office hours: by appointment

Course Description:

Focused on customer relationships, 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.

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. 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.

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

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 100pts
Research Project Assignment 100 pts
Quizes 4@ 25 pts each 100pts total
Midterm exam 100 pts
Final exam 100pts
Total possible 500 points

Grading Procedures and Policy

450 pts+ "A"

400- 449pts "B"
350-399pts "C"
300-349pts "D"
299pts or less "F"

Himdag Cultural Component This will be student driven and incorporated and included in the lesson plans

Policies and expectations- minimally

Participation and thinking are required!

Attendance is mandatory and consists of 20% 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.

Late Work will be accepted but with a 10 point penalty for each class session that it is late.

Missed exams and quizzes must be made up with in one week of issuance

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. Designing a customer driven strategy and mix
- D. Extending the market

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.