



CHIPOLA COLLEGE

COURSE SYLLABUS

Chipola's website: www.chipola.edu

COURSE TITLE:

Basic Marketing Concepts

COURSE NUMBER:

MAR 3023

COURSE DESCRIPTION (with prerequisites):

This course should provide an introductory overview of the comprehensive field of marketing. The concepts, terminology, methodology, and structures explored in this course should provide a basis on which to build further expertise in the student's particular field of study. Specific competencies developed in other disciplines are drawn together in this course as students critically analyze and view the comprehensive field of marketing.

NAME(S) OF INSTRUCTORS:

Dr. James Froh

EFFECTIVE ACADEMIC YEAR:

2011-12

REQUIRED TEXTBOOKS AND INSTRUCTIONAL SUPPLIES:

Basic Marketing; A Marketing Strategy Planning Approach (18th Edition), Perreault, Cannon, & McCarthy, McGraw-Hill, ISBN-13 for binder ready (loose- leaf): 9780077473631.

GRADING POLICY:

The standing of a student in each course is expressed by one of the following letters and corresponding grading system:

A – 90 – 100

B – 80 – 89

C – 70 – 79

D – 60 – 69

F – 59 or less

The Chipola Catalog provides policies and procedures regarding the grading system. A student's Grade Point Average is derived from the grading system/quality point scale.

ATTENDANCE AND WITHDRAWAL POLICIES:

Chipola College expects regular attendance of all students. Students who are absent from classes for any reason other than official college activities must satisfy the instructor concerned that the absence was due to illness or other clearly unavoidable reasons. Otherwise, the student may suffer grade loss at the discretion of the instructor. Chipola policy allows each instructor to specify in the Instructor First Day Handout whether or not an absence is excusable and what affect the absence or tardy may have on the grade.

A student is allowed to repeat a course a maximum of three (3) times. **On the third attempt a student (1) must bear the full cost of instruction (unless waived by Student Services), (2) cannot withdraw, and (3) must receive a grade.**

MAKE-UP POLICY:

Chipola allows each instructor to specify in the Instructor First Day Handout the makeup policy.

ACADEMIC HONOR CODE POLICY:

Students are expected to uphold the Academic Honor Code. Chipola College's Honor Code is based on the premise that each student has the responsibility to (1) uphold the highest standards of academic honesty in his/her own work; (2) refuse to tolerate academic dishonesty in the college community; and (3) foster a high sense of honor and social responsibility on the part of students. Further information regarding the Academic Honor Code may be found in the Chipola Catalog, Student Governance section.

STUDENTS WITH DISABILITIES POLICY:

Chipola College is committed to making all programs and facilities accessible to anyone with a disability. Chipola's goal is for students to obtain maximum benefit from their educational experience and to effectively transition into the college environment. Students with disabilities are requested to voluntarily contact the Office of Students with Disabilities to complete the intake process and determine their eligibility for reasonable accommodations.

LIBRARY AND ON-LINE REFERENCE MATERIALS:

The library is a comprehensive learning resource center providing information in print, electronic, and multimedia format to support the educational objectives of the College. On-line catalogs, e-books and electronic databases can be accessed by using the *LINCCWeb* icon on the Chipola Library website at www.chipola.edu/library. If you have questions about database usage consult the "How to Use the Chipola Databases" on the Library website or call the Library at 850/718-2274 during regular hours. Library hours are posted each semester at the building entrance and on the Library website. See your Instructor First Day Handout for individual instructor recommendations and resources.

TECHNOLOGY RESOURCES:

The **Information Technology Center**, located in the library, is equipped with computer workstations. Lab hours are posted each semester at the building entrance and on the Library website. The **ACE Lab**, located in Building L, is available for tutoring and is equipped with computer workstations. Lab hours are posted each semester at the room entrance. The college's learning management system is **Desire 2 Learn (d2l)**. Classes become available on d2l on the first day of the semester. It is the student's responsibility to log onto the d2l system the first day of class to establish the first day of attendance and to check announcements. For further information, contact your instructor or the Director of Online Learning.

ELECTRONIC DEVICE USAGE:

All electronic devices such as cell phones, beepers, pagers, and related devices are to be silenced prior to entering classrooms and/or laboratories to avoid disruption. Should it become necessary for a student to leave his/her “device” on to send or receive an emergency call and/or text message, the student must inform the instructor prior to class. If the student finds it necessary to send and/or receive an emergency call and/or text message during class/lab time, he/she is instructed to take all books and belongings and step outside the classroom to deal with the situation. To minimize classroom disruption and the distraction to classmates, the student will not be permitted to reenter the classroom during that class period. Any time a test is being administered, all such devices must be turned off and put away. If a device is seen or heard during an exam, a score of zero will be given for that exam. Initial and repeated infractions may result in disciplinary action.

DISCIPLINE SPECIFIC COMPETENCIES / LEARNING OUTCOMES:

BA-1. Exhibit knowledge of accounting, finance, management, legal, operations and marketing.

BA-2. Identify MIS, economics, technology, statistical data and decision support tools for making effective business decisions.

BA-3. Recognize the impact of today’s global economy, diversity and cultures on businesses.

BA-4. Comprehend how effective leadership, teamwork and ethics relate to best business practices.

BA-5. Use effective oral and written communication skills, including effective research techniques.

LINKING COURSE-LEVEL STUDENT LEARNING OUTCOMES WITH DISCIPLINE-SPECIFIC COMPETENCIES, ASSESSMENT METHODS, AND ARTIFACTS			
COURSE-LEVEL STUDENT LEARNING OUTCOMES FOR MAR 3023	DISCIPLINE-SPECIFIC BSBA COMPETENCIES	ASSESSMENT METHODS FOR COURSE LEVEL STUDENT LEARNING OUTCOMES	LEARNING ARTIFACTS FOR BSBA PROGRAM ASSESSMENT
<ul style="list-style-type: none"> Understand what Marketing is how it is used and applied ethically within the company. Identify the 4 P’s and what they mean. Classify the internal and external factors that affect the marketing 	BA-1,BA-3, BA-4 BA-1,BA-3, BA-4 BA-2,BA-3, BA-4	W,Q,T,DB,CF W,Q,T,DB,CF W,Q,T,DB,CF	

<p>environment and assess their impact on competitive strategy.</p> <ul style="list-style-type: none"> Identify the steps in the strategic planning process, recognize the types of competitive strategies, and indicate how products are positioned for competitive advantage. Understand how markets are segmented and how target markets are selected. Identify the steps in the buying decision making process and recognize how the process differs across buying situations. Identify the steps in the new product development process and apply product related strategies to make the product and branding decisions contained in a marketing plan. 	BA-1,BA-3, BA-4	W,Q,T,DB,CF	
	BA-1,BA-3	W,Q,T,DB,CF	
	BA-1,BA-2, BA-3	W,Q,T,DB,CF	
	BA-1,BA-2, BA-3,BA-4	W,Q,T,DB,CF	

**Assessment Codes			
T = Tests	RPT = Report/Presentation	Proj. = Projects	BO = Behavioral Observation
Pre/Post = Pre- and Post-Tests	SP = Skills Performance	Exp. = Experiments	Clin. = Clinicals
OT = Objective Tests	SD = Skills Demonstration	Cap. Proj. = Capstone Project	CS = Case Study
UT = Unit Tests	W = Writing Assignments	Cap. Course = Capstone Course	CP = Case Plan
Q = Quizzes	E = Essays	Prac. = Practicum	Port. = Portfolio
F = Final Examination	DE = Documented Essays	Intern. = Internship	Obs. = Teacher Observation
CF = Cumulative Final	RP = Research papers	H = Homework	Sk. Check = Skills Check-off
EX = Departmental Exam	J = Jury	PS = Problem Solving	Curriculum Frameworks
SE = Nat'l or State Standardized Exam	R = Recital	DB = Discussion Board	JP = Judged Performance/Exhibition

MEANS OF ACCOMPLISHING STUDENT LEARNING OUTCOMES:

The above will be assessed by short essay answers, quizzes, discussions and exams.

ASSIGNMENT AND/OR COURSE OUTLINE

See your Instructor First Day Handout for individual instructor assignment schedule.