



### **SECTION I: COURSE IDENTIFICATION**

**COURSE TITLE:** PRINCIPLES OF MARKETING (MAR 216)

**COURSE DESCRIPTION:** The Principles of Marketing project-based business course develops student understanding and skills in such areas as channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Through the use of five projects, students acquire an understanding and appreciation of marketing activities. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course. (3 Credit hours).

**CO-REQUISITE/PRE-REQUISITES:** None

**COURSE PREFIX/SECTION:** MAR 216

**TIME/DAY(S):** Tuesday, Wednesday, Friday Period 7

**INSTRUCTOR:** Mr. Chris Martinez

**OFFICE HOURS:** Daily from 7:00 to 7:30, or by appointment. Although times are listed, occasional meetings and other academic obligations prevents me from being in the classroom during the posted hours. It is best to set up an appointment prior to any scheduled meeting to ensure I will be there. That stated, I am here to serve the students and am available to assist anyway possible.

**CREDITS/CONTACT HRS:** 3

**LOCATION:** Room C111

**TELEPHONE:** (303) 646-4616

#### **IMPORTANT DATES:**

**DATE COURSE BEGINS:** TUESDAY AUGUST 15, 2024

**LAST DATE TO DROP:** SEPTEMBER 16, 2024

**DATE COURSE ENDS:** THURSDAY, DECEMBER 20, 2024

**LAST DATE TO WITHDRAW:** NOVEMBER 14, 2024

#### **COURSE MATERIALS:**

Textbook: Various textbooks, MBA Research LAP modules from Principles of Marketing curriculum, teacher provided resources.

#### **Statement of Academic Integrity:**

ACC is committed to academic honesty and scholarly integrity. The College can best function and accomplish its mission in an atmosphere of the highest ethical standards. All members of the College community are expected and encouraged to contribute to such an environment by observing all accepted principles of academic honesty. Academic dishonesty includes but is not limited to: plagiarism, cheating, fabrication, grade tampering, misuse of computers and other electronic technology, and facilitating academic dishonesty. Those found in violation may be subject to academic consequences up to and including failure for the course and potential disciplinary sanctions under the Disciplinary Procedure (SP4-30). Students can find more information about the ACC Student Code of Conduct: Rights and Responsibilities Procedure (AP4-31a) or by contacting the Dean of Students Office at 303.797.5730, room M2720 or [acc.dos@arapahoe.edu](mailto:acc.dos@arapahoe.edu).

### **SECTION II: COURSE COMPETENCIES:**

By the end of this course you will be able to:

- Reinforce academic skills in such areas as communication, reading, and writing
- Encourage creative thought, problem solving, and decision making
- Enable students to understand and appreciate marketing and its application in business
- Stimulate student interest in marketing careers
- Increase student awareness of the increasingly complex business world
- Assist students in developing appropriate attitudes about marketing
- Encourage the use of technology in classroom projects
- Assist students with enhancing their teamwork skills
- Stimulate reflection on processes, performance, and outcomes
- Apply project-based learning strategies

### **SECTION III: COURSE OUTLINE AND STUDENT OUTCOMES**

**Principles of Business Course Objectives:** When you complete this course, you should be able to:

#### **Instructional Area: Channel Management (CM)**

CM:001 Explain the nature and scope of channel management

CM:003 Explain the nature of channels of distribution

#### **Instructional Area: Marketing-Information Mgmt (IM)**

IM:012 Describe the need for marketing data

IM:184 Identify data monitored for marketing decision making

IM:001 Explain the nature and scope of the marketing-information management function

IM:010 Explain the nature of marketing research

IM:282 Discuss the nature of marketing research problems/issues

IM:284 Describe methods used to design marketing research studies

IM:281 Describe options businesses use to obtain marketing research data

IM:285 Discuss the nature of sampling plans

IM:289 Describe data-collection methods

#### **Instructional Area: Marketing (MK)**

MK:001 Explain marketing and its importance in a global economy

MK:002 Describe marketing functions and related activities

MK:023 Describe the use of technology in the marketing functions

MK:022 Discuss legal and ethical considerations in marketing

#### **Instructional Area: Market Planning (MP)**

MP:001 Explain the concept of marketing strategies

MP:003 Explain the concept of market and market identification

MP:007 Explain the nature of marketing plans

#### **Instructional Area: Pricing (PI)**

PI:001 Explain the nature and scope of the pricing function

PI:002 Explain factors affecting pricing decisions

#### **Instructional Area: Product/Service Mgmt (PM)**

PM:001 Explain the nature and scope of the product/service management function

PM:024 Identify the impact of product life cycles on marketing decisions

PM:019 Describe the uses of grades and standards in marketing

PM:020 Explain warranties and guarantees

PM:003 Explain the concept of product mix

PM:206 Explain the nature of corporate branding

PM:042 Describe factors used by marketers to position products/services

PM:021 Explain the nature of product/service branding

**Instructional Area: Promotion (PR)**

PR:001 Explain the role of promotion as a marketing function

PR:002 Explain the types of promotion

PR:003 Identify the elements of the promotional mix

PR:007 Explain types of advertising media

**Instructional Area: Selling (SE)**

SE:017 Explain the nature and scope of the selling function

SE:076 Explain the role of customer service as a component of selling relationships

SE:062 Acquire product information for use in selling

SE:048 Explain the selling process

**SECTION IV: EVALUATION PROCEDURES**

**Body of Evidence:**

There are two types of assessment you will see in the gradebook. Those are Classwork/Homework (participation, classwork/homework), and Assessments (Projects and Tests.)

- Classwork provides direction for improvement for the student and adjustment of instruction for the teacher. Participation includes things such as attending class, being on time, focusing on the work, etc.
- Tests and projects information to be used in making judgments about a student's achievement at the end of a sequence of instruction.

**Evaluation/Grading Procedures**

Classwork/Homework

Projects and tests

Projects and Tests

Final Exam

Formative assessments

Summative assessments

**Grading Scale:**

A 90.0 – 100%

B 80.0 – 89.9%

C 70.0 – 79.9%

D 60.0 – 69.9%

F below 60.0%

Grades	Gradebook marks are a single letter grade for eligibility, six week and semester grades. Semester grades are recorded on an official student transcript.
A	The student consistently and independently demonstrates proficient and advanced understanding in course concepts and skills in a variety of assessments.
B	The student independently demonstrates proficiency in course concepts and skills in a variety of assessments.
C	The student demonstrates proficiency in course concepts and skills with teacher and peer support.
D	The student demonstrates limited understanding and application of course content and skills and is making progress toward proficiency.
F	The student has shown insufficient evidence to gauge understanding or progress.
I	Incomplete

Completing your work:

All work that is more than 3 days late will be **deducted 25% off the graded grade**. All work turned in **after 3 days late will be deducted 50% off** the graded grade. All coursework assigned before mid-term is due before mid-term and all work assigned from mid-term to before finals week is due the day of the final.

**Final Exam: The final exam is a National Exam and is worth 15% of the final grade for the course.**

**NO extra credit opportunities are available.**

**NO quiz or test retake opportunities to improve grades are available.**

**All grades are final and not open for negotiation at the end of the quarter and the semester.**

**STATEMENT AND SIGNATURE-** PRINT this page from syllabus and submit in Google Classroom

I acknowledge that I have read this syllabus, understand its contents, and must sign and submit it to the teacher for a participation grade. I also understand that Mr. Martinez is more than willing to keep an open flow of communication to confidentially discuss a student's academic progress, career interests, and extra- curricular involvement (such discussions would be held with only that student).

I am looking forward to a fantastic semester!

Student \_\_\_\_\_ Date \_\_\_\_\_

Parent/Guardian \_\_\_\_\_ Date \_\_\_\_\_