

Midland College
Master Syllabus
Fall 2026

MRKG 1311 – Principles of Marketing (3-0-0)

INSTRUCTOR: Makayla Makhanu (Sec. AW01)

COURSE DESCRIPTION

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.

LEARNING OUTCOMES

In this course, students will:

- Identify the marketing mix components in relation to market segmentation
- Explain the environmental factors which influence consumer and organizational decision-making processes
- 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.

BUSINESS & INFORMATION TECHNOLOGY DIVISION OFFICE CONTACT INFORMATION

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| • Vice President of Instruction: Dr. Frank De La O | PAD-139 – 432-685-6812 |
| • Dean: Dr. Son Mai | TC-150 – 432-685-4611 |
| • Division Secretary: Ms. Beronica Villagas | TC-152 – 432-685-4503 |
| • Division Coordinator: Ms. Angelina Dolaptchieva | MHAB-174 – 432-685-6830 |