



**LAMAR INSTITUTE
OF TECHNOLOGY**

**PRINCIPLES OF MARKETING
MRKG 1311.3A1 - Spring 2023**

INSTRUCTOR CONTACT INFORMATION

Instructor: Ira Wilsker
Email: ilwilsker@lit.edu
Office Phone: 409-247-5296
Office Location: Technology Center TC-216
Office Hours: MW 12:30 – 4:00 pm
TTH 10:00 – 11:00 am and 2:00 – 4:00 pm
F 11:00 am – 1:00 pm

CREDIT

3 Semester Credit Hours (3 hours lecture, 0 hours lab)

MODE OF INSTRUCTION

Face to Face

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.

END-OF-COURSE OUTCOMES

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.

REQUIRED TEXTBOOK AND MATERIALS

- Principles of Marketing v4.0, Jeff Tanner and Mary Anne Raymond
 - (Available as a free download)
 - PDF version:
<https://resources.saylor.org/wwwresources/archived/site/textbooks/Principles%20of%20Marketing.pdf>
 - WORD VERSION
<https://www.saylor.org/site/textbooks/Principles%20of%20Marketing.docx>

ATTENDANCE POLICY

Attendance is taken each class session. More than 5 absences or similar online non-participation may have an impact on your grade

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)
January 17	Orientation and Start Chapter 1		
January 19	Lecture Chapter 1	Chapter 1	
January 24	Lecture Chapter 1		
January 26	Lecture Chapter 1		
January 31	Lecture Chapter 2	Chapter 2	
February 2	Lecture Chapter 2		
February 3	Lecture Chapter 2		
February 7	First Exam Review		
February 9	First Exam	Chapters 1 and 2	
February 14	Lecture Chapter 3	Chapter 3	
February 16	Lecture Chapter 3		
February 21	Lecture Chapter 3		
February 28	Lecture Chapter 4	Chapter 4	
March 2	Lecture Chapter 4		
March 7	Lecture Chapter 4		
March 9	Lecture Chapter 5	Chapter 5	
March 14	Spring Break		
March 16	Spring Break		
March 21	Lecture Chapter 5		
March 23	Lecture Chapter 5		
March 30	Second Exam Review	Chapters 3, 4, 5	
April 4	Second Exam	Chapters 3, 4, 5	
April 6	Lecture Chapter 6	Chapter 6	
April 11	Lecture Chapter 6		
April 13	Lecture Chapter 6		
April 18	Lecture Chapter 7	Chapter 7	
April 20	Lecture Chapter 7		
April 25	Lecture Chapter 7		
April 27	Lecture Chapter 8	Chapter 8	
May 2	Lecture Chapter 8		
May 2	Marketing Mix Report		Marketing Mix Report
May 4	Final Exam Review	Chapters 6, 7, 8	
May 9	FINAL EXAM	Chapters 6, 7, 8	FINAL EXAM

COURSE EVALUATION

Final grades will be calculated according to the following criteria:

- First Major Exam 25%
- Second Major Exam 25%
- Marketing Mix Rpt. 25%
- Final Exam 25%

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.

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

Students are required to view the recorded lectures, and the PowerPoint files provided on Blackboard.

DEPARTMENT/PROGRAM INFORMATION

Business Technology

Program: Management & Entrepreneurship

Director: Matthew Johnson

Email: mtjohnson@lit.edu

Phone: 409.234.8892