



**KELCE**  
**COLLEGE OF BUSINESS**  
Pittsburg State University

**Course Syllabus:**

Principles of Marketing  
MGMKT 330-01  
M/W 2:00-3:15 pm, Kelce Aud.  
Fall 2022, 3 credit hours

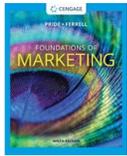
**Instructor:** Hamid Khan, Assistant Professor of Practice  
**Office:** Kelce Room #201D  
**Hours:** 10:00 - 12:00 MWF  
**Phone:** office [(620) 235-4551] cell [210.392.4895]  
**E-mail:** [ahkhan@pittstate.edu](mailto:ahkhan@pittstate.edu) <mail to: ahkhan@pittstate.edu>

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**Textbook**

The following textbook is required for this class:

e-Text ISBN: 9780357709986  
Hard Copy ISBN: 9780357129463



**Foundations of Marketing 9th Edition**

- **William M. Pride and O. C. Ferrell**

**Catalog Course Description**

Distribution of goods and services. Product planning, channels of distribution, pricing, and personal selling. Emphasizes role of consumer.

**Prerequisites**

Junior standing (55 hours passed)

**Course Objectives/Learning Outcomes**

1. Develop an introductory understanding of the marketing concept and customer orientation in today's marketing environment.
2. Develop an understanding of the marketing mix elements, and development of a marketing plan in consumer marketing.
3. Develop an appreciation of social, political, economic, legal and regulatory, technological, ethical, and global issues that affect the marketing environment.
4. Advance written communication through required homework assignments and papers. This includes use of the Internet as a marketing research tool.
5. Promote oral communication through active participation in class discussion.



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**Tentative Course Outline (this may change)**

There are 16 weekly modules to the course. Students will have bi-weekly quizzes for 15 text chapters. Quizzes will open for administration. Students will be offered best opportunities to succeed well beyond their expectations as such provisions of testing and retention and immersive learning have been built into the student oriented course management.

All review and retention and immersive learning quizzes are open book/note. Students will have minimum of three attempts at the quizzes, with the highest score being counted. Each student is expected to work alone, which is the purpose of the video recording. Students must use Respondus LockDown Browser and a video monitor for testing. The browser can be used on laptops and tablets. Laptops are the preferred method of using the browser, as less technical difficulties arise. Students will have to show photo identification at the beginning of each quiz to ensure he or she is the person taking the quiz. If students appear to be copying quiz materials to give to other students, they will be dropped from the class. If something prevents you from taking a quiz, please notify the instructor as soon as possible. The Axe Library has computers available for testing if the student does not own the necessary technology ([Axe Library schedule](#)).

Technical difficulties should be directed to campus support, namely Gorilla Geeks.

**Tentative Course Outline by weekly activities: (This will be published after meeting the class)**

**Teaching Methods**

Some course content and all testing will be delivered online. As such, students **MUST** have access to a high-speed Internet connection. It is the students' responsibility to secure access to the Internet as needed, including having a back-up plan should they experience difficulties with their primary source. Not having access to the Internet is **NOT** an acceptable excuse for missing course deadlines. Students should use the latest version of their browser and set it to allow cookies. Students must also use Respondus LockDown Browser and a video monitor for testing. *Please download this before the class begins!*



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**Canvas**

All students in the class are enrolled as Canvas users for this course listing. Please refer to the course site often, as announcements will be posted frequently. If you must miss a class, it is YOUR responsibility to check Canvas in order to keep up with assignments, due dates, and any course schedule changes.

**Academic Integrity**

Academic misconduct or dishonesty is inconsistent with membership in the academic community. This includes submitting another person's work as your own, as plagiarism is a form of cheating, turning in work for other students, and working together on quizzes.

All Pitt State students are bound by the academic integrity policies of the university as outlined in the current [Syllabus Supplement](#). Please familiarize yourself with these rules and guidelines. Students are expected to obey the stated policies of the university on plagiarism. Copying anyone else's work, published or unpublished, may result in an "F" for that assignment or a non-passing grade for the course. All sources must be cited appropriately.

Students in this class are also obligated to adhere to the college's *Student Code of Ethics* as outlined below. Students pledge to:

- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignments and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.

If students need to miss consecutive classes, they need to contact the professor. Should a student decide to drop the class, it is their responsibility to complete the appropriate forms with the Registrar's Office to officially withdraw from the class.

For those who will be absent due to PSU related events, please submit a schedule of those dates ahead of time from your faculty sponsored advisor. Students should contact the Registrar's Office if special consideration needs to be given for personal problems that arise.

**Proposed Course Evaluation Methods (this may change):**



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Candid Objective Learning Experiences	Descriptions of Objective Learning	% age of course grade assigned	Points Value of Assignment	Frequency of your attainment
Immersive Learning Chapter Review-quizzes ILC-REV	<p>These are randomized quizzes for scoring highest grades with unlimited attempts allowed to retain for next type of quizzes—retention quizzes.</p> <p>Selected ones from these quizzes will appear in the corresponding major exam.</p>	15%	10 Points	Do one Chapter per week by Sunday 11:59 pm—the computer will grade automatically by this time and post grades
Immersive Learning Chapter Retention quizzes ILC-RET	<p>These are differently randomized quizzes for scoring highest grades with unlimited attempts allowed to retain for next type of quizzes—retention quizzes.</p> <p>Selected ones from these quizzes will appear in the corresponding major exam.</p>	15%	10 Points	Do one Chapter per week by Sunday 11:59 pm—the computer will grade automatically by this time and post grades



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Exam 1 chapters 1-5	Exam 1: These are proctored exams based on question items from 1 & 2 above and must be taken in the class for 30 minutes. Bring your laptops to these exams.	15%	15 Points	Take the exam 1 on the sixth week consisting of chapters 1-5 applying your intuitive familiarity for the exam as explained
Exam2 chapters 6-10	Exam 2: These are proctored exams based on question items from 1 & 2 above and must be taken in the class for 30 minutes. Bring your laptops to these exams.	15%	15 Points	Take the exam II on the 11th week consisting of chapters 1-5 applying your intuitive familiarity for the exam as explained
Exam 3 chapters 11-15	Exam 3: These are proctored exams based on question items from 1 & 2 above and must be taken in the class for 30 minutes. Bring your laptops to these exams.	15%	15 Points	Take the exam III on the sixteenth week consisting of chapters 1-5 applying your intuitive familiarity for the exam as explained



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Marketing Application Short Case (MASC) 1—Chapter 5 CLO's-- Critical Learning Objectives	These are unique Critical Learning Outcomes selected from chapter 5 for — application and integration	8%	8 Points	Take the Marketing Application Short Case (MASC) - 1 that represents the precis of chapters 5 that applies your intuitive familiarity for an expert discussion— comprising of Reaction, Learning, Behavior and Result
Marketing Application Short Case (MASC) 2—Chapter 10 CLO's-- Critical Learning Objectives	These are unique Critical Learning Outcomes selected from chapter 10 for — application and integration	8%	8 Points	Take the Marketing Application Short Case (MASC) - 1 that represents the precis of chapters 5 that applies your intuitive familiarity for an expert discussion— comprising of Reaction, Learning, Behavior and Result
Marketing Application Short Case (MASC) 3—Chapter 15 CLO's-- Critical Learning Objectives	These are unique Critical Learning Outcomes selected from chapter 15 for — application and integration	9%	9 Points	Take the Marketing Application Short Case (MASC) - 1 that represents the precis of chapters 5 that applies your



				intuitive familiarity for an expert discussion—comprising of Reaction, Learning, Behavior and Result
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Grades will be based on a standard scale of 90% or greater = A; 80%-89% = B; 70-79% = C; 60-69% = D; below 60% = F.

Assignments and quizzes are due by Sunday at midnight every week.

If you are affected by Covid-19, it is your responsibility to communicate with the instructor regarding make-up work. Penalties will not apply for a two-week window, though dates must be verified by a health care professional. Make-up work must be completed before dead week. It is the students' responsibility to have make-up work submitted within the expected time frame.

Should something prevent a student from being able to participate in the class, they should contact the instructor immediately.

**Students with Disabilities**

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current [Syllabus Supplement](#).

**PLEASE NOTE**

*The instructor reserves the right to amend and to reorganize this syllabus at any time. Dates, topics covered, and possible points are subject to change. Please check Canvas and/or contact instructor immediately if you have any questions or concerns.*