Syllabus: MRKG-1311 - Principles of Marketing-IN
MRKG 1311 - Principles of Marketing
INTERNET Assignment and Testing Schedule
SPRING - 2007

     By: Kerin, Hartley, & Rudeluis

Course Description:
The fundamental marketing concepts and functions are analyzed and interpreted within the framework of the competitive, legal, economic, and social environments. Marketing problems, practices, theories, and policies present in our society will be examined.

Exam Schedule: (The exams are timed and will cut you off after the allotted time limit!)
Exam #1  CH. 1,2,3
Exam #2  CH. 5,7,8,9
Exam #3  CH. 10,11,14

EXAM ADMINISTRATION
The student will take the exams (icon is titled quizzes) on-line through the WebCT MRKG 1311 website. YOU ARE NOT ALLOWED TO USE YOUR TEXTBOOK OR ANY OTHER MATERIALS WHILE TAKING THE EXAMS!!!!
All exams MUST be taken by Monday, April 30, 2007 by midnight.

The student is responsible for all of the material in each chapter unless notified otherwise by the Instructor. If you need to have a conference, course assistance, or need to be advised, please call and make an appointment.

ASSIGNMENTS AND CASE STUDIES (see attached assignment schedule with dates also located on the calendar online)(Case Studies will need to be picked up due to the length of each case)
*There is a SUBMIT ASSIGNMENTS link for each of the 3 assignments on the MRKG 1311 WebCT site in which you will e-mail your assignments. This will ensure they are dated, graded, and returned in a timely manner.
ASSIGNMENTS ARE DUE ON THEIR DUE DATES-IF LATE, POINTS WILL BE DEDUCTED!!

Instructor:
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E-mail: online at MRKG 1311 WebCT site
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Grading Scale:
90 - 100 = A
80 - 89 = B
70 - 79 = C
60 - 69 = D
0 - 59 = F

Grade Evaluation:
3 Exams @ 100 points each 300 pts
Case Studies - 2 @ 25 points each 50 pts
Chapter Assignments (3 sets @ 50pts each) 150 pts
Maslow’s Mini-Project 25 pts
525 pts

*ADA Statement: This College will adhere to all federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the policy of ACC to provide reasonable accommodations for qualified individuals who are students with disabilities. It is the student’s responsibility to contact the Counseling Center in a timely manner to arrange for appropriate accommodations.

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**Please note: It is up to the student to keep up with the assignment due dates and exams. The Instructor will NOT drop the student from the class—it is the responsibility of the student to
withdraw if they fall too far behind. **DROPPING (WITHDRAWING) FROM THE COURSE:** If you decide to drop this course, please remember that it is YOUR responsibility to complete the drop process through the Registrar’s Office. The deadline to drop this course is 5 p.m. on April 10, 2007.

It is not the policy of the Management Development department to give incomPLEtes. IncomPLEtes are given only in extreme circumstances AND the student must have completed at least 75% of the course.

**Please read through these assignments carefully - there are several chapters and one case study per due date!!!!** ALSO, on the Internet assignments, if you are not able to pull one up-at least print off some pages and/or copy and paste into your attachment from the site to turn in to the Instructor to show you tried! **Assignments should be e-mailed directly to the Instructor via the WebCT website for MRKG 1311 or to the Instructor’s campus e-mail.**

ASSIGNMENTS ARE DUE ON THEIR DUE DATES-IF LATE, POINTS WILL BE DEDUCTED!!

**Due Date – February 05**

CH. 1 – p. 19 - Discussion and Application Questions - #1
  p. 19 – Going Online – Your Personal Mechanized “Transporter” (Segway) – 3 Questions

CH. 2 – p. 41 – Discussion and Application Questions - #3, #5
  p. 42 & 43 – Video Case 2 – BP – 3 questions

CH. 3 – p. 75 – Discussion and Application Questions - #1, #2, #3

CH. 4 - p. 93-95 – Video Case 4 – Starbucks – 2 questions

**Due Date – March 05**

*Disney – EuroDisney Case Study (in packet)*

CH. 5 – p. 117 - Discussion and Application Questions - #3, #4

CH. 6 – p. 135 – Going Online – Navigating the NAICS – #1, #2
  p. 135 – 137 – Video Case 6 – Land’s End – 3 questions

CH. 9 – p. 205 – Discussion and Application Questions - #3, #5
  p. 205 – Going Online – Apple’s Latest Market-Product Strategies (answer questions)
Due Date – April  02

Cola Wars: Pepsi vs. Coca-Cola Case Study (in packet)
CH. 10 – p. 230 – Discussion and Application Questions - #2, #3
   p. 231 – Going Online – “Jalapeno Soda, Anyone?” New Product Works (2 failed products & successes)
CH. 11 – p. 257 - 259 – Video Case 11 – Phillies – 5Q
CH. 12 – p. 281 -  Discussion and Application Questions - #3,#5
CH. 14 – p. 327 - 329 – Video Case 14 – Mall of America – 4Q

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For each of these case studies, answer the “Questions” section at the end of each case study to be e-mailed to the Instructor.
The total possible points for each of these case studies is 25 points. Your grade is based on how well thought out your answers are as well as the details and facts you use from the actual case in your answers.

The Last Date to Take ALL Exams is MONDAY, APRIL  30, 2007 by midnight!!!!
Mini-Project: Maslow’s Hierarchy in Ads

DUE: April 16, 2007

(2 pages)

Purpose: To understand how advertisers appeal to different consumer needs.

Maslow’s hierarchy of needs categorizes motives according to five levels:

1. Physiological
2. Safety
3. Belongingness
4. Ego
5. Self-Actualization

The hierarchy implies that needs at a certain level must be at least partially satisfied before consumers will seek to satisfy needs at a higher level.
Marketers often use advertising to appease or ad slogans that will activate (hopefully) these needs or motives. Find three advertisements that are related to each of the levels of Maslow’s hierarchy. Describe the ad and the specific need it appeals.

**Physiological Needs:**

1. __________________________________________________________________
2. __________________________________________________________________
3. __________________________________________________________________

**Safety Needs:**

1. __________________________________________________________________
2. __________________________________________________________________
3. __________________________________________________________________

**Belongingness Needs:**

1. __________________________________________________________________
2. __________________________________________________________________
3. __________________________________________________________________

**Ego Needs:**

1. __________________________________________________________________
2. __________________________________________________________________
3. __________________________________________________________________

**Self-Actualization Needs:**

1. __________________________________________________________________
2. __________________________________________________________________