



**Marketing I Dual Credit Syllabus**  
Missouri State University  
2025-2026



<b>MSU Course Number and Title:</b>	MKT 150 Fundamentals of Marketing
<b>Course Description:</b>	Marketing I introduces students to the field of marketing. This course of study includes emphasis on marketing principles and an introduction to marketing careers. Topics covered include the fundamentals of marketing (product development, pricing strategies, promotional systems, and physical distribution), human relations communications; free enterprise economics; marketing operations; e-commerce; and management skills. Learning activities include role-playing of class techniques, advertising layouts, promotional campaigns, team management projects, leadership training, community involvement, and guest speakers on marketing careers. Dual credit is available.
<b>PreRequisite Course:</b>	None. See <a href="#">Am I Eligible</a> for more information.
<b>Instructor:</b>	
<b>Instructor's Contact Information:</b>	
<b>Text/Course Materials:</b>	None
<b>How your Dual Credit Grade will be Determined:</b>	Your grade in this course is a percentage based on total points.  Grades will be assigned using the standard grading scale:  A- (90 - 92), A (92.5 - 100), B- (80 - 82), B(83 - 86), B+ (87 - 89), C- (70 - 72), C(73 - 76), C+ (77 - 79), D- (60 - 62), D(63 - 66), D+ (67 - 69), F(Below 60)
<b>How your High School Grade will be Determined:</b>	Your high school grade in this course is a percentage based on total points earned with the approximate weights shown below. This grade percentage will be transferred to your school district, and your school district will determine your letter grade for each semester.
<b>ACP Enrollment Information:</b>	To register for the dual credit portion of the course you must go to <a href="https://dualcredit.missouristate.edu/currentstudents.htm">https://dualcredit.missouristate.edu/currentstudents.htm</a> and follow instructions. <i>Please note:</i> When enrolling in a dual credit course, your grade is reflected on both your high school transcript and your permanent college transcript
<b>Outline of Topics to be Covered:</b>	<b>Unit 1: Introduction to Marketing</b> <b>Unit 2: Target Market</b> <b>Unit 3: Economics</b> <b>Unit 4: Product Service Management</b>

- Unit 5: Promotions**
- Unit 6: Communications**
- Unit 7: Pricing**
- Unit 8: Sales and Customer Service**
- Unit 9: Marketing Information Management**
- Unit 10: Career and Professional Development**
- Unit 11: Marketing Simulation**

### Academic Integrity/Plagiarism:

Academic integrity is defined as the conscious intent on the part of students and staff to honestly and responsibly use original, unique yet informed thoughts, ideas, opinions, and products toward the achievement of personal or professional academic goals.

- *Violations could include, but are not limited to:*
  - o *Plagiarism* - failure to use original, unique yet informed ideas, thoughts, works, images or products, with the intent to represent the work of others as one's own.
  - o *Cheating* - the willful intent to use sources improperly for personal gain.
  - o *Forgery/Falsifying documents* - counterfeiting documents for personal unwarranted advantage in terms of grade, standardized testing, academic standing, recognition, post-secondary placement, eligibility, and privileges.
- A plagiarism, cheating or forgery/falsifying of documents violation will be punished following the scope and sequence:
  - o 1st offense: The student will be allowed to redo the assignment for full credit with a formal warning.
  - o 2nd offense: The student will be allowed to redo the assignment for half credit with a second formal warning. Teacher notifies a parent or guardian.
  - o 3rd offense: The student will receive a zero for the assignment and will be referred to the online principal. Parent/guardian will be notified.

### Additional Important Information:

We encourage all students to speak to the instructor if they have problems or questions concerning the course. Do not wait to seek assistance – we are very willing to help each student in any way to perform to the very best of his or her abilities. Do not hesitate to ask questions throughout the class about projects, assignments, tests, etc.

Discussion shall be in an open and honest academic environment where all thoughts and ideas can be equally shared in a respectful manner. **Respect** all others, even when their opinions differ. Appreciate the diversity around you and be courteous to everyone.

This course is like any other course in your schedule. You will receive a grade that will be on your permanent transcript.

*Proctored Finals:* Many high school Launch courses require a proctored final. Students must have access to video conference technology to take a proctored

final. Please check with your instructor if you have any questions about this requirement.

IEPs and 504s will be honored.

**Course Resources:**

All students are required to view all items in the Start Here: Course Resources module in order to begin the course. If you do not view the pages in this module, you will not be able to see the assignments in your course.

**Access for All:**

If students need a hotspot, please contact the librarian at your home site. If you have questions, or need support with your SPS-issued laptop, please call the IT Help Desk at 417-523-4357.

Out-of-district Launch students should contact their Launch Liaison for technology needs.

**District Technology Resources - Acceptable Use:**

The purpose of the Springfield Public School's network, including access to the Canvas Learning Management System, is to support and enhance communication, learning and teaching. All students enrolled in an online course must follow the policies and procedures outlined in the District's Acceptable Use Policy. See pg. 75-76 of the [School Handbook](#) for more information.

**Cyberbullying:**

Cyberbullying is sending or posting harmful and cruel text or images using the Internet or other digital communication devices. Cyber threats are online materials that threaten or raise concerns about violence against others, suicide or self-harm. Discipline for such actions will follow the guidelines found in the [School Handbook](#).

***Online courses will follow the same rules, policies and procedures established in the Springfield Public Schools Handbook, regardless of time of day or where students access Canvas.***