CHIPOLA COLLEGE
COURSE SYLLABUS
Chipola's website: www.chipola.edu

COURSE TITLE: **COURSE NUMBER:**

Introduction to Marketing   MAR 2011

COURSE DESCRIPTION (with prerequisites):
Using a unique blend of lectures, videos, case studies, class projects, readings, research, and student presentations, this course will emphasize the necessity of marketing in today's business environment. Particular emphasis will be placed on marketing research, selection of a target market, development of an appropriate marketing mix, and promotion and advertising of goods and services. 3 credit hours.

NAME(S) OF INSTRUCTORS:
Dr. Thomas Schaefer
schaefert@chipola.edu

EFFECTIVE ACADEMIC YEAR:
2023-24

REQUIRED TEXTBOOKS AND INSTRUCTIONAL MATERIALS:
Marketing w/Connect Access Code Card, (3rd Edition), 2021, Hunt,Mello, & Deitz, McGraw Hill, ISBN-13: 9781260088878.

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, and all instructors will record attendance daily. 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 theabsence 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.

NOTICE OF EQUAL ACCESS/EQUAL OPPORTUNITY AND NONDISCRIMINATION:
Chipola College does not discriminate against any persons, employees, students, applicants or others affiliated with the college with regard to race, color, religion, ethnicity, national origin, age, veteran's status, disability, gender, genetic information, marital status, pregnancy or any other protected class under applicable federal and state laws, in any college program, activity or employment.

Wendy Pippen, Associate Vice President of Human Resources, Equity Officer and Title IX Coordinator, 3094 Indian Circle, Marianna, FL 32446, Building A, Room 183, 850-718-2269, pippenw@chipola.edu.

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 college's learning management system is **Canvas**. Classes become available on Canvas on the first day of the semester. It is the student's responsibility to log onto the Canvas system the first day of class to establish the first day of attendance and to check announcements. All official class communication must be through Canvas. For further information, contact your instructor or the Director of eLearning. The Canvas support hotline is available online in live chat and on the phone, toll-free, at 855-3082812 for any issues in accessing or utilizing Canvas. The **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.

FREE TUTORING RESOURCES:

The Academic Center for Excellence (**ACE)** Lab, located in Building L, offers free tutoring from 8 a.m. to 5 p.m. and is equipped with computer workstations. ACE lab hours are posted each semester at the room entrance and on the website. Additionally, Chipola College has contracted *Smarthinking*, a Pearson Company, for online tutoring services, accessible especially from 5 p.m. to 8 a.m. and weekends. Smarthinking can be accessed through Canvas.

ELECTRONIC DEVICE USAGE STATEMENT:

Classrooms should be free of all unnecessary distractions from the task of learning. Therefore, as a general rule, students should silence and avoid use of all electronic devices (laptops, phones, tablets, etc.) not being used for coursework. Consult first-day handouts for any specific policies related to the use of electronic devices in the classroom, as they may vary depending upon the nature of the course or the guidelines of the instructor. Faculty reserve the right to regulate the use of electronic devices and their accessories in class.

DISCIPLINE SPECIFIC COMPETENCIES / LEARNING OUTCOMES:

Associate in Science degree in Business Administration Learning Outcomes:

B-1 Demonstrate knowledge of the principles, practices and supervisory responsibilities of management, and ethical and legal issues in a business environment.

B-2 Apply general business workplace competencies, including employability skills and office computer skills.

B-3 Understand business concepts, such as accounting, HR, marketing and organization.

B-4 Communicate effectively in oral and written form, exhibit college level computation and problem-solving skills, and interact appropriately with people of other cultures or backgrounds. [Gen. Ed.]

LINKING COURSE-LEVEL STUDENT LEARNING OUTCOMES WITH DISCIPLINE-SPECIFIC COMPETENCIES, ASSESSMENT METHODS, AND ARTIFACTS			
COURSE-LEVEL STUDENT LEARNING OUTCOMES FOR MAR 2011	**DISCIPLINE-SPECIFIC GENERAL EDUCATION COMPETENCIES**	**ASSESSMENT METHODS FOR COURSE LEVEL STUDENT LEARNING OUTCOMES**	**LEARNING ARTIFACTS FOR AA PROGRAM ASSESSMENT**
1. Upon completion of this course, the student will be able to: 1. Understanding of the marketing system and the significance of marketing in the American capitalistic system. 2. Understand the dynamics of the 4 P's: Price, Product, Promotion and Placement. 3. Evaluate retail and wholesale agencies, the elements of marketing efficiency, the costs involved, and the part these ingredients play in the marketing system. 4. Identify the consumer and their behavior. 5. Define the ethical, social and marketing environment in relationship to the world economy.	B-1, B-2	T,Q,F,W,H	H or Proj. or T
**Assessment Codes			

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

MEANS OF ACCOMPLISHING STUDENT LEARNING OUTCOMES:

In-Person

The instructor will:
- Lecture and lead class discussions.
- Assign readings from textbooks and/or other sources to supplement lectures.
- Provide supplemental materials that align with the material presented in the textbook as appropriate.
- Design assignments, quizzes, discussions, etc., to help students engage with the course material.
- Use other teaching strategies to assist students in examining and understanding course materials as needed.
- Provide timely feedback on assignments.
- Hold weekly office hours to address questions and student needs outside of class time.

The students will:
- Attend class regularly and be attentive to lectures.
- Engage with class discussion.
- Participate in student discussion groups.
- Read assigned readings.
- Complete assignments, quizzes, discussion boards, etc., as assigned by the instructor.

Online

The instructor will:
- Lead class discussions.
- Assign textbook and/or other readings.
- Provide supplemental materials that align with the material presented in the textbook as appropriate.
- Design assignments, quizzes, discussions, etc., to help students engage with the course material.
- Use other teaching strategies to assist students in examining and understanding course materials as needed.
- Provide timely feedback on assignments.
- Hold weekly virtual office hours to address questions and student needs.

The students will:
- Engage with the course regularly.
- Engage with class discussions.
- Participate in student discussion groups.
- Read assigned readings.
- Complete assignments, quizzes, discussion boards, etc. as assigned by instructor.

ASSIGNMENT AND/OR COURSE OUTLINE
See your Instructor First Day Handout for individual instructor assignment schedule.