



Course Title: Principles of Marketing
ACG 216 HY6
Credit Hours: 3
Semester: Spring 2022
Cap: 10

Faculty: Joseph Mora

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Class Location: New NTU Room 105

Class Meeting Times: Wednesday 6:00 pm – 8:40 pm

Textbook: Contemporary Marketing, Boone & Kurtz

Tools: Pencils, Pens, Calculator, textbook, notebook, laptop

Lab Fee: None

Mission Statement

Navajo Technical University's mission is to provide University readiness programs, certificates, associate, baccalaureate, and graduate degrees. Students, faculty, and staff will provide value to the Diné community through research, community engagement, service learning, and activities designed to foster cultural and environmental preservation and sustainable economic development. The University is committed to a high quality, student-oriented, hands-on-learning environment based on the Diné cultural principles: *Nitsáhákees, Nahátá, Ína, Siihasin.*

Course Description

The class is a HYBRID class, the first day of class we will meet face to face then the next class we will meet online. This course is an introductory course in marketing which covers the evolution of modern management toward a marketing-oriented view of business; emphasizing the fundamental principles of the 'marketing concept'; and integrating concepts in relation to consumer needs, marketing information, product development, pricing, distribution, selling, advertising and promotion.

Week	Date	Chapters	Assignments
1	1/19	Chapter 1	TBD
2	1/26	Chapter 1	
3	2/2	Chapter 2	TBD

4	2/9	Chapter 2	TBD
5	2/16	Chapter 3	TBD
6	2/23	Chapter 4	TBD
7	3/2	Chapter 4	TBD
8	3/9	Midterm	Exam
9	3/16	Spring Break	TBD
10	3/23	Chapter 5	TBD
11	3/30	Chapter 6	TBD
12	4/6	Chapter 7	TBD
13	4/13	Chapter 8	TBD
14	4/20	Chapter 9	TBD
15	4/27	Chapter 10	TBD
16	5/4	Chapter 11	TBD
17	5/11	Final Exam	Exam

Grading Plan

Attendance	10%	A= 100-90%
Homework	20%	B= 89 - 80%
Mid-term	30%	C= 79-70%
Final Exam	40%	D= 69-60%
		F= 59% and below

Grading Policy

Each student must do his or her own homework. Discussion among students on homework is encouraged for clarification of assignments, technical details of using software, and structuring major steps of solutions. Students must do their own work on the homework and exam. Cheating and Plagiarism are strictly forbidden. Cheating includes but is not limited to: plagiarism, submission of work that is not the student's own, submission or use of falsified data, unauthorized access to exam or assignment, use of unauthorized material during an exam, supplying or communicating unauthorized information for an assignment or exam.

Participation

Students are expected to attend and participate in all class activities and group work.

Cell phone and head phone use

Please turn cell phones off or place them on silence or vibrate mode **before** coming to class. Also, answer cell phones **outside of class** (not in the classroom). Exercising cell phone use courtesy is appreciated by both the instructor and classmates. Headphones are to be removed before coming to class.

Attendance Policy

Students are expected to regularly attend all classes for which they are registered. Absence from class, regardless of the reason, does not relieve the student of his/her responsibility to complete all course work by the required deadlines. Furthermore, it is the student's responsibility to obtain notes, handouts, and any other information covered when absent from class and to arrange to make up any in-class assignments or tests if permitted by the instructor. Incomplete or missing

assignments will necessarily affect the student's grades. Instructors will report excessive and/or unexplained absences to the Counseling Department for investigation and potential intervention. Instructors may drop students from the class after three (3) absences unless prior arrangements are made with the instructor to make up work and the instructor deems any excuse acceptable.

Study Time Outside of Class for Face-to-Face Courses

For every credit hour spent in a class, a student is expected to spend two hours (2) outside of class studying the course materials.

Study Time for Hybrid or Blended Courses

For a hybrid or blended course of one (1) credit hour, a student is expected to spend three (3) hours per week studying the course materials.

Study Time for Online Courses

For an online course of one (1) credit hour, a student is expected to spend four hours (4) per week studying the course materials.

Academic Integrity

Integrity (honesty) is expected of every student in all academic work. The guiding principle of academic integrity is that a student's submitted work must be the student's own. Students who engage in academic dishonesty diminish their education and bring discredit to the University community. Avoid situations likely to compromise academic integrity such as: cheating, facilitating academic dishonesty, and plagiarism; modifying academic work to obtain additional credit in the same class unless approved in advance by the instructor, failure to observe rules of academic integrity established by the instructor.

Diné Philosophy of Education

The Diné Philosophy of Education (DPE) is incorporated into every class for students to become aware of and to understand the significance of the four Diné philosophical elements, including its affiliation with the four directions, four sacred mountains, the four set of thought processes and so forth: Nitsáhákees, Nahát'á, Íina and Siih Hasin which are essential and relevant to self-identity, respect and wisdom to achieve career goals successfully.

Students with Disabilities

The Navajo Technical University and the Business Department are committed to serving all enrolled students in a non-discriminatory and accommodating manner. Any student who feels he/she may need an accommodation based on the impact of disability, or needs special accommodations should inform NTU in accordance with the procedures of the subsection entitled "Students with Disabilities" under Section 7: Student Support Programs, NTU Student Handbook.