

**MAYLAND COMMUNITY COLLEGE
Welcomes You To:
Marketing 120-75
Principles of Ma
3 Credit Hours, 3 Contact Hours**

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” 7th edition, Gary Armstrong

Course Objectives/Competencies:

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

Grading Criteria/Exams/Projects:

Five exams will be given this semester. You are required to make arrangements with the instructor to schedule the exam.

All grades will be averaged together to arrive at a final letter grade. A 10 point grading scale will be used.

Withdrawal Dates:

End of unconditional withdrawal February 13, 2007
End of conditional withdrawal March 27, 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.

While I have attempted to be as thorough as possible with this syllabus, course procedure may vary from this outline.

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 Weekly Schedule

Week 1	Chapter 1
Week 2	Chapter 1 and Chapter 2
Week 3	Test 1, Chapter 3
Week 4	Chapter 3
Week 5	Chapter 4
Week 6	Test 2, Chapter 5
Week 7	Chapter 6
Week 8	Test 3
Week 9	Chapter 7
Week 10	Chapter 8
Week 11	Test 4
Week 12	Chapter 9
Week 13	Chapter 10
Week 14 &15	Chapter 13
Week 15	Test 5