

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, Access to: Canva (free version), LinkedIn (free version), YouTube (free version) and Google Docs, Slides, Forms and Sites (free)
How is the final grade for the course determined? (Please list all required assignments, assessments, etc.)
Exams, Discussions, Application-Based Assignments. Some group work is required.
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 YouTube (free version), Canva (free version), LinkedIn (free version) and Google Docs, Slides, Forms and Sites (free)
Additional course details or requirements important for instructors not covered above:
This course is designed around a narrative-driven structure and incorporates gamification elements to enhance motivation, engagement and learning. Students assume roles within a fictional company and progress through five distinct campaigns, each consisting of three to four levels. The final level of each campaign challenges students to apply the knowledge and skills acquired in previous levels. This approach encourages critical thinking, distinguishing the course from traditional methods that rely on rote memorization and repetition of information.
Most common (or popular) degrees this course is in?
See next page

Program Code ↑	Program Name
☐ MRK-2100 Foundations of Marketing	
BM.S.CRT	Business Management
DMA.S.STC	Digital Marketing Analytics
DMA.S.STC	Digital Marketing Analytics
ENT.S.CRT	Entrepreneurship
ENTR.S.AAS	Business Management/Entrepreneurship
GBM.S.AAS	Business Management
GBM.S.AAS	Business Management
IND.S.AAS	Interior Design
MRK.S.AAS	Digital Marketing
MRK.S.AAS	Business Management/Digital Marketing
MRK.S.CRT	Digital Marketing
MRK.S.CRT	Digital Marketing Communications
MRKTEC.S.CRT	Digital Marketing Technologies
RMC.S.STC	Retail Management
RMG.S.CRT	Retail Manager
RTB.S.STC	Retail Business