

ARIZONA WESTERN COLLEGE  
SYLLABUS

## MKT 110 PRINCIPLES OF MARKETING

Credit Hours: 3 Lec 3

PREREQUISITE: None

COURSE DESCRIPTION

Principles, methods, and challenges involved in developing an integrated and customer-driven marketing strategy that helps achieve organizational goals.

1. COURSE GOAL

This course prepares learners with a basic understanding of the broad subject of marketing and the many individual functions under the marketing “umbrella”. This course will explore current issues in marketing and how marketing plays an integral role in both operational and strategic business activities.

2. OUTCOMES

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

- 2.1 develop a thorough understanding of individual marketing functions and marketing as an overall concept.
- 2.2 display an increased level of understanding and knowledge of marketing and how it affects and is affected by society.
- 2.3 describe how the marketing function co-exists and interacts with all other business functions.
- 2.4 analyze marketing information in order to form independent thought and reasoning with regard to marketing and how it affects them individually.
- 2.5 gain insight into how traditional marketing is both different from and supported by social media.
- 2.6 apply marketing theory, concepts and principles to modern business scenarios to develop practical supported conclusions and courses of action for dealing with marketing problems and opportunities.

3. METHODS OF INSTRUCTION

- 3.1 Lectures
- 3.2 Audio-visual materials
- 3.3 Class discussions
- 3.4 Student project

4. LEARNING ACTIVITIES

- 4.1 Remain current on suggested reading resources
- 4.2 Participate in and enhance class discussions and debates
- 4.3 Prepare and present in-class presentations on professional articles considered by the instructor to be appropriate to the course
- 4.4 Prepare a research project and will demonstrate, through it preparation and presentation, the ability to recognize and analyze real world applications of marketing theories and concepts

5. EVALUATION

- 5.1 Class participation
- 5.2 Article presentations
- 5.3 Assignments
- 5.4 Exams
- 5.5 Marketing plan project

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 6.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester.
- Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.
- For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):
- Submitting an academic assignment
  - Taking an exam, an interactive tutorial or computer-assisted instruction
  - Attending a study group that is assigned by the school
  - Participating in an online discussion about academic matters
  - Initiating contact with a faculty member to ask a question about the academic subject studied in the course