

Marketing
BUE 161
Spring 2023

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| Instructor: | Anthony Mallinger | Phone: | 928-854-5001 Ext. 4158 |
| Office Location and Hours: | Lake Havasu High School Campus. Instructor available by appointment, phone call or email or through Google Classroom. The instructor will respond within 24 hours. | MCC Email: | Anthony.Mallinger@lhusd.org |
| Class Dates, Days, and Times: | On-ground: In Person Monday-Tuesday-Wednesday-Friday 10:05 – 11:00 Thursday 9:34 – 10:13 January 9 – May 25 | Class Location: | LHHS J219, computer-based Google classroom for MindTap (the online learning platform*required for your homework) |
| Drop Period: | 2022-23 Academic Calendar (Be aware that dropping a course may affect your financial aid and/or veteran education benefits.) | | |
| Withdrawal Dates: | 2022-23 Academic Calendar You may be administratively withdrawn (WR1) from the class if you do not participate for three (3) consecutive weeks. Please see the Catalog for more information. (Be aware that withdrawing a course may affect your financial aid and/or veteran education benefits.) | | |
| Secondary Contact (Associate Dean or Program Director): | Amy Sullins- LHHS Assistant Principal | Course Modality: | On ground in-person, online, google classroom |
| Learning Management System: | All courses are web-enhanced and, as such, all students are required to have access to the Learning Management System. The Learning Management System can be accessed via the Library and the Student Success Center on each campus. Access the Learning Management System through Synergy. | | |
| Course Description: | This course examines contemporary marketing theories, strategies, and tools used by marketing specialists in today's complex market environment. It places special focus on identifying market opportunities and the areas of Product development, Pricing strategies, Promotional planning, and Placement importance through various channels of distribution. | | |
| Course Learning Outcomes: | 1. Analyze current issues in marketing to adapt to rapidly changing and competitive market environments. (1,2,3,4,5,6) 2. Illustrate marketing's role in both operational and strategic business activities. (2,3,4) 3. Evaluate current business's marketing operations in relation to a basic marketing plan, 4 P's Analysis, and propose improvements. (1,2,3,4,5,6) | | |
| Materials/ Equipment: | Accessible computer: also need to download Mozilla Firefox (preferred) or Google Chrome as your internet browser to best access Canvas and MindTap (the online learning software program required for your homework). It is bundled and purchased with your textbook (coming soon). | | |
| Textbook Title, Author, and ISBN: | TEXTBOOK: MKTG Lamb/Hair/McDaniel 13 th Edition [SSBH, 2021] 9780357127810 / 0357127811 MINDTAP: MKTG, 13 th , K12 MindTapV2.0 (1-year access) Lamb/Hair/McDaniel 13 th Edition [SSBH, 2022] 9780357681237 / 0357681231 In order to register your MindTap product, you must have the COURSE KEY which will be sent through Google classroom and also the STUDENT ACCESS CODE (may already be inputted for you) which comes when you purchase the MindTap product. TO REGISTER your MindTap product: 1. Connect to http://login.cengagebrain.com 2. If you already have an account, sign in. From your dashboard, enter your COURSE KEY (listed above) In the | | |

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| | <p>box provided, click the Register button. You also need your STUDENT ACCESS CODE which comes with the MindTap product. Your STUDENT ACCESS CODE may be there already.</p> <p>3.If you don't have an account, click the Create an Account button, and enter your course key when prompted.</p> <p>4.Continue to follow the on-screen instructions.</p> <p>Every time you login to Cengagebrain.com to complete your homework on MindTap, you should complete the SYSTEM CHECK (click on your name in the upper right corner of the screen). All GREEN check marks must appear in order for MindTap to work for you. Please take a moment to fix any RED exclamation points. Instructions are provided right there for you. Be sure to use Mozilla Firefox or Google Chrome as your internet browser.</p> |
| Other Resources: | Plan to use sites as recommended in the Resources/Links folders found in the Google classroom Modules. |

Grading Criteria and Scale: Enter criteria for performance evaluation here. Attach any rubrics used for grading. Specify effect on grade, if any, for late work.

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| Grading Scale: | A = 90 – 100% | B = 80 – 89% | C = 70 – 79% | D = 60 – 69% | F = 0 – 59% |
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Note: Grades may be checked in the Learning Management System.

Course Schedule: The following schedule is subject to change at the instructor's discretion to better accommodate student learning, course outcomes, and course flow. Changes will be announced promptly but may occur without prior notice.

Homework

Complete Mindtap Learn It and Apply It Activities.

Other Mindtap tasks (reality check, flashcards) may be completed for practice but are not required for your homework grade.

Classroom Activity

Complete Chapter activity.

NO HOMEWORK WILL BE ACCEPTED AFTER FRIDAY, May 19, 2023

Homework and participation= 20 %

Chapter Activity 20 %

Chapter Quizzes 20 %

Unit Tests 15% Test after each Unit in the textbook. There are 5 Tests (Unit 5 & 6 together).

Final Exam 25% Final Exam 100 questions multiple choice.

TOTAL: 100%

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General Rules and Policies for this Course

1. Students should feel free to express themselves in a professional and respectful manner. I go by Mr. Mallinger. Please indicate how you would like to be addressed. Inappropriate or disrespectful or disruptive behavior will not be tolerated and may result in a student being withdrawn from the course by the instructor.
2. If you have concerns regarding any course expectations or experiences, please share them with the instructor first. If those issues are not resolved, then consider the “chain of command” to address your concerns.
3. PLAGIARISM and other acts of ACADEMIC DISHONESTY will not be tolerated. All students are expected to work independently and complete their coursework on their own. Students who submit similar or the same work from the same IP address within a close time frame are in violation of the Honor Code.
 - a. For the FIRST violation of academic dishonesty, the student(s) will receive a grade of zero on the assignment and a Behavioral Alert Form will be filed with Student Services. For the second violation, a second Behavioral Alert will be filed, the student will receive a grade of zero for the assignment and will be administratively withdrawn from the course and will be issued a grade of “F” for the course.
4. POLICY FOR LATE WORK: All homework is DUE ON THE DATE AS ASSIGNED.
5. Emergencies sometimes occur. If you feel that you have experienced an emergency which warrants an extension of the homework deadline, YOU MUST contact the instructor and receive approval for that work to be submitted without penalty.
6. No EXTRA CREDIT offered for this class.

Course Schedule: The following schedule is subject to change at the instructor’s discretion to better accommodate student learning, course outcomes, and course flow. Changes will be announced promptly but may occur without prior notice.

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| Session | Required Reading/ Assignments/ Tests/ Due Dates |
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| Week 1 January 9-13 | Read Chapter 1 An Overview of Marketing, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 1 Quiz. Due January 13: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 2 January 16-20 | Read Chapter 2 Strategic Planning for Competitive Advantage, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 2 Quiz. Due January 20: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 3 January 23-27 | Read Chapter 3 Ethics and Social Responsibility, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 3 Quiz. Read Chapter 4 The Marketing Environment, Complete Mindtap Learn It and Apply It Activities. Due January 26: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 4 January 30 – February 3 | Complete Google Classroom Chapter 4 Activity, Complete Chapter 4 Quiz. Due January 31: Chapter 4 Google Classroom Activity, Chapter 4 Quiz. Read Chapter 5 Developing a Global Vision, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 5 Quiz. Due February 3: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 5 February 6-10 | Test: February 6 Unit 1 Chapters 1, 2, 3, 4, 5 Read Chapter 6 Consumer Decision Making, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 6 Quiz. Due February 10: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 6 February 13-17 | Read Chapter 7 Business Marketing, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 7 Quiz. Due February 17: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 7 February 20-24 | Read Chapter 8 Segmentation and Targeting Markets, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 8 Quiz. Due February 24: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 8 February 27 – March 3 | Read Chapter 9 Business Marketing Research and Marketing Analytics Appendix, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 9 Quiz. Due March 3: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 9 March 6-10 | Test: March 6 Unit 2 Chapters 6, 7, 8, 9, Marketing Analytics Appendix Read Chapter 10 Product Concepts, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 10 Quiz. Due March 10: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 10 March 13-17 | Read Chapter 11 Developing and Managing Products, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 11 Quiz. Due March 17: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Spring Break March 20-24 | No School |
| Week 11 March 27-31 | Read Chapter 12 Services and Nonprofit Organization Marketing, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 12 Quiz. Due March 31: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 12 April 3-7 | Test: April 3 Unit 3 Chapters 10, 11, 12 Read Chapter 13 Supply Chain Management and Marketing Channels, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 13 Quiz. Due April 7: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 13 April 10-14 | Read Chapter 14 Retailing, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 14 Quiz. Due April 14: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 14 April 17-21 | Test: April 17 Unit 4 Chapters 13, 14 Read Chapter 15 Marketing Communications, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 15 Quiz. |

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| | Due April 21: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 15 April 24-28 | Read Chapter 16 Advertising, Public Relations, and Sales Promotion, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 16 Quiz. Due April 28: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 16 May 1-5 | Read Chapter 17 Personal Selling and Sales Management, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 17 Quiz. Due May 5: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 17 May 8-12 | Read Chapter 18 Social Media and Marketing, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 18 Quiz. Due May 12: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz |
| Week 18 May 15-19 | Read Chapter 19 Pricing Concepts, Complete Mindtap Learn It and Apply It Activities, Complete Google Classroom Chapter Activity, Complete Chapter 19 Quiz. Due May 18: All Google Classroom Homework, Mindtap Learn It and Apply It Activities, Chapter Quiz Test: May 19 Unit 5 & 6 Chapters 15, 16, 17, 18, 19 |
| Week 19 May 22-26 | Review for Final Final Exam |

Please visit <https://www.mohave.edu/about/it/> as your primary resource for all needs related to Information Technology (IT), including technical topics, frequently asked questions, and student software services. **MCC Connect** is also available to assist by calling 866-MOHAVE CC (866-664-2832).

HELP IS HERE! The MCC Student Success Center can help you maintain your focus on education. The [Student Success Center](#) helps students turn hassles into tassels with tutoring and support services for navigating life issues (stress, test anxiety, childcare concerns, illness, etc.), Call MCC Connect at (866) 664-2832 to connect with your campus-based Student Success Center or visit <https://www.mohave.edu/resources/> for more information.

Student E-Mail Accounts: MCC uses this email account to send you important information. As a student, it is your responsibility to check this account regularly or forward this email to an account that is checked regularly. For information on how and where to access your MCC student email account, go through the MyMohave portal at <http://mymohave.mohave.edu>.

Disability Services: Mohave Community College (MCC) strives to facilitate appropriate resources, services, and auxiliary aids to allow each qualified person with a documented disability equitable access to educational programs, social experiences, and career opportunities according to the requirements of the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Students may experience conditions or situations, either temporary or ongoing, limiting their access to college events, student life, and educational opportunities. If a student anticipates or experiences physical or academic barriers due to a disability, personal injury, serious illness, pregnancy-related issues, or unexpected life events that individual is encouraged to contact an Academic Advisor to request accommodations. Additional information can be found on the web at <http://www.mohave.edu/resources/disabilityservices>. For inquiries regarding MCC's non-discrimination policy, contact Danette Bristle in the Center for Teaching and Learning, 3400 HWY 95, Bullhead City by phone at (928) 704-9480, or through email at dbristle@mohave.edu.

NOTE: Students who wish to utilize academic accommodations must report their concerns to an academic advisor, not the instructor.

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Title IX Resources: MCC prohibits discrimination on the basis of age, ethnicity, color, disability, gender identity, gender expression, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, and sexual orientation. Furthermore, Title IX prohibits sex discrimination to include sexual misconduct: domestic violence, sexual violence (sexual assault, rape), sexual harassment, and retaliation. For more information visit: <http://www.mohave.edu/about/safety>. Questions or complaints regarding Title IX should be referred to the Title IX Coordinator (included below) or appropriate Dean of Student & Community Engagement.

Danette Bristle (Title IX Coordinator)
Accreditation Liaison/Compliance Officer
3400 Highway 95, Bullhead City, AZ 86442
dbristle@mohave.edu
928-704-9480

NOTE: The Department of Education requires students to receive training in Title IX once a year at their college or university. If you need to take the training, you will be prompted to complete it when logging into the Learning Management System.

Diversity Statement: Mohave Community College is committed to providing equal employment opportunity, educational opportunity, and advancement to individuals without regard to race, color, religion, gender, national origin, age, mental or physical disability, sexual orientation, veteran status, or any other legally protected class in any of its policies, practices, or procedures. Respecting the diversity of life experiences, we seek to celebrate the unique characteristics of all faculty, staff, students and community members. The college shall promote equal opportunity and treatment on a continuing basis.

Code of Conduct: Students are responsible for abiding by the *Student Code of Conduct* located in the *Student Handbook* which can be found at catalog.mohave.edu.

Course Withdrawal Process: It is the student's responsibility to withdraw from a class within the withdrawal period. Ceasing to attend does not constitute a withdrawal. Note that this process takes *four business days*; please plan ahead. Note: When you withdraw from a class:

- You will receive a W with no credit values on your transcript.
- You are not eligible for a refund of tuition or fees.
- If you have received financial aid, you may have to pay back the monies received. You must contact the Bursar's office within seven (7) days to make payment arrangements for any outstanding amount. You will be unable to register for additional classes or receive a transcript until financial arrangements have been made with the Bursar.
- Withdrawing from or being administratively withdrawn from a course may impact VA education benefits.
- Learn more about financial aid implications associated with withdrawing at <https://www.mohave.edu/paying-for-college/financial-aid/policies/withdrawals/>.

Instructions:

1. Contact a Student Services representative who is an expert in Financial Aid to learn how you will be impacted by withdrawing. Call MCC Connect at 866-MOHAVE CC (866-664-2832).
2. Using your MCC student e-mail, email your instructor at their MCC email account that you intend to withdraw from a class.
3. After hearing from your instructor (or after three business days if the instructor does not reply), log in to JICS and complete the withdrawal form. The date the form is submitted will be listed as your last day of attendance.
4. Check your email for a confirmation of the withdrawal. Enrollment Services will send a confirmation of withdrawal to the student, the instructor, and Financial Aid.

Student Rights and Responsibilities: Students are responsible for abiding by College Policies which cover drug-free campus, emergency procedures, infectious disease, campus safety, sexual harassment, smoke-free environment, use of electronic devices, solicitation, visitor expectations, voter registration, and weapons policy. The *Student Handbook* also covers the disruptive student policy and the student honor policy, including academic integrity and plagiarism, copyright compliance, dress code, FERPA information, the grievance process, and how to update personal information. The academic section covers attendance, grading, auditing, incomplete course grades, withdrawals, academic probation and dismissal, withdrawals, and incomplete grade contracts. Students are responsible

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for abiding by the policies governing these topics that can be found in the MCC Catalog at <http://catalog.mohave.edu/>. College Policies are found in the *Student Handbook* as are other policies in the *Students' Rights and Responsibilities* section.

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