

## Departmental Course Syllabus

**Business Department** \* Academic Instruction Center Suite 325    **Revision:** Spring 2009  
**San Antonio College** \* 1300 San Pedro Avenue \* San Antonio, TX 78212-4299

**Course Number and Title:** MRKG 1311 – Principles of Marketing

**Credit Hours:** 3

**Instructor:** Varies

**Office:** Varies

**Phone Number:** (210) 486-1414    **Fax:** (210) 486-1503

**E-mail:** Varies

**Web Address:** <http://www.accd.edu/sac/business>

**Office Hours:** To be posted by the individual instructor.

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**I. Catalog Description:**

This is an introductory course that addresses basic marketing functions; identification of consumer and organizational needs; explanation of economic, psychological, sociological, and global issues; and description and analysis of the importance of marketing research.

**II. Pre-requisites, co-requisites and other requirements:**

BMGT 1303

**III. Text and/or Other Requirements:**

*Marketing Express 2009 ed., Pride/Ferrell – Houghton Mifflin Publisher*

**IV. Methods of Instruction:**

- A. Lecture
- B. Videos
- C. Group Discussions
- D. Student oral presentations

**V. Course Content:**

This course addresses the basic marketing functions that are associated with identifying the particular wants and needs of a target market of customers, and then going about satisfying those customers better than the competitors, This involves doing marketing research on customers, analyzing their needs, and then making strategic decisions about product design, pricing, promotion and distribution.

**VI. Learning Outcomes**

**Learning Outcome 1:** The student will be able to identify the marketing mix components in relation to market segmentation.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Identify on a written examination and quizzes the four Ps in marketing mix.
2. Discuss by taking a written examination and quizzes what market segmentation is and how to segment product markets into submarkets.

**Learning Outcome 2:** The student will be able to explain the economic, psychological, sociological, and global factors which influence consumer and organizational decision-making processes.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Understand by completing in-class exercises and quizzes the economic-buyer model of consumer behavior.
2. Understand by completing in-class exercises and quizzes how psychological variables affect and individual's buying behavior.
3. Learn by completing in-class exercises and quizzes how social influences affect an individual's and household's buying behavior.
4. Discuss on a written examination global factors which influence consumer and organizational decision-making processes.

**Learning Outcome 3:** The student will be able to interpret market research data to forecast industry trends and meet customer demands.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Describe in written examinations and quizzes the fundamental methods of gathering data for marketing research.
2. Identify in written examinations and quizzes common ethical issues in marketing research.

## SCANS

The following SCANS will be taught in this course: acquires and evaluates information (C5) and interprets and communicates information (C7). Foundation skills included are: reading (F1), arithmetic (F3), listening (F5), seeing things in the mind's eye (F10), knowing how to learn (F11), self-esteem (F14), sociability (F15), self-management (F16), and integrity/honesty (F17).

**VII: Course requirements and grade computation:**

A. College Requirements:

1. A written comprehensive final examination, not to exceed three hours in length, shall be given at the end of each semester for each course at the regularly scheduled time. Any exceptions to these requirements must be approved by the appropriate dean. Other examinations are given at the discretion of the instructor.

A student who must be absent from a final examination should petition that instructor for permission to post pone the examination. A student absent without permission from a final examination is graded “F”. Postponed examination result in a grade of “I”. The final exam must be taken within 120 calendar days from the end of the semester or the grade automatically becomes an “F”. (San Antonio College Bulletin, Faculty Handbook – January 1995)

B. Departmental Requirement:

**Workload:** Students are responsible for reading and studying each chapter PRIOR TO class lecture and discussion of the chapter. **THIS IS VERY CRITICAL.** Your success in this class is dependent upon your continued commitment to maintaining a daily study time outside the classroom. You must stay current.

C. Instructor Requirements:

**Grading Scale:**

A	=	90	-	100
B	=	80	-	89
C	=	70	-	79
D	=	60	-	69
F	=	Below 60		

**VIII: College Policies:**

- A. San Antonio College does not discriminate on the basis of race, religion, color, national origin, sex, age, or disability with respect to access, employment programs or services.
- B. “Students are urged not to bring children to either a class or a lab. Minors under the age of twelve (12) must not be left unattended on campus.” College Academic Council – April, 1998

- C. ADA Statement: "As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, if accommodation is needed contact the Office of DisABILITY Support Services, CAC 124C, Phone: (210) 733-2347"
- D. A Rapid Response Team exists for the purpose of responding to emergencies. If you have a disability that will require assistance in the event of a building evacuation, notify Disability Support Services, Chance Academic Center 124C, Phone: (210) 733-2347.
- E. Academic Dishonesty: Students may be subject to disciplinary proceedings resulting in an academic penalty or disciplinary penalty for academic dishonesty. Academic Dishonesty includes, but is not limited to cheating on a text, plagiarism and collusion. For additional information refer to the "Student Code of Conduct": in the San Antonio College Bulletin.
- F. Students are required to silence all electronic devices (e.g., pagers, cellular phones, etc.) when in classrooms, laboratories and the library. College Academic Council, 01/2000.
- G. San Antonio College Attendance Policy: Regular and punctual attendance is required. A student absent for any reason is responsible for all work missed. Absences are recorded from the first day of class. A student absent the equivalent of two weeks of instruction, may be dropped by the instructor with a grade of "W." Both tardiness and early departure from class are forms of absenteeism. The instructor establishes the policy with regard for each.
- H. San Antonio College is a smoke free campus.
- I. ACCD DPS Emergency Phone Numbers:  
ACCD DPS Emergency Phone (210) 222-0911  
ACCD DPS General Phone (210) 208-8099  
ACCD DPS Weather Phone (210) 208-8189 – (For information on college closures)
- J. Students must also abide by the policies, procedures, and rules set forth in the "Student Code of Conduct" and all other policies set forth in the San Antonio College Bulletin.  
[www.accd.edu/sac/sacmain/schedule/SAC\\_Bulletin\\_05-06.pdf](http://www.accd.edu/sac/sacmain/schedule/SAC_Bulletin_05-06.pdf)

## **IX. Miscellaneous Information**

### 1. Retention Period For Student Work, Exams, etc:

Student papers and exams will be retained for one semester after the completion of the course.

### 2. Business Department

For degree plans, general syllabi outlines, and other information on your current course and faculty, please visit the Business Department website at: <http://www.accd.edu/sac/business> or contact us at (210) 733-2700.

### 3. Business Computer Lab

The Business Computer Lab is a student lab that is open to any Business Department student majoring in any of the departments programs and/or taking any department course. For more information, please contact the BCL at (210) 785-6058 or visit us on the web at <http://www.accd.edu/sac/business/lab>.