

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):
Charles Richardson, charles.richards3303@sinclair.edu , 5-311, 937-512-3103
Resources Needed to Offer Course (software, equipment, books [include ISBN and edition], etc. – please include any associated costs):
OER
What is the ideal format for course delivery – in person, online or blended? To what extent could this course be offered online if necessary?
Course can be taught fully online
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?
Students must access eLearn shell regularly to complete requirements.
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

Program Code	Program Name
☐ 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