



Syllabus: MKT 1112- Principles of Marketing

Course Information

Course Title: Principles of Marketing
Course Prefix/Number: MKTG 111-2
Semester: Fall 2025 (08/18/2025 - 12/5/2024)
Class Days/Times: Monday from 5:30 PM to 8 PM (Online with Zoom)
Credit Hours: 3

Instructor Information

Name: SIMON L. AGUS, EA, MBA
Phone/Voice Mail: (480) 434-0030
E-mail: sagus@tocc.edu
Office location: Online/Virtual
Office Hours: By appointment

Course Description

This course introduces students to the principles, strategies, and practices of marketing as both a business function and a life skill. As our primary text, *Marketing: Because Everyone is a Marketer, 4th edition*, students will explore how marketing concepts apply not only to companies and organizations, but also to personal branding, everyday decision-making, and societal impact. Topics include consumer behavior, market research, product development, pricing, distribution, promotion, digital marketing, and ethics. Through case studies, real-world projects, and interactive discussions, students will develop the knowledge and skills to think like a marketer—whether in a professional role or as an informed consumer.

Student Learning Outcomes

By the end of this course, students will be able to:

1. **Explain** the role of marketing in business, society, and personal contexts.

2. **Identify and analyze** target markets using segmentation, targeting, and positioning strategies.
3. **Apply** the marketing mix (product, price, place, promotion) to real-world scenarios.
4. **Evaluate** consumer behavior patterns and how they influence marketing decisions.
5. **Interpret and utilize** market research data to support strategic decisions.
6. **Assess** the impact of digital and social media marketing on customer engagement.
7. **Demonstrate** an understanding of ethical considerations and social responsibility in marketing.
8. **Develop and present** a basic marketing plan incorporating course concepts.

This will be a 16-week course comprised of weekly discussion questions, open-class discussions, quizzes, case studies, a midterm exam, a final exam, and a final project.

Course Learning Materials and Textbook Information

Textbook: Marketing: Because Everyone is a Marketer. 4th Edition ISBN: 9781265271084
By: C. Shane Hunt, John E. Mello, George D. Deitz

Course Policies & Expectation – SCAC ARROW Framework

Accountability: (defines grade expectations and accountability for coursework; emphasizes students' responsibility for original work and proper citation; stresses punctuality, participation, and consequences of absences)

Evaluations and Grading & Assignments:

Grading Scale:

90% - 100%	=	A
80% - 90%	=	B
70% - 79%	=	C
60% - 60%	=	D
Below 60%	=	F

Grading Matrix:

Final Exam	20%
Midterm	15%

DISCLAIMER: This syllabus is designed to evolve and change throughout the semester based on class progress and interests. You will be notified of any changes as they occur.

Final Project – Create & Present Marketing Plan	20%
Class Participation	15%
Quizzes and assignments	15%
Attendance	15%
Total	100%

Attendance Policy

You are expected to arrive to class on time and be prepared to participate in each class period. Four unexcused absences may result in withdrawal and a “W” or “Y” will be recorded. You may request to be excused from class for religious observances and practices, for illness, for school or work-related travel or for personal or family emergency. If you will be absent, please notify the instructor as soon as possible.

Academic Integrity:

Violations of scholastic ethics are considered serious offenses by San Carlos Apache College. Students may consult the SCAC Student Handbook sections on student code of conduct, on scholastic ethics and on the grade appeal procedure.

All work done for this class must be your own, or the original work of your group. While you may discuss assignments with other class members, the final written project must clearly be original. You may use work from books and other materials if it is properly cited.

Instructor Withdrawals

Students who have missed four consecutive classes (or the equivalent), or have not submitted any assignments nor taken any quizzes by the 45th day census report, due on [date of 45th day found in Academic Calendar on SCAC website], are assumed NOT to be participating in the class and may be withdrawn at the faculty member’s discretion.

Student Withdrawals

Students may withdraw from class at any time during the first 2/3 of the semester without instructor permission and without incurring any grade penalty. Please be sure to withdraw yourself by [withdrawal deadline date found in Academic Calendar on SCAC website] if you do not expect to complete the class; otherwise, you may receive an "F" grade.

RESPECT (Establishes a respectful learning environment free from discrimination; promotes a safe and inclusive campus).

Equal Access Statement/Disability Accommodations

San Carlos Apache College seeks to provide reasonable accommodations for qualified individuals with disabilities. The College will comply with all applicable regulations, and

guidelines with respect to providing reasonable accommodations as required to ensure an equal educational opportunity. This process includes self-identifying as a student with a disability, providing supporting documentation of their disability, and being approved for services through the Disability Resources Office (DRO). It is the student's responsibility to make known to their instructor(s) the student's specific needs within the context of each class in order to receive appropriate accommodations. We will work together in order to develop an accommodation plan specifically designed to meet the individual student's requirements.

For more information or to request academic accommodations, please contact: Anthony Osborn, TOCC Disabilities Resource Coordinator, aosborn@tocc.edu, or 520-383-0033 for additional information and assistance.

Title IX

San Carlos Apache College encourages each student to have the knowledge and skills to be an active bystander who intervenes when anyone is observed or being harassed or endangered by sexual violence. Sexual discrimination and sexual violence can undermine students' academic success and quality of life on campus and beyond. We encourage students who have experienced or witnessed any form of sexual misconduct to talk about their experience and seek the support they need.

Conduct: Bias, Bullying, Discrimination and Harassment

San Carlos Apache College faculty and staff are dedicated to creating a safe and supportive campus environment as a core value. Harassment based on age, class, color, culture, disability and ability, ethnicity, gender, gender identity and expression, immigration status, marital status, political ideology, race, religion/spirituality, sex, sexual orientation, and tribal sovereign status will not be tolerated.

RESILIENCE (Supports students facing unavoidable circumstances and recognizes hardships, while setting academic expectations).

Incomplete Policy

Incomplete (I) grades are not awarded automatically. The student must request an "I" from the instructor, who can choose to award an Incomplete only if all three of the following conditions are met:

1. The student must be in compliance with the attendance policy.
2. The student must have an unavoidable circumstance that would prohibit the student from completing the course.
3. The student must have completed over 75% of the course requirements with at least a "C" grade.

Incompletes are not a substitute for incomplete work due to frequent absences or poor academic performance. Incomplete grades that are not made up by the end of the ninth week of the following semester will be automatically changed to an F if the agreed upon work, as

stipulated on the written form signed by the instructor and the student when the I grade is awarded, is not completed.

Special Withdrawals (Y) Grade

The “Y” grade is an administrative withdrawal given at the instructor’s option when no other grade is deemed appropriate. Your instructor must file a form stating the specific rationale, with documentation, for awarding this grade. “Y” grades are discouraged since they often affect students negatively. Your instructor will not award a “Y” grade without a strong reason.

OPENNESS (Encourages open discussions between students and faculty and provides transparency about expectations and learning methods)

Courses Outline and Important Dates

<u>Week</u>	<u>Topic</u>	<u>Topics Covered</u>	<u>Read</u>
1	Why Marketing Matters to You	What marketing is/does, value, customer orientation, and careers	Chapter 1
2	Strategic Planning	Mission/vision, objectives, SWOT, portfolio tools, marketing plan	Chapter 2
3	The Global Environment	External environments (economic, legal, cultural), globalization, and entry modes	Chapter 3
4	Consumer Behavior	Decision process, influences (psychological, social, situational), B2B vs B2C	Chapter 4
5	Marketing Research & Analytics	Research process, data types, sampling, analytics/metrics, dashboards	Chapter 5
6	Product Development	New-product process, diffusion, product life cycle, services & design thinking	Chapter 6
7	Segmentation, Targeting & Positioning (STP)	Segmentation bases, targeting strategies, value propositions, and perceptual maps	Chapter 7
8	Promotional Strategies	IMC, advertising, PR, sales promotion, message/media, budgeting	Chapter 8

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9	Module 9 — Personal Selling	Sales roles, relationship selling, the selling process, sales management & KPIs	Chapter 9
10	Supply Chain & Logistics Management	Channels, intermediaries, distribution intensity, logistics & fulfillment	Chapter 10
11	Pricing	Objectives, the 5 C's of pricing, strategies/tactics, legal/ethical issues	Chapter 11
12	Retailing	Retail formats, omnichannel, store layout/merchandising, retail metrics	Chapter 12
13	Digital & Social Media Marketing	Owned/paid/earned media, platforms, content, SEO/SEM, attribution	Chapter 13
14	Branding	Brand equity, architecture, positioning, naming, packaging, brand metrics	Chapter 14
15	Customer Relationship Management (CRM)	Loyalty, CLV, personalization, data/privacy, retention programs	Chapter 15
16	Social Responsibility & Sustainability	Ethics, CSR, sustainability, societal & global impact of marketing	Chapter 16

Faculty/Student Communication

A faculty member will respond to a student's communication within 24 hours of receiving the communication, excluding weekends and college closures. If a course is online, a faculty will login their Canvas classroom a minimum of three times per week spread evenly throughout the week and respond to any discussion posts and check on student progress in the course.

Course Feedback:

All assignments will be graded and returned to the students promptly, typically within a week after the assignment is closed for handing in. Email and phone messages will be returned within 24 hours. A student or the instructor may request a student conference at any time during the semester. Quarterly grade reports will be provided to each student, either in person, by email or via the electronic system of Canvas.

WISDOM (Encourages evaluation, reasoning and diverse perspectives; emphasizes organized and audience-aware expression, and promotes

learning from elders and cultural teachings for personal and academic growth)

SCAC General Education Learning Outcomes

Apache Wisdom

Learning from the teachings carried on from Apache elders and other community leaders, students will appreciate their unique history, language, and culture as a source of strength for their personal, family, academic, and career aspirations.

Critical Thinking

Approach critical issues, problems, or questions using creativity and deductive reasoning, evaluating evidence, acknowledging diverse perspectives and contexts, and synthesizing one's own viewpoint into ongoing conversations and debates.

Communication

Effectively express ideas orally and in writing. Good communication includes understanding one's audience, organizing one's thoughts, acknowledging and integrating outside sources, using the most recent technology, and following the accepted writing and citation conventions of the particular discipline.

Environmental Literacy

Students will understand their connection to social, cultural, physical, and global environments. Students will consider and evaluate strategies for cultural, community and global sustainability.

Courses Outline and Important Dates

For Discussion Questions : (Please ensure that your responses are at least 250 words and supported by at least 2 valid sources, please respond to classmates' posts)

Your grade will be determined by the following:

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