

**DE ANZA COLLEGE, SPRING 2014**  
**BUSINESS 90: PRINCIPLES of MARKETING**

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**I. General Course Information**

**Instructor/** Dr. Richard Brien: Office Hours: **MW 12:45-1:15 PM, Baldwin** or by appointment.  
**Contact Info:** 864-8999 Ext. 3263; phone is problematic; **please use email: [brienrichard@fhda.edu](mailto:brienrichard@fhda.edu)**

**Section:** **BUS 90-01, MW 4:00-6:15 PM, April 6-June 22, in ADM 102**

**Text:** Solomon, et al, Marketing: Real People, Real Choices, 6E, Pearson Prentice Hall, 2009

**SLOs:** De Anza College is currently in the process of spelling out Student Learning Outcomes (SLOs) for all courses offered. SLOs are expressions of the core knowledge and skill enhancements our faculty wants—and expects—you to have after completing a particular course. The Business Faculty has set the following SLOs for BUS 90; after completing it you should be able to:

1. Analyze the effectiveness of the marketing mix (product, price, promotion and distribution) for a particular organization.
2. Determine appropriate market segments and target markets (*who* buys) and describe the major components of a complete, though basic, model of consumer behavior (*why* they buy).
3. Identify global forces external to the organization that affect marketing strategies.

Emphasis in the course is on key terminology, critical analysis, strategic concepts and managerial decision-making in marketing as it is conducted today in world-class businesses.

**Participation:** To achieve the course objectives, you must participate actively in out-of-class assignments, and especially in class discussions and exercises. In that regard, you should know that:

- Class activity may well determine as much as a full letter in your final grade.
- To participate you have to be here; attendance will be taken and **four absences may cause you to be dropped from the course.**
- Any student disrupting class will be asked to leave and will face appropriate disciplinary steps under the College's Student Standards of Conduct.
- Any student caught cheating (this includes plagiarizing) will be removed from the class, will receive a grade of F for the exam or project involved, pocourse and will be reported to the appropriate person(s) in the central administration of the College for further disciplinary action.

**Marketing Plan:** A team Marketing Plan Project will be an important part of this class (it's worth 20% of your course grade). Watch for more on this in a few weeks.

**Grading:** Your course grade will be determined as follows:

<u>Components</u>		<u>Course Grade Values</u>
Exams 1, 2 & 3 (2 @ 20%)*	40%	As: 97-100 = A+; 93-96 = A; 90-92 = A-
Final Exam	30	Bs: 87-89 = B+; 83-86 = B; 80-82 = B-
Marketing Plan Project	20	Cs: 77-79 = C+; 70-76 = C
Class Participation	<u>10</u>	Ds: 67-69 = D+; 63-66 = D; 60-62 = D-
Total	100%	F: Below 60

**\*Exams 1-3:** Three exams will be given covering the material designated on the Assignments Calendar below. **The third exam will be a take-home with 2 weeks to complete. (Note: exam dates are subject to change; please stay up to date.) The TWO HIGHEST exam scores will be counted in your course grade at 20%. There will be NO MAKE-UP EXAMS.**

## **DE ANZA COLLEGE, Business 90-01: Spring 2015, Assignments Calendar**

<b>Week</b>	<b>MW Dates</b>	<b>Topics/Text Assignments</b>	
<b>1</b>	<b>APRIL 4/6-8</b>	Chs. 1, 2	Marketing Background & Basics; Strategic Marketing Planning
<b>2</b>	<b>13-15</b>	Chs. 2,	SMP Cont.
<b>3</b>	<b>20-22</b>	Chs. 5, 4	Consumer Behavior-B2C; Marketing Research
<b>4</b>	<b>27</b>	Chs. 5, 4	Consumer Behavior-B2C; Marketing Research
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<b>5</b>	<b>WED 4/29</b>	<b>EXAM 1:</b>	<b>Chs. 1, 2, 5, 4</b>
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<b>5</b>	<b>MAY 4</b>	Ch. 6	Consumer Behavior-B2B
<b>6</b>	<b>11-13</b>	Chs. 6, 7	CB-B2B, Target Marketing, Positioning and CRM
<b>7</b>	<b>18-20</b>	Chs. 8, 9	Product Development; Product Management
<b>8</b>	<b>MON 5/25</b>	<b>NO CLASS-MEMORIAL DAY HOLIDAY</b>	
	<b>27</b>	Ch. 9	Product Management
<b>8</b>	<b>FRI 5/29</b>	<b>LAST DAY TO DROP WITH A W</b>	
<b>9</b>	<b>JUNE 6/2-4</b>	Ch. 11	Pricing
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<b>10</b>	<b>MON 6/8</b>	<b>EXAM 2:</b>	<b>Chs. 6, 7, 8, 9, 11</b>
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<b>EXAM 3 (TAKE-HOME) DISTRIBUTED: Chs. 12, 13, 14, 15 16; DUE 6/22</b>			
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<b>10</b>	<b>6/10</b>	Chs. 12, 13, 14	Promotional Strategy (IMC); Advertising, Sales Promotion, Publicity & PR, Impersonal/Personal Channels
<b>11</b>	<b>6/15-17</b>	Chs. 12, 13, 14	Promotional Strategy (IMC); Advertising, Sales Promotion, Publicity & PR, Impersonal/Personal Channels
		Chs. 15, 16	Distribution Management; Supply Chain & Distr. Strategy
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<b>12</b>	<b>MON 6/22</b>	<b>M-PLAN PRESENTATIONS; EXAM 3 (TAKE-HOME) DUE</b>	
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<b>12</b>	<b>WED 6/24</b>	<b>FINAL EXAM</b>	<b>4:00-6:00 PM, THIS CLASSROOM</b>

**NOTE: Cases, projects or exercises may be assigned in any class session to be prepared for class discussion—or occasionally to hand in—at the next session.**