

Hagerstown Community College
OFFICIAL COURSE SYLLABUS DOCUMENT

COURSE: MGT 104 – Marketing – 3 credits

INSTRUCTOR:

SEMESTER/YEAR: Spring 2017

CONTACT INFORMATION:

COURSE DESCRIPTION: This course studies market research techniques and buyer behavior, product planning and development, pricing strategies, wholesaling and retailing channels of distribution, various external forces on the consumer, and promotional programs. Total of 45 hours of lecture.

TEXTBOOK: *Principles of Marketing*, a free, open-sourced textbook:
<http://open.lib.umn.edu/principlesmarketing/>

Principles of Marketing is adapted from a work produced and distributed under a Creative Commons license (CC BY-NC-SA) in 2010 by a publisher who has requested that they and the original author not receive attribution. This adapted edition is produced by the [University of Minnesota Libraries Publishing](#) through the [eLearning Support Initiative](#).

STUDENT LEARNING OUTCOMES: Students who successfully complete this course will be able to:

1. Use basic marketing terminology
2. Understand the various types of decisions faced by marketers today
3. Describe current issues concerning marketing and use course concepts to analyze them
4. Describe the different structures and forms of marketing
5. Discuss ethical implications in relation to marketing
6. Understand the interaction between marketing and the economy
7. Explore the growing presence of marketing on the Internet

COURSE CONTENT OBJECTIVES: Students will utilize a variety of tools to gain a thorough understanding of the course concepts. In addition to the textbook, students are encouraged to read business publications. Students will also benefit from utilizing all of the online resources that can be accessed through the Moodle Course and the publisher's website. Student will demonstrate their ability to apply course concepts through their participation in class activities and the completion of tests and writing assignments.

REQUIREMENTS: The textbook is required. Access to the internet is required for accessing the Moodle course site and using email.

ASSESSMENT PROCEDURES:

Your final grade will be based on the following:

Grade Weighting		Course Grades	
Quizzes	20%	A	90% and above
Discussions/Online Assignments	20%	B	80 – 89%
Midterm exam	20%	C	70 – 79%
Final exam	20%	D	60-69%
Comprehensive Marketing Project	20%	F	59% or below

COURSE POLICIES:

Total Hours of Coursework: For most classes, students should expect to do at least 2 hours of coursework outside of class for each hour of in-class coursework. You should expect to spend about six hours per week outside of class in order to succeed. (Note: This is for a 15-week semester. If you are in a shorter session, expect to spend more time per week.)

The same basic rule applies to an online class. In a face-to-face class, the time spent per week in class is usually 3 hours. Add to this the recommended six hours per week outside of class for a total of nine hours per week. This will vary by student; some students will need to spend more time than this in order to master course concepts.

Attendance Policy: Students are expected to actively participate in this course and adhere to the course schedule. In the case of absence due to emergency (illness, death in the family, accident), or participation in official College functions, it is the student's responsibility to confer with the instructor about the absence and missed course work. Further, it is the student's responsibility to withdraw officially from any class which he/she ceases to attend. Failure to do so will result in the recording of an "F" grade. The College's attendance policy can be found in the College Catalog.

Attendance applies to online classes as well. Regular, active participation every week is expected.

Late or missed assignments: If you experience an emergency (as defined in *Attendance Policy* above), and miss an exam, contact your instructor as soon as possible. Under emergency circumstances only, you may be given a make-up exam at the discretion of the instructor. Only exams may be made up; all other assignments must be submitted by the due date.

Academic Integrity: The HCC Student Code of Conduct is published in the *HCC College Guide: A Handbook Planner for Students* and may be obtained in the Student Activities Office. The Code of Conduct includes principles, rights, and prohibited conduct related to academic integrity and due process. Academic dishonesty will be dealt with in accordance with the College's policies and procedures.

Services for Students with Disabilities: Students may receive reasonable accommodations if they have a diagnosed disability and present appropriate documentation. Students seeking accommodations are required to contact the Disability Support Services (DSS) office as early as possible. Students may contact a DSS staff member for an appointment at dss@hagerstowncc.edu or at 240-500-2530.

The instructor reserves the right to modify the course content, schedule, and/or assessment procedures as deemed necessary.

ACCOUNTING FOR CREDIT HOUR REQUIREMENT

For face-to-face class:

Assignment/Assessment	Clock Hrs	Explanation
In-class instruction	37.5	Time spent in class
Assigned readings & online assignments	41	Reading, note-taking, practicing sample problems, etc.
Quizzes	12	Work on online homework
Exams	10	Study time plus time to complete exams
Project	12	Research, writing, presentation, etc.
Total hours	112.5	

For online class:

Assignment/Assessment	Clock Hrs	Explanation
Online activities	37.5	Time spent on a variety of online learning tools, videos, etc.
Assigned readings & online assignments	41	Reading, note-taking, practicing sample problems, etc.
Quizzes	12	Work on online homework
Exams	10	Study time plus time to complete exams
Project	12	Research, writing, responding to classmates, etc.
Total hours	112.5	