

# Introduction To Marketing

MKTG - 1030 402

## Course Description

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This course teaches foundational marketing concepts that reflect industry practices. It explores balancing consumer and brand insights to communicate messaging that resonates with customers while highlighting a brand's competitive advantage. Students will demonstrate their understanding through a variety of methods including case studies, group work, Community-Engaged Learning, and active participation.

Semester: All

## About the Professor

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After Graduating with a degree in Advertising and Marketing Communications, Ahmad Kareh founded [Twistlab Marketing](#), a Utah top 20 Ad Agency and Utah Top Workplace. 16 years later, Kareh returned to school as a professor. Currently, Kareh is a member of the Forbes Agency Council, a Board Member for the Emerald Project, a tenure-track professor at Salt Lake Community College, and a part-time professor at BYU and USU. Kareh's passion for teaching has helped him gain national recognition including ACBSP's National Teaching Excellence Award. He has also played an integral role in establishing multiple start-ups in the Middle East and North America. In addition to his entrepreneurial pursuits, Kareh has assisted multi-national companies in developing their businesses by performing in key positions including Director of International Sales and Marketing for Nutraceutical Corporation.

Kareh was born in Amman, Jordan, where his active involvement in team sports and other extracurricular activities enabled him to interact with people from culturally diverse backgrounds. These interactions are where he first developed his interest in human behavior, communications, marketing, and advertising. This passion has propelled Kareh

toward continuing his education. Since graduating from BYU, Kareh earned a certificate in Web and Print Design from the University of Utah, a certificate in Adult Education from UC Berkeley, an MBA from Utah State University, and a Master of Liberal Arts in the Field of Management from Harvard University.

## Course Student Learning Outcomes

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- Create and deliver effective presentations that include visual and oral communication methods to peers.
- Extract relevant marketing research, process the data appropriately, draw reasonable conclusions and present both oral and written marketing strategies.
- Use marketing data and information for decision making on a level appropriate for a first-year student.
- Exhibit civic responsibility by volunteering with a profit or non-profit organization.

## Engagement Plan

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- I will respond to email within 24-48 hours for a response. I will offer feedback on major assignments within 1 week. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.
- In this course I will be posting interactive announcements which will offer specific opportunities for class questions.
- Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that may not be present in your textbook.

## Brief Description of Assignments/Exams

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Quizzes

There are 12 module quizzes given throughout the semester. You only have 1 attempt on each chapter quiz but the quiz is untimed. These quizzes can be taken any time prior to the due date. READ "LATE ASSIGNMENTS" GRADING BELOW.

### Discussions

You will find module discussions throughout the course covering various topics. These are a good opportunity for you to engage with your classmates and have a dialogue about the concepts you are learning. DISCUSSIONS CANNOT BE TURNED IN AFTER DUE DATE.

### Final Exam

This course will require you to complete a final exam. The final exam may consist of multiple-choice, true/false, or matching questions, case studies or essays. The final exam is a sampling of the weekly module quiz questions as well as a few essay questions. It is recommended that you read all chapters thoroughly since some of the test material may not be covered in class discussions. You will be allowed to use notes on the exam and are encouraged to create a study guide to use. THE FINAL EXAM CANNOT BE TURNED IN AFTER ITS DUE DATE.

### ePortfolio

You will need to create a basic ePortfolio to use for assignment submission during the semester. You will be required to submit the URL for your ePortfolio. More information regarding this assignment can be found in the modules section.

### Marketing Service Assignments (1-3)

Interacting with your community is an important aspect of learning. A business's community involvement is usually initiated through the company's marketing or public relations departments. You will have the option to choose between pre-built assignments or creating your own (see more in the assignment description). The criteria must be followed closely, in either case, more details can be found in the modules section.

### Group Projects

In this class, you will be required to complete the following projects as a team, with a group of other students randomly selected by the instructor.

As in many real-world scenarios that require group collaboration, you are encouraged to communicate with your teammates as quickly as possible to navigate these assignments and ensure that the workload is distributed equally.

### S.W.O.T Analysis (Strengths, Weaknesses, Opportunities, Threats)

Students will work in teams to develop a detailed S.W.O.T. analysis for the Lupus Foundation. This service-learning project will be presented in a written paper, a powerpoint presentation (with presenters notes), a video of a presentation or via ePortfolio. More information detailing the requirements of the project will be provided on the assignment's description found in the modules section.

### Product Project

The product project is an assigned team project to investigate a start-up company or a new product (2 years or less). In completing this assignment, you will research the history of the company/product, the current marketing mix strategies used, and plans for the future. Your findings will be presented in a written paper, a powerpoint presentation (with presenters notes), a video of a presentation or via ePortfolio. More information detailing the requirements of the project will be provided on the assignment's description found in the modules section.

### Final Project

For this final project, you will work with your team. You will find out what kind of promotions the startup business can realistically do. Before completing this assignment, be sure to identify the SWOT, the Integrated Marketing Communications (IMC) theme, and the target market. Your team will submit the project in a written paper, a powerpoint

presentation (with presenters notes), a video of a presentation or via ePortfolio. Your team will be asked to submit two progress reports for the project. More information detailing the requirements of the project will be provided on the assignment's description found in the modules section.

Additional homework assignments may be given at the instructor's discretion. Homework may include case studies, article reviews, or online interactive simulations.

Points will be deducted from assignments for spelling, grammar, and punctuation errors.

## Assignment Schedule

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Due Date	Assignment Name	Assignment Type	Points
	<a href="#">Attendance Extra Credit</a>	Assignment	0
	<a href="#">Introduce Yourself</a>	Discussion	0
	<a href="#">Introduce Yourself</a>	Discussion	0
	<a href="#">Introduce Yourself</a>	Discussion	0
	<a href="#">Introduce Yourself</a>	Discussion	0
	<a href="#">Introduce Yourself</a>	Discussion	0
	<a href="#">Introduce Yourself</a>	Discussion	0
	<a href="#">Orientation Quiz</a>	Quiz	10
	<a href="#">Practice Submitting Assignments</a>	Assignment	5
	<a href="#">Roll Call Attendance</a>	Assignment	100

Due Date	Assignment Name	Assignment Type	Points
	<a href="#">What Questions Do You Have? (Optional)</a>	Discussion	0
	<a href="#">What Questions Do You Have? (Optional)</a>	Discussion	0
	<a href="#">What Questions Do You Have? (Optional)</a>	Discussion	0
8/26/25	<a href="#">Practice Submitting Assignments</a>	Assignment	5
8/31/25	<a href="#">Marketing Funnel Quiz</a>	Quiz	10
9/7/25	<a href="#">Marketing Research Quiz</a>	Quiz	10
9/7/25	<a href="#">Group Project: Division of Roles</a>	Assignment	100
9/14/25	<a href="#">SWOT Analysis Quiz</a>	Quiz	11
9/14/25	<a href="#">Peer Evaluation for Group Project: Defining Roles</a>	Assignment	20
9/21/25	<a href="#">Segmentation, Targeting, and Positioning Quiz</a>	Quiz	9
9/21/25	<a href="#">Group Project: SWOT Analysis</a>	Assignment	100
9/28/25	<a href="#">Marketing Mix Quiz</a>	Quiz	10
9/28/25	<a href="#">Peer Evaluation for Group Project: SWOT Analysis</a>	Assignment	20
10/5/25	<a href="#">Products and Services Quiz</a>	Quiz	10

Due Date	Assignment Name	Assignment Type	Points
10/12/25	<a href="#">Pricing Quiz</a>	Quiz	10
10/12/25	<a href="#">Group Project: Product</a>	Assignment	100
10/19/25	<a href="#">IMC Quiz</a>	Quiz	10
10/26/25	<a href="#">Branding Quiz</a>	Quiz	10
10/26/25	<a href="#">Peer Evaluation for Group Project: Product</a>	Assignment	20
11/2/25	<a href="#">Advertising Quiz</a>	Quiz	6
11/9/25	<a href="#">Final Group Project Progress Report 1</a>	Assignment	25
11/16/25	<a href="#">Ethics Quiz</a>	Quiz	10
11/23/25	<a href="#">Social Media Strategy Quiz</a>	Quiz	10
11/30/25	<a href="#">Final Group Project Progress Report 2</a>	Assignment	25
12/7/25	<a href="#">Final Exam</a>	Quiz	39
12/7/25	<a href="#">Final Group Project Submission</a>	Assignment	200
12/9/25	<a href="#">Final Group Project Peer Evaluation</a>	Assignment	20

## Grading Scale

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Possible points

A: 94-100	C: 73-76

A-: 90-93	C-: 70-72
B +: 87-89	D+: 67-69
B: 83-86	D: 63-66
B-: 80-82	D-: 60-62
C+: 77-79	F: < 60

You will be evaluated on a total point accumulation basis as follows:

Individual Assignments: 10%
Discussions (online class) or Class Activities/Attendance (lecture): 20%
Group Projects: 30%
Quizzes: 25%
Final Exam: 15%

## How to Navigate to Canvas

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## Institutional Policies

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As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

## Learning Support and Tutoring Services

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We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or



want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

## [Advising and Counseling Support Services](#)

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At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

## [Student Academic Calendar](#)

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As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

## [Textbook](#)

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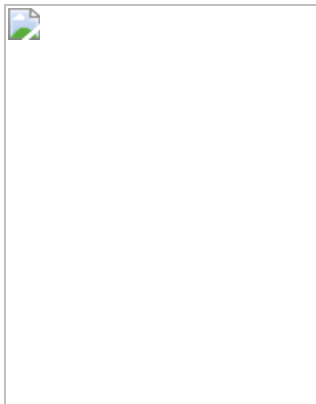
Although not required, this textbook serves as a supplemental text for the course.

Marketing, 4th Edition, Grewal/Levy, McGraw-Hill Irwin, 2013. ISBN 978-0-07-802900-4 (E-book is optional)

You can purchase this textbook via the [SLCC Bookstore](#)

or you can obtain a copy of the course book through [www.amazon.com](http://www.amazon.com)

both purchase and rental.



## Communication

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You are responsible for reading and understanding content communicated to you through the syllabus, announcements, and the Canvas pages.

All written assignments must be typed and submitted through Canvas unless noted otherwise in the description (some can be submitted via e-portfolio) and presented in a professional manner. Written homework should be in this format: one-inch margins, double spaced, and 12 pt font.

The professor reserves the right to adjust the daily schedule.

There will be no makeup on the final examinations unless arrangements are made before the exam is given.

## Late Work Policy

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Due dates for all assignments must be met to receive maximum points. Some late assignments such as quizzes that are submitted after the due date but before end of the semester date will lose 50% of the points scored for that assignment (Example: Quiz is worth 20 and student scores 16, the student will receive an 8 with the 50% deduction). A late assignment is one that is handed in after the specified due date. You are certainly encouraged to turn in assignments early; this is an important habit to establish as you continue to prepare for your career. Work on assignments early in case of technical difficulties!

DISCUSSIONS, FINAL EXAM, PEER EVALUATIONS, AND THE FINAL PROJECT CANNOT BE TURNED IN AFTER THE POSTED DUE DATES.

If you have any questions or concerns about the class, your grade, assignments, etc. feel free to email me or set an appointment. I am always willing to provide extra help, but you must contact me about your concerns in a timely manner to allow 24-48 hours for a response – not on the day an assignment is due or during the last week of classes

## Reading

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The readings and articles you will need to access for your assignments have been provided to you and can be found within each module of the course.

## Learning Outcomes

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SLCC is committed to fostering and assessing the following student learning outcomes in its programs and courses:

Acquire substantive knowledge throughout the general education core and distribution areas.

- Communicate effectively.
- Think critically and creatively.
- Develop the knowledge and skills to be a community engaged learner and scholar.
- Develop quantitative literacies necessary for their chosen field of study.
- Develop the knowledge and skills to work with others in a professional and constructive manner.
- Develop computer and information literacy.

Course Learning Outcomes – During the semester, students will:

- Create and deliver effective presentations that include visual and oral communication methods to peers. (SLCC LO 2)
- Extract relevant marketing research, process the data appropriately, draw reasonable conclusions and present both oral and written marketing strategies. Use marketing data and information for decision making on a level appropriate for a first-year student (SLCC LO 1,3,4)
- Exhibit civic responsibility by volunteering with a profit or non-profit organization. (SLCC LO 5)