

**DE ANZA COLLEGE
BUSINESS/COMPUTER SYSTEMS DIVISION
BUSINESS 90 – PRINCIPLES OF MARKETING
WINTER 2016**

INSTRUCTOR: Dionne Morgan

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Instructor/Contact Info:

Professor Dionne Morgan; Office Hours via e-mail every Monday and Wednesday from 6-7pm. E-mail address is morgandionne@fhda.edu.

Student Learning Outcomes (SLO):

- Analyze the effectiveness of the marketing mix (product, price, promotion and distribution) for a particular organization.
- Determine appropriate market segments and target markets and explain consumer behavior.
- Identify global forces external to the organization that affect marketing strategies.

Course Objectives

- A. Examine the fundamentals of marketing.
- B. Distinguish and discuss the relationships among markets, people, and money.
- C. Construct and summarize the criteria for a successful product/service and apply the product life-cycle concept.
- D. Evaluate the social, cultural, diversity and psychological influences on buyer behavior.
- E. Calculate the main methods of determining prices.
- F. Analyze marketing channels and be able to design a channel to meet company goals and customer needs.
- G. Examine and identify methods of marketing research.
- H. Examine and explain the function of international marketing.
- I. Evaluate and explain the importance of promotion objectives and how the communication process affects promotion planning

Required Materials:

- Textbook: “Marketing”, Twelfth Edition. Authors: Roger A. Kerin, Steven W. Hartley and William Rudelius. ISBN 13-978007786103-2
- Internet access, including ability to view Adobe Flash videos, is required.
- Ability to view Adobe Acrobat files

Course Requirements:

This course will require approximately 10 to 15 hours of individual work per week, depending on your reading speed.

1. All registered and wait-listed students must complete the Online Orientation and submit the Student Information Form. Visit the Distance Learning section of the DeAnza College website for details, including the deadline. If you are on the wait-list and have completed the Online Orientation by the deadline you may e-mail me for your add code.
2. The Distance Learning section of the DeAnza College website may be found at <http://www.deanza.edu/distance/>
3. Pre-registered students and wait-listed students who do not complete the online orientation by the deadline will be dropped to make room for other students who want to add the class. Students who add the class must also complete the orientation.
4. Students who decide to drop the class at any point must handle the drop procedure with the college themselves.
5. Read the textbook assignments for each week.
6. Be active online at least twice a week. Being active includes taking quizzes, submitting papers and posting to the Discussion Forum.
7. You must post at least one comment to the Online Discussion Forum per week and respond to at least one other student's discussion post per week. Responses must be substantive. A response of "I agree" or "I disagree" is not considered substantive.
8. Papers should be double-spaced, Times New Roman, 12-point font. File format should be MS Word (.doc) or PDF. **Note: Documents saved in Pages format will not be graded.**
9. Complete the Marketing Plan.
10. Pass two online exams.
11. You MUST be courteous and respectful to your classmates at all times. No inappropriate language is allowed. Any violation will result in you being dropped from the course immediately.

Grading Policy:

Each student's course grade will be calculated as a **weighted average**, with the weights as follows:

Component	Points	Weight
Exam #1	160	16%
Exam #2	160	16%
Online Discussions (30 points each)	180	18%
Marketing Plan (50 points each)	500	50%
Total Points	1000	100%

5 points per week will be deducted from all late submissions. Letter grades will be assigned to students based on their total course grade, which is calculated as a weighted average of the grading components, as described above.

Weighted Average Course Grade	Letter Grade
99% or above	A+
92-98%	A
90-91%	A-
88-89%	B+
82-87%	B
80-81%	B-
78-79%	C+
70-77%	C
67-69%	D+
58-66%	D
55-57%	D-
Below 55%	F

Academic Integrity Policy:

Students who cheat on the course work, another person cheat on the coursework, turn in work which is not their own, or plagiarize will immediately receive a **failing grade in this course** and their names will be reported to the Dean of Instruction of De Anza College.

Accessibility

If you have a disability-related need for reasonable academic accommodations or services in this course, provide (name of Instructor) with a Test Accommodation Verification Form (also known as a TAV form) from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give five days' notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (864-8753 DSS main number) or EDC advisor (864-8839 EDC main number).

Technical Support

If you have questions about or issues with the Catalyst system, visit the Catalyst home page. If you do not find the answer to your question, then click on "Contact Us". This page includes a link to submit a technical support request.

Lesson Plan:

Please read the instructions for each assignment to determine the due dates.

Date	Assignment
WEEK 1	Reading: Read chapters 1-2
	Video: 3M
WEEK 2	Reading: Read chapters 3-4
	Video
	Online Discussion
	Marketing Plan Assignment #1
WEEK 3	Reading: Read chapters 5-6
	Video
	Marketing Plan Assignment #2

Date	Assignment
WEEK 4	Reading: Read chapters 7-8
	Video
	Online Discussion
	Marketing Plan Assignment #3
WEEK 5:	Reading: Read chapters 9-10
	Video
	Marketing Plan Assignment #4
WEEK 6:	Reading: Read chapters 11-12
	Video
	Online Discussion
	Marketing Plan Assignment #5
	Exam #1
WEEK 7:	Reading: Read chapters 13-14
	Video
	Marketing Plan Assignment #6
WEEK 8:	Reading: Read chapters 15-16
	Video
	Online Discussion
	Marketing Plan Assignment #7
WEEK 9:	Reading: Read chapters 17-18
	Video
	Marketing Plan Assignment #8
WEEK 10:	Reading: Read chapters 19-20
	Video
	Online Discussion
	Marketing Plan Assignment #9 (50 points)
WEEK 11:	Reading: Read chapters 21-22
	Video
	Final Marketing Plan
WEEK 12:	Online Discussion
	Exam #2

Note: This syllabus provides a general summary of the course. Any updates will be communicated to students via the news and announcements area of the online course.