

MRK 2100 Foundations of Marketing

Credit Type – Proficiency



MIAMI VALLEY
TECHPREP
CONSORTIUM

Course Description and Learning Outcomes:																								
https://www.sinclair.edu/course/params/subject/MRK/courseNo/2100/																								
Faculty Pathway Specialist(s) (Please include name, email and office hours):																								
Navdeep Brar, navdeep.brar@sinclair.edu , 5-322, 937-512-2766																								
Resources Needed to Offer Course (software, equipment, books [include ISBN and edition], etc. – please include any associated costs):																								
OER																								
How is the final grade for the course determined? (Please list all required assignments, assessments, etc.)																								
Exams and Weekly Assignments																								
Who is responsible for grading the required assignments and/or assessments? (faculty or instructor?)																								
The high school instructor is responsible for grading the required assignments and/or assessments.																								
What is the grading scale for the course?																								
100-90 A, 89-80 B, 79-70 C, 69-60 D, 59 and below F. Rounding up is at the discretion of the instructor																								
Must students access the eLearn shell regularly to complete requirements?																								
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Does the course require access to YouTube, GoogleDrive, etc.?																								
This course requires both YouTube and ePortfolio.																								
Additional course details or requirements important for instructors not covered above:																								
N/A																								
Most common (or popular) degrees this course is in?																								
See next page																								
<table border="1"> <thead> <tr> <th>Program Code</th> <th>Program Name</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/> MRK-2100 Foundations of Marketing</td> <td></td> </tr> <tr> <td>AGR.S.AAS</td> <td>Agricultural Sciences</td> </tr> <tr> <td>BM.S.CRT</td> <td>Business Management</td> </tr> <tr> <td>BSP.S.CRT</td> <td>Supervisory Skills</td> </tr> <tr> <td>DMA.S.STC</td> <td>Digital Marketing Analytics</td> </tr> <tr> <td>ENT.S.CRT</td> <td>Entrepreneurship</td> </tr> <tr> <td>ENTR.S.AAS</td> <td>Business Management/Entrepreneurship</td> </tr> <tr> <td>GBM.S.AAS</td> <td>Business Management</td> </tr> <tr> <td>RMC.S.STC</td> <td>Retail Management</td> </tr> <tr> <td>RMG.S.CRT</td> <td>Retail Manager</td> </tr> <tr> <td>RTB.S.STC</td> <td>Retail Business</td> </tr> </tbody> </table>	Program Code	Program Name	<input type="checkbox"/> MRK-2100 Foundations of Marketing		AGR.S.AAS	Agricultural Sciences	BM.S.CRT	Business Management	BSP.S.CRT	Supervisory Skills	DMA.S.STC	Digital Marketing Analytics	ENT.S.CRT	Entrepreneurship	ENTR.S.AAS	Business Management/Entrepreneurship	GBM.S.AAS	Business Management	RMC.S.STC	Retail Management	RMG.S.CRT	Retail Manager	RTB.S.STC	Retail Business
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