

MAYLAND COMMUNITY COLLEGE



**MKT 120-95
FALL 2005**

**PO Box 547
or
200 Mayland Drive
Spruce Pine, NC 28777
828-765-7351 or 1-800-462-9526
mayland.edu**

MAYLAND COMMUNITY COLLEGE
Welcomes You To:
Marketing 120-95
Fall 2005
Principles of Marketing
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” 7 edition, Gary Armstrong, and “Student Guide: Your Driver’s Manual for Marketing”, Peter Stone.

LRC Resources: N/A

Required supplies: N/A

Course Objectives/Competencies:

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

Grading Criteria/Exams/Projects:

Four exams will be given this semester. 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. Each exam is worth 100 points. Exams will comprise 70% of the final grade. Written homework assignments will comprise 30% of the final grade. Points will be deducted for each day homework assignments are late, including weekends.

A 10 point grading scale will be used. **No extra credit is given!!!**

Withdrawal Dates:

End of unconditional withdrawal September 23, 2005

End of conditional withdrawal November 1, 2005

If a student has not been in contact with the instructor 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. If there is suspicion of any of the above items, the student will be called in for a conference. If there is sufficient proof that any of the above has occurred, the student would receive an "F" for the course and may be subject to other measures, such as probation, suspension, or expulsion from Mayland Community College.

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.

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