

Principles of Marketing (MRKG 1311 – 2A1)

CREDIT

03 Semester Credit Hours (03 hours lecture, 0 hours lab)

MODE OF INSTRUCTION

Online

PREREQUISITE/CO-REQUISITE:

None

COURSE DESCRIPTION

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.

COURSE OBJECTIVES

Upon completion of this course, the student will be able to

- Identify the marketing mix components in relation to market segmentation.
- Explain the environmental factors which influence consumer and organizational decision-making processes.
- Outline a marketing plan.

INSTRUCTOR CONTACT INFORMATION

Instructor:	Dr. Yumi Shin
Email:	yshin@lit.edu
Office Phone:	409-247-5296
Office Location:	Technology Center, TC-229
Office Hours:	M. W: 10 am – 1pm
	T. Th: 10:30 am – 11 am / 12:30 pm – 2:30 pm
	F: 9:30 am - 10:30 am

REQUIRED TEXTBOOK AND MATERIALS

Textbook Purchasing Statement: A student attending Lamar Institute of Technology is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Principles of Marketing (OpenStax) Digital ISBN-13: 978-1-951693-88-6

Digital PDF and Web-Access versions of the textbook are provided to students without charge through the Course Blackboard Portal.

Approved: **Initials/date**



**LAMAR INSTITUTE
OF TECHNOLOGY**

ATTENDANCE POLICY

This is an online course. Students are strongly encouraged to check Blackboard and their LIT email daily for important updates and communications. Regular engagement is essential to staying on track with the course requirements and deadlines.

DROP POLICY

If you wish to drop a course, you are responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an "F" in the course.

COURSE CALENDAR

DATE	TOPIC	READINGS (Due on this Date)	ASSIGNMENTS (Due on this Date)
Week 1 (1/21/25-1/26/25)	Ch. 1	Ch. 1: Marketing and Customer Value	Discussion 1
Week 2 (1/27/25-2/2/25)	Ch. 1	Ch. 1: Marketing and Customer Value	Ch1 Quiz & HW (Sunday)
Week 3 (2/3/25-2/9/25)	Ch. 2	Ch. 2: Strategic Planning in Marketing	Ch2 Quiz & HW (Sunday)
Week 4 (2/10/25-2/16/25)	Ch. 3	Ch. 3: Consumer Markets and Purchasing Behavior	Ch3 HW Module 1 Exam: Ch 1,2,3 (Sunday)
Week 5 (2/17/25-2/23/25)	Ch. 4	Ch. 4: Business Markets and Purchasing Behavior	Ch4 Quiz & HW (Sunday)
Week 6 (2/24/25-3/2/25)	Ch.5	Ch.5: Market Segmentation, Targeting, and Positioning	Ch5 Quiz & HW (Sunday)
Week 7 (3/3/25-3/9/25)	Ch.6	Ch.6: Marketing Research and Market Intelligence	Ch6 Quiz Module 2 Exam: Ch.4, 5, 6 (Sunday)
Week 8 (3/10/25-3/16/25)	Spring Break		
Week 9 (3/17/25-3/23/25)	Ch. 8	Ch. 8: Marketing in a Diverse Marketplace	Ch8 Quiz & HW (Sunday)
Week 10 (3/24/25-3/30/25)	Ch. 9	Ch. 9: Products: Consumer Offerings	Discussion 2 & Ch9 Quiz (Sunday)
Week 11 (3/31/25-4/6/25)	Ch. 9	Ch. 9: Products: Consumer Offerings	Discussion 3 & Ch9 HW (Sunday)
Week 12 (4/7/25-4/13/25)	Ch. 10	Ch. 10: Maintaining a Competitive Edge with New Offerings	Ch10 HW Module 3 Exam: Ch.8, 9, 10 (Sunday)
Week 13 (4/14/25-4/20/25)	Ch. 11	Ch. 11: Services: The Intangible Product	Ch11 Quiz & HW (Sunday)

Week 14 (4/21/25-4/27/25)	Ch. 12	Ch. 12: Pricing Products and Services	Ch12 Quiz & HW (Sunday)
Week 15 (4/28/25-5/4/25)	Ch. 13	Ch. 13: Integrated Marketing Communications	Ch13 Quiz & HW (Sunday)
Week 16 (5/5/25-5/11/25)	Ch. 16	Ch. 16: Direct, Online, Social Media, and Mobile Marketing	Ch16 HW Module 4 Exam: Ch. 11, 12, 13, 16 (Sunday)
5/7/25: Last Class Day / No Final Exam			

COURSE EVALUATION

Final grades will be calculated according to the following criteria:

- Discussions: 5 %
- Chapter Quizzes: 10 %
- Chapter Homework: 25 %
- Module Exams: 60 %

GRADE SCALE

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D
- 0-59 F

TECHNICAL REQUIREMENTS

The latest technical requirements, including hardware, compatible browsers, operating systems, etc. can be online at <https://lit.edu/online-learning/online-learning-minimum-computer-requirements>. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

DISABILITIES STATEMENT

The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email specialpopulations@lit.edu. You may also visit the online resource at [Special Populations - Lamar Institute of Technology \(lit.edu\)](#).

STUDENT CODE OF CONDUCT STATEMENT

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at www.lit.edu. Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

ARTIFICIAL INTELLIGENCE STATEMENT

Lamar Institute of Technology (LIT) recognizes the recent advances in Artificial Intelligence (AI), such as ChatGPT, have changed the landscape of many career disciplines and will impact many students in and out of the classroom. To prepare students for their selected careers, LIT desires to guide students in the ethical use of these technologies and incorporate AI into the classroom instruction and assignments appropriately. Appropriate use of these technologies is at the discretion of the instructor. Students are reminded that all submitted work must be their own original work unless otherwise specified. Students should contact their instructor with any questions as to the acceptable use of AI/ChatGPT in their courses.

STARFISH

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

ADDITIONAL COURSE POLICIES/INFORMATION

ANNOUNCEMENTS

Announcements will be posted in Blackboard under the **Announcements** section as needed. It is important to check Blackboard regularly to stay informed about updates and changes.

ASSIGNMENTS

All assignments and their due dates are posted in Blackboard. Please refer to the course syllabus and **Assignments** in Blackboard for details. Typically, all assignments are due by Sundays until 11:59 PM CST.

Discussion questions are posted in Blackboard under Assignment folder. All discussion questions must be answered in paragraph form using correct grammar and sentence structure.

Chapter Quizzes and Homework Assignments are typically multiple-choice questions to ensure that students are keeping pace with the required readings.

Late assignments will not be accepted, so students make sure to complete and submit the assignments by the due dates.

EXAMS

Make-up exams will not be given. Exams will be provided in Blackboard under Assignments. The exams will be timed and are typically limited to 90 minutes with 50 questions. There will be no final exam for this class. Missed exams will receive a score of zero, and **late exams will not be accepted**. Therefore, students must ensure all exams are completed and submitted by the designated due dates. Once submitted, exams will be graded immediately in Blackboard.

EXTRA CREDIT

All opportunities for extra credit will be announced in advance as needed.

PROFESSIONAL COMMUNICATION

Students can contact the instructor via email at yshin@lit.edu, or phone 409-247-5296.

Students must use appropriate e-mail etiquette when corresponding with the instructor. This involves writing emails in a "letter" format as opposed to "text chat" format.

The instructor will respond to e-mail and voicemail communication within 48 hours Monday through Friday. Voicemail messages should be clearly spoken identifying the student's name, course, and any return phone number.

IMPORTANT DATES

These dates are tentative and subject to change if necessary.

- First Day to submit Intent to Graduate: January 24, 2025
- Last day of drop WITHOUT academic penalty: February 26, 2025, Full Term
- Last Day to submit Intent to Graduate: March 14, 2025
- First Day to Apply for Graduation: March 24, 2025
- Last Day to Apply for Graduation: April 4, 2025
- Last day of drop WITH academic penalty: April 14, 2025, Full Term
- Commencement/Graduation: May 15, 2025

COURSE REQUIREMENTS

Students must meet the following grade requirements to successfully complete and pass the courses:

- Program courses: A grade of **C** or better is required.
- General Education courses: A grade of **D** or better is required.

Students are responsible for determining whether each class falls under **Program courses** or **General Education courses** to ensure they meet the appropriate grade requirements.

USE OF INSTRUCTIONAL MATERIALS

Instructional materials, such as Powerpoint Presentations, Instructional Videos, etc. are provided in Blackboard for each chapter. These will be useful in understanding and reinforcing concepts as they are presented in class. Content folders are scheduled to unlock/grant access throughout the semester to ensure synchronous learning.