ELGIN COMMUNITY COLLEGE
MKT 103 770 Syllabus

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Section I: Course Description
Fundamental course describing the total system of interacting business activities designed to plan, price, promote and distribute want satisfying products and services. Includes consumer motivation and behavior, consumer buying patterns, product planning and development, distribution channels and the retail market, pricing objectives, promotion, marketing in special fields and evaluation of the marketing effort.
Prerequisites: none

Section II: Textbook and supplementary materials
Contact the ECC Bookstore for textbook information: eccbookstore@elgin.edu; 847-214-7395

A stable internet connection is required for taking quizzes, exams and submitting assignments.

Section III: Course Format
This is a 17 week online class requiring the student to have knowledge in the use of a computer and participate in reading assignments, on-line research and assignments, written papers, and any other work the instructor feels necessary to reach the course objectives. Below is an overview on how this course is structured:

Discussions: Every other week you will need to go to the Discussion Board. Discussion questions will be posted on Monday morning and closed on Sunday night – except the last week.
*Quizzes & Exams***:** Every week you will have a quiz and/or exam. Quizzes and exams open on Monday and are available until Sunday night.
Assignments: Assignments are due on Sundays unless specified otherwise.
Progress Check: At the end of Week 4 you will turn in a Progress Check.
Research Paper

Section IV: Responsibilities
This course requires significant self-motivation. Deadlines are very important. The course is not self-paced. We will all be moving along together. Be sure to keep up. You should take full responsibility for carefully studying the text and bringing questions to class. Plan to spend between 12 – 15 hours each week on readings and projects.

Academic Dishonesty: Examples include, cheating on tests, allowing other students to copy your work on a test, multiple submissions and plagiarism which includes: copying another person's actual words without the use of quotation marks or footnotes

attributing their source, presenting another person's ideas or theories in your own words without acknowledging the source, using information that is not common knowledge without acknowledging the source, internet plagiarism by submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and "cutting & pasting" from various sources without proper attribution. If an act of academic dishonesty is identified, the student will fail the assignment or the course.

Students will be evaluated by the following criteria:
Discussion Posts: Every other week you will be required to post a response to a discussion board question. You will receive up to 10 points depending on your level of response, original thought, and information that you provide in your post.
Assignments: You will be required to complete assignments as scheduled. Each paper is worth up to 10 points, unless specified otherwise, so it is in your best interest to complete the assignments on time.
Weekly Quizzes and Exams: Each week you will be required to complete a quiz and/or exam for the assigned Chapter(s). Quizzes are worth up to 10 points each. Exams are worth up to 50 points each.
Emotional Intelligence: You will be writing a paper on emotional intelligence.