

Syllabus/Spring Semester 2015
Principles of **Marketing**/Bus 021 **Section 8120**
Online Course

West Los Angeles College 9000 Overland Avenue Culver City, California 90230
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(Online Hours Wednesdays 12:40-1:40pm Available for Private Messaging on Etudes website)

COURSE DESCRIPTION: Marketing 021

Catalog: CSU (3 units)

This course provides an intensive study of concepts and strategies on which the field of marketing is based. Emphasis will be on product, distribution, promotion and pricing decisions. Additional topics are sales forecasting, domestic and international markets, personal selling, marketing legislation and the environmental factors that impact marketing.

COURSE TEXT: Marketing Edition 7, by Lamb 2012 / 8th Edition is ok as well

Available at the at the campus bookstore or online from select online book vendors.
ISBN-10: 1-285-09186-8 **Publisher:** Cengage.

Course Objectives):

- Students will define marketing.
- Students will understand the major components of a marketing strategy.
- Students will become familiar with the environmental factors that affect the marketing of products.
- Students will discover important ethical issues in marketing and become familiar with ways to make ethical decisions.
- Students will explore how companies use the Internet to achieve company marketing objectives.
- Students will describe what consumer markets are.
- Students will know fundamental types of consumer problem-solving processes.
- Students will list basic steps for conducting marketing research and utilize fundamental methods of gathering data for marketing research.
- Students will define what a market is, select a target market, and position their product.
- Students will define customer relationship management and use it in a marketing program.
- Students will select, introduce and manage a product.
- Students will compare different brand names and the strategic value of brand equity.
- Students will contrast the nature and functions of marketing channels.
- Students will identify retail strategies, and the functions of wholesalers.
- Students will discuss the strategies that companies use to best communicate with consumers.
- Students will compare the nature and types of advertising.

- Students will develop sales promotion activities and utilize them in personal selling.
- Students will compare price and pricing objectives.

Course SLOs (Student Learning Outcomes):

1. Compare and contrast advantages and disadvantages of various media for advertising campaigns.
2. Analyze and critique advertising messages based on guidelines established in class.
3. Design, formulate, and develop an advertising and/or public relations campaign based on guidelines established in class.

Program SLOs (Student Learning Outcomes):

1. Use a variety of visual and electronic media to create aesthetic appeal and customer desire to purchase product and/or service. (Theme: Marketing Communications)
2. Develop sales and marketing plans, using buyer trends, patterns, and demographics to target current and emerging (new) markets. (Themes: market trends, demographics)
3. Plan and organize daily work activities including the allocation of budget constraints that promote the development of a realistic and effective marketing and sales strategy. Theme: (Marketing Implementation; Budget Constraints)
4. Investigate and assess the overall business model and industry position of an organization, including articulation of its' marketing strategy and marketing implementation approach. (Theme: Business Strategy, Marketing Strategy)

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: For all online courses at WLAC, the expectation is that you will be attending class. Students are expected to be routinely accessing the Etudes website virtual classroom. Students that do not access the class during the first week will receive a warning email after the fifth day and can be dropped from the class. Please make yourself familiar with the navigational tools of the Etudes site and pay close attention to almost daily "Messages" from me on the course main page.

GRADING AND EVALUATION

The class will be composed of chapter readings, chapter exercises, virtual

classroom group discussion questions, exams/quizzes/Internet assignments.
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 (150 pts), Final Exam (150 points), Etudes Discussion Questions (200), Marketing Plan (200 points), Ethics Assignment (50 points), Supply Chain Assignment (50 pts).

FINAL GRADE: The final grade will be determined by adding points received for attendance, 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.

- ***Feb 9th** Week 1 Getting acquainted with the Etudes Online course. Download syllabus and other pertinent documents. Read Chapters 1 and 18. Complete class icebreaker questions in the Discussion Tab of The Etudes site.
- ***Feb 16th** Week 2 **Quiz 1** on Ch 1 and 18. **Etudes Discussion questions** for chapters 1 and 18 due.
- ***Feb 23rd** Week 3 (Read Chapters 2 and 3, Strategic Planning for Competitive advantage and ethics/social responsibility. **Ethics assignment due. Etudes Discussion Questions** for chapters 2 and 3 due.
- ***Mar 2nd** Week 4 (**Quiz 2** on Ch 2 and 3. Overview of chapters 4 and 5, The Marketing Environment and Developing a Global Vision. **Etudes Discussion Questions** for chapters 4 and 5 due.
- ***Mar 9h** Week 5 **Quiz 3** on Ch 4 and 5. Overview of Chapters 6 and 7, The Marketing Environment and Developing a Global Vision. Improvement Plan/Media Campaign discussion. **Etudes Discussion Questions** for chapters 6 and 7 are due.
- ***Mar 16th** Week 6 **Quiz 4** on Ch 6 and 7. Overview of Chapters 8 and 9, Segmenting and Targeting Markets and Marketing Research. **(Improvement Plans due)**
- ***Mar 23rd** Week 7 **Quiz 5** on Ch 8 and 9. Review for Midterm Exam.
- ***Mar 30th** Week 8 **(Midterm Exam)** Work on Marketing Plan, Read Chapter 10.

(SPRING BREAK)

- ***April 13th** Week 9 **Etudes Discussion Questions** on chapter 10 due, **Quiz 6** on Ch 10, Overview of Chapter 11 and 13, Developing and Managing Products and Supply Chain Management.
- ***April 20th** Week10 **Supply Chain Assignment due. Read chapters 11 and 13.**
- ***April 27th** Week 11 **Etudes Discussion Questions** on chapters 11 and 13

- due. **Quiz 7** On Ch 11 and 13, overview of Chapter 14 Marketing Channels and Retailing.
- ***April 4th** Week 12 **Rough Marketing Plans due by email*, **Etudes Discussion Questions** due on chapter 14
- ***May 11th** Week 13 , **Quiz 8 on Chapter 14.** Overview of Ch. 15 Marketing Communications.
- ***May 18th** Week 14 **Quiz 9** on Chapter 15, Overview of Chapter 16, Advertising, Public Relations and Sales Promotion)
- ***May 25th** Week 15 **Etudes Discussion Questions** on chapter 15 due. **Quiz 10** on Chapter 15. **Marketing Plans Due**, Final Exam study guide available for download.
- ***June 1st** Week 16 **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 or call them @ 310-287-4450.

STANDARDS OF STUDENT CONDUCT: Students are encouraged to see the student handbook/course catalog for details about disruptions in class. Class disruptions also pertain to online classes like this one.