

Midland College
Master Syllabus

BUSINESS MANAGEMENT

MRKG Courses

[MRKG 1311 - Principles of Marketing](#)

COURSE DESCRIPTIONS AND LEARNING OUTCOMES

CIP	Rubric	Number	Course Title	Status	Semester Credit Hrs	Min Cont Hrs	Max Cont Hrs
52.1401	MRKG	1311	Principles of Marketing	Active	3	48	48

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: Identify the marketing mix components in relation to market segmentation; explain the environmental factors which influence consumer and organizational decision-making processes; and outline a marketing plan.

PARTICIPATION STATEMENT: Students must actively participate by completing an academic assignment by the official census date. Students who do not do so, may be dropped from the course.

REQUIRED COURSE MATERIALS: Will be current. Students should contact their instructor prior to purchasing the text and supplies to confirm required course materials.

STUDENT CONTRIBUTIONS, RESPONSIBILITIES AND CLASS POLICIES: Will be posted by the instructor in individual course syllabus. Students should contact their instructor if they have any questions.

ACADEMIC INTEGRITY: Refer to Midland College's Scholastic Dishonesty and Academic Misconduct policy: <https://www.midland.edu/about/public-info/scholastic-dishonesty.php>

HONORS PROGRAM: Students interested in taking a course for honors credit, should contact their instructor. Refer to the Midland College Honors Program webpage for more details: <https://www.midland.edu/academics/honors.php>

DROPPING THE COURSE: Check the MC College Calendar for the last day to withdraw from the course and receive a “W.” Please talk to the instructor before withdrawing.

EVALUATION OF STUDENTS: Will be posted by the instructor in individual course syllabus. Students should contact their instructor if they have any questions.

NON-DISCRIMINATION STATEMENT: Midland College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. For information and inquiries regarding Midland College’s non-discrimination policies, go to: <https://www.midland.edu/about/tix/index.php>

For further information on notice of non-discrimination, visit the ED.gov Office of Civil Rights website, or call 1 (800) 421-3481.

DISABILITY SUPPORT SERVICES: Any student who, because of a disabling condition, may require some special arrangements to meet course requirements should contact disabilities support services as soon as possible at: <https://www.midland.edu/services-resources/accommodation-services.php>

Conditions may include documented physical or educational disabilities. Please be aware that services or accommodations are not automatic. Each student must request them and secure the proper authorizations/documentation. Accessibility Links can be found on the Pages tab in Canvas.

[DIVISION OFFICE CONTACT INFORMATION](#)