

West Los Angeles College  
Marketing 021, Section 8116-Principles of Marketing (CSU -3.0 Units)  
Spring Semester 2015 Syllabus

**Instructor:** Charles E. Bray, Jr.

**Cell:** 310-467-3773

**Book:** MKTG<sup>8</sup> 8<sup>th</sup> Edition

**ISBN-10:** 1285432622

**Class Location:** E-Tudes

**Class Time:** 24/7 (online!)

**Book Authors:** Charles W. Lamb/Joe F. Hair/Carl McDaniel

**ISBN-13- 9781285432625**

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**Office Hours:** Friday (8-8:30AM)

**Catalog Course Description:** This course introduces students to various activities in the field of marketing. It provides a broad understanding of the principles involved in the distribution of commodities from the producer to the user or consumer. It covers the consumer market, consumerism, packaging and brands, pricing, wholesaling, retailing, sales promotion, personal selling, and international marketing.

**Student Learning Outcomes & Course Objectives**

**A. Terminology.** As with any introductory course, the mastery of the language of the subject matter is essential to future success. This course moves very fast and there are a lot of definitions. Your mastery of these terms is likely the single largest determinate of your grade. There is no substitute for brute memorization of terms and basic concepts. Don't hesitate – Just Do It!

**B. Business Ethics:** Given the myriad of market related ethical questions in recent years (Did TEPCO act properly in nuclear meltdown?) the importance of a keen understanding of Ethics as it related to marketing is more important than ever. Part of our application of marketing to business concepts will discuss how ethical or unethical choices impact the presentation of “facts” to clients; and its impact upon society. As part of the class, students will submit a 1-2 page paper on ethical decisions relating to marketing that they will implement in their personal lives.

**C. Qualitative Analysis:** Students must learn to analyze problems by differentiating fact from opinions, using evidence, and sound reasoning to specify multiple solutions and their consequences. Also, we will learn how marketers interpret the subtle nuances in market trends to develop marketing strategies delivering superior financial performance. And, as a follow up to our discussion on ethics, the class will examine how the presentation of “facts” should be based on sound, unbiased reasoning.

**D. Quantitative Reasoning:** Students should be able to identify, analyze, and solve problems that are quantitative in nature. Sound quantitative skills are an essential component of career and/or entrepreneurial success as it relates to marketing.

Therefore, the quantitative reasoning objectives of this course are to:

- \* Apply basic math skills to marketing concepts;
- \* Demonstrate mastery of math skills to marketing concepts
- \* Make decisions using quantitative marketing information
- \* Introduce students to the relationship between marketing & financial data

Students will be measured via test questions and assignments. Don't worry if you're not good in a particular area. My role is to teach you marketing, not make it difficult for you to learn. What is most important in this class is that each and every student makes every effort to learn the material. My goal is to award as many A's as possible. However, A's must be earned and based upon college level academic standards.

Week of	Topic	Text for Reading Assignments	Due Date (check online)
4/13	Part 1: The World of Marketing	5P's & 4C's Outline	4/27
4/13	1.An Overview of Marketing 2.Strategic Planning for Competitive Advantage	Chapters 1&2	4/27
4/13	3. Ethics and Social Responsibility 4. The Marketing Environment	Chapters 3&4	4/27
4/20	5.Developing a Global Vision	Chapter 5	5/4
4/20	Part 2: Analyzing Market Opportunities 6. Consumer Decision Making 7. Business Marketing	Chapters 6&7	5/4
4/20	8.Segmenting and Targeting Markets 9. Marketing Research	Chapter 8&9	5/4
4/27	Part 3: Product Decisions 10. Product Concepts 11. Developing and Managing Products	Chapter 10& 11	5/11
4/27	12. Services and Nonprofit Organization Marketing	Chapter 12	5/11
5/4	Part 4: Distribution Decisions	Chapters 13 & 14	5/18

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	13. Supply Chain Management 14. Marketing Channels and Retailing		
5/4	Part 5: 15. Marketing Communications 16. Advertising, Public Relations, and Sales Promotion	Chapters 15&16	<b>5/18</b>
5/11	17. Personal Selling and Sales Management 18. Social Media and Marketing	Chapters 17&18	<b>5/25</b>
5/11	NO CLASS	NO CLASS	<b>(Ethics Paper Due 5/26)</b>
5/18	Part 6: Pricing Decisions 19. Pricing Concepts 20. Setting the Right Price	Chapters 19 & 20	<b>6/1</b>
6/1	<b>Finals Week – No Assignment</b>	Wrap Up Course – Take final exam.	<b>FINAL EXAM 6/7/2015 CLASS OFFICIALLY ENDS!!!</b>

**Keys to Success:**

1. Keep up with your assignments and turn them in on time. This class is for CSU credit so we must adhere to their standards!
2. Do the homework – Mistakes are allowed – lack of effort is not!
3. If you work consistently and follow steps 1 & 2 – you will succeed!
4. The most important aspect is that you learn the material!!!

**Grading Scale:**

90% + = A  
 80 – 89% = B  
 70 – 79% = C  
 60 – 69% = D  
 Below 60% = F

**Breakdown (subject to change):**

Chapter quizzes (600 pts): Approximately 70%  
 Final Exam (300 pts): Approximately 20%  
 Paper (100 total): 10%  
 Total: 100%

Up to 10% of your grade **may** be given in Extra Credit Points!!!

**Course Ground Rules:**

Each student is responsible for their enrollment in and withdrawal from the class. Three missed assignments, tests, and/or quizzes and you can be dropped from the class. Plagiarism, online class disruption, etc. will be addressed according to established procedures. (Please review “Standards of Student Conduct” <http://www.wlac.edu/services/documents/StandardsOfConduct-CHIX-ArticleVIII.pdf> top of page 8 for the rules)

**Harassment and/or ridicule of classmates WILL NOT BE TOLERATED and are grounds for suspension from the class and/or cancellation from the section.**

**Instructor Prerogatives:**

1. Please note that the instructor reserves the right to change assignments and dates (with ample advance warning) as necessary to foster class mastery of concepts.
2. Instructor reserves the right to add more assignments to promote student learning.
3. Late Assignments will receive reduced credit, typically reduced 1 letter grade.

**Instructor Commitment to Students:**

1. I will put in as much extra effort for each and every one of you as I possibly can – if you will do the same – for yourself.
2. You will PASS this class if you work consistently and put forth a good effort.
3. If necessary, I will give you more than 1 chance to demonstrate mastery of a concept if you work consistently and put forth a good effort.
4. I will provide an intellectually safe learning environment so ask your relevant questions.
5. My goal is to award as many A’s as possible. However, A’s must be earned and based upon college level academic standards.