

MAYLAND COMMUNITY COLLEGE
Welcomes You To:
Marketing 120-10
Principles of Marketing
3 Credit Hours, 3 Contact Hours
Monday, Wednesday and Friday 11:00-11:50
Snow Schedule: 12:15-12:55

Course Description

This course introduces principles and problems of marketing goods and services. Topics include promotion, placement, and pricing strategies for products.

Prerequisites: None

Corequisites: None

Instructor Information

Instructor:	Brenda McFee
Office Location:	Sam Center P209
Telephone Number:	765-7351 ext 335
E-mail Address:	bmcfee@mayland.edu
Office Hours:	Posted

Course Information

Required Text(s): “ Marketing: An Introduction” 8th edition, Gary Armstrong

Course Objectives/Competencies:

1. Upon completion, the student should be able to apply marketing principles in organizational decision making.

Attendance Policy/Tardiness:

The student is responsible for all material covered in the course. To reward good attendance, and to allow for legitimate absences, attendance will comprise 15% of your grade. The grade is computed as follows: 48 class meetings: 2.08 points for each attendance. You will be considered tardy if you enter the classroom after the instructor has taken roll and you will be considered absent for that class period. The student must be present for the entire class to receive the attendance points.

Grading Criteria/Exams/Homework:

Exams will be given this semester. Each exam is worth 100 points. Exams will comprise 70% of the final grade.

Homework assignments will be made at the instructor’s discretion. Due dates will be announced when homework is assigned. Late homework will not be accepted; however the lowest homework grade will be dropped. Homework assignments will comprise 15% of the final grade.

Make-Up Work:

Students are expected to take the exams as scheduled. If for emergency or health reasons a student is unable to take an examination as scheduled, it is the student's responsibility to notify the instructor PRIOR to the examination and to make arrangements for a make up. Make up exams are given during posted office hours. An appointment has to be scheduled for the make up exam. Make ups must be completed within one week from the original test date; after one week the grade will become a zero. Make up exams may be in the form of short answer and essay questions. Students are allowed to make up one test, and are not allowed to make up the last exam of the semester. This policy applies to all students without exception.

Withdrawal Dates:

End of unconditional withdrawal September 25, 2007

End of conditional withdrawal November 1, 2007

If a student has not been in contact with the instructor and has not attended class for a consecutive two-week period, an administrative withdrawal will be submitted by the instructor.

Academic Standards/Student Expectations/Ethics:

In addition to good academic performance, students should exhibit the qualities of honesty and integrity. Any form of dishonesty, cheating, fabrication, facilitation of academic dishonesty, and plagiarism will make students subject to disciplinary action. I expect all students to come to class prepared. Please bring your textbook, pencil and paper to class. Before coming to class, please turn off all electronic gadgets (cell phones, etc.)

Any student requesting special accommodations for this course due to a disability should apply for services through the SOAR Office or the Counseling Center, which will document the disability. A counselor will then help determine which accommodations, if any, the student needs for success in this course.

**Marketing 120
Tentative Weekly Schedule**

Week of	Chapter/ Test
8-20	Chapter 1
8-27	Chapter 2
9-3	Continuation
9-10	Test 1
9-17	Chapter 3
9-24	Chapter 3
10-1	Chapter 4
10-8	Chapter 4
10-15	Test 2
10-22	Chapter 5
10-29	Chapter 5
11-5	Chapter 6
11-12	Chapter 6
11-19	Test 3
11-26	Chapter 7
12-3	Chapter 7
12-10	Chapter 8
12-17	Test 4

While I have attempted to be as thorough as possible with this syllabus, course procedure may vary from this outline to meet the needs of this particular group.

