

Syllabus/Fall Semester 2015  
**Marketing/Bus 001 Section 1436**  
Monday and Wednesday 9:35-11:00 am / Room CE 202  
West Los Angeles College 9000 Overland Avenue, Culver City, California 90230  
Todd Matosic, Instructor, BA, MBA Email: [matosit@wlaac.edu](mailto:matosit@wlaac.edu)  
(Office Hours Tuesdays 1:30-2:30pm/CE 214)

**COURSE DESCRIPTION: Marketing 001**

Catalog: CSU (3 units)

This course emphasizes the principles used in persuasive communication. Consumer buying behavior, presentations, and closing sales are covered. The course is designed to help students currently involved in sales, as well as those seeking to improve their communication skills. Sales presentations, video tapes and case studies are used.

**COURSE TEXT: Sell 4, by Ingram 2015**

Available at the at the campus bookstore or online from select online book vendors.  
ISBN-13: 978-1-28516484-7 **Publisher:** Cengage.

**Course SLOs (Student Learning Outcomes):**

1. Analyze and identify target markets utilizing computer databases and other published materials.
2. Demonstrate the ability to develop leads and set objectives. Illustrate the principles of professional selling.

**Program SLOs (Student Learning Outcomes):**

1. Transfer to an undergraduate program at the university level in the field of business.
2. Apply ethical values, global awareness and technological skills to identify problems and issues making appropriate decisions related to business problems.
3. Apply critical thinking skills to formulate viable solutions to business problems by using basic accounting, business and financial concepts.

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**ACADEMIC HONESTY:** Academic honesty is highly valued at Los Angeles Mission College, just as it is at all colleges and universities. A student must always submit work that represents his or her original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, the student must cite all relevant sources. The student should also make it clear to what extent such source(s) was used.

**ATTENDANCE:** Coming to class is crucial to your learning experience. The expectation is that you will be present every week. Any student who fails to attend class routinely (more than 3 absences) can be dropped from the class.

**STANDARDS OF STUDENT CONDUCT:** Students who cause disruptions during class will be dismissed from the class where the disruption occurred and will be marked as absent for that class. A disruption is any argument with another student or other behavior that is disruptive according to the student handbook/course catalog. Some other examples are: cell phone disruptions or those found to be "on" during class, or students listening to music on headphones. No iPods are allowed in class, any cell phone brought to class must be powered off during class. Any student wishing to make a call must make the call prior to or after class...no exceptions.

**GRADING AND EVALUATION**

The class will be composed of chapter readings, chapter exercises, classroom group discussion exercises, exams/quizzes homework/Internet assignments.

**For certain semesters, a modified version of the requirements may be made.**

**A**=900 points or more, **B**=800-899 points, **C**=700-799 points, **D**=600-699 points, **F**=599 points or below

**COURSE ASSIGNMENTS: (1000 Points Total)** 10 Quizzes (200 points), Midterm Exam (200 pts), Final Exam (200 points), Marketing Discussion Questions (200 points), Marketing Presentation (100 pts), Marketing Plan (100 points), Team Case Study (100 pts).

**EXTRA CREDIT:** Opportunities may arise during the semester that allow for extra credit.

**INCOMPLETE:** If you want to request an “I” (Incomplete), you must advise me as soon as possible and discuss the terms for getting it and for its removal.

**FINAL GRADE:** The final grade will be determined by adding points received for, quizzes, exams, projects, and all work required during the semester. You can earn as many as 1000 total points. See above for description of point values for grades A-F.

**Important Dates:** Last Day to ADD the class September 12th, Last day to drop with a “W” is November 23rd. Grades WILL be assigned after this date.

- \* Week 1 (Course outline, detailed course syllabus and text overview, class icebreakers, Chapter 1 introduction)
- \* Week 2 (Read Chapters 1 and 2) FREE QUIZ > 100%  
(Quiz on Chapter 1 and Discussion Questions on Ch 1)
- \* Week 3 (Overview of Chapters 2, **Quiz** on Ch 2)
- \* Week 4 PPT on Ch 3 and 4 (**Quiz on Ch 3 / Quiz on Chapter 4**  
Discussion Questions due on Ch 3 and 4)
- \* Week 5 **Quiz** on Ch 5. Discussion Questions Due on Chapter 5.  
PPT Overview of Chapter 6
- \* Week 6 Overview of Chapter 6 and **Quiz** on Ch 6  
(TEAM CASE STUDY START)
- \* Week 7 Discussion Questions Due Ch 6, Team Marketing Plan Discussion and Team Work  
Study preparation for Mid Term Exam.
- \* Week 8 (**Midterm Exam**) **Marketing Plan Team Work** (Team Case Study Due)
- \* Week 9 PPT on Chapter 7, **Quiz on Ch 7**, Discussion Questions Due on Chapter 7.
- \* Week 10 PPT on Chapter 8, **Quiz on Ch 8**, Discussion Questions Due on Chapter 8.  
(Group Work for Marketing plans)
- \* Week 11 PPT on Chapter 9, **Quiz on Ch 9**, Discussion Questions Due on Chapter 9  
(Group Work for Marketing plans)
- \* Week 12 PPT on Chapter 10, **Quiz on Ch 10**, Discussion Questions Due on Chapter 10  
(Group Work for Marketing plans)
- \* Week 13 (**Group Work for Marketing Plans**)  
(**Overview of Ch 11**)
- \* Week 14 Overview of Chapter 12, Discussion Questions Due on Chapter 12

**(Marketing Plan Presentations)**

\*Week 15 PPT on Chapter 12, **Quiz on Ch 12**, Discussion Questions Due on Chapter 12  
(**Marketing Plan Presentations**) (Student Surveys) (**Final Exam Review**)

\*Week 16 (**Marketing Plan Presentations and Final Exam**)

**ADA Reasonable Accommodations:** In support of the Americans with Disabilities Act (ADA), reasonable accommodation will be provided to any student who is registered with Disabled Student Services and who requests accommodation. Students must contact the DSP&S room 1018.

Write the name and contact information for two students in the class: *Tip to succeed: keep this syllabus somewhere you can find it.*

Name \_\_\_\_\_ Phone No. \_\_\_\_\_ e-mail: \_\_\_\_\_

Name \_\_\_\_\_ Phone No. \_\_\_\_\_ e-mail: \_\_\_\_\_

**Student Resources at West Los Angeles College**

**Use this link to view the resources available to students on campus:** *Tip to succeed: take advantage of these.* <http://www.wlac.edu/services-resources/index.aspx>