

Syllabus/Fall Semester 2013
Principles of Marketing/Bus 021 Section 1440/Room CE 202
West Los Angeles College 9000 Overland Avenue Culver City, California 90230
Todd Matosic, Instructor, BA, MBA Email: matosit@wlaac.edu Phone: 310-287-4213 (office)
(Office Hours Wednesdays 12:40-1:40pm)

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

Available at the at the campus bookstore or online from select online book vendors.

ISBN-10: 1-285-09186-8 **Publisher:** Cengage.

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)

Institutional Learning Outcomes:

- A. Critical Thinking: Analyze problems by differentiating fact from opinions, using evidence, and using sound reasoning to specify multiple solutions and their consequences.
- B. Communication: Effectively communicate thought in a clear, well-organized manner to persuade, inform, and convey ideas in academic, work, family and community settings.
- H. Ethics: Practice and demonstrate standards of personal and professional integrity, honesty and fairness; apply ethical principles in submission of all college work.

ACADEMIC HONESTY: Academic honesty is highly valued at West Los Angeles 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: 10 Quizzes (100 points), Midterm Exam (200 pts), Final Exam (200 points), Business Improvement Plan Assignment (100 points), Marketing Presentation (200 pts), Marketing Plan (200 points)

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 attendance, quizzes, exams, projects, and all work required during the semester. See above for description of point values for grades A-F.

Aug 26th–Aug 28th	(Chapter 1)	Week 1 (Course outline detailed/course overview)
No Class –Sept 4th	(Chapter 2 and 3)	Week 2 (Quiz 1 on Ch 1)
Sept 9th –Sept 11th	(Chapter 3 and 4)	Week 3 (Quiz 2 on Ch 2 and 3)
Sept 16th –Sept 18th	(Chapter 5)	Week 4 (Quiz 3 on Ch 4 and 5)
Sept 23rd –Sept 25th	(Chapter 6)	Week 5 (Quiz 4 on Ch 6) (Improvement Plan/Media Campaign)
Sept 30th - Oct 2nd	(Chapter 7)	Week 6 (Quiz 5 on Ch 7)
Oct 7th - Oct 9th	(Chapter 8)	Week 7 (Quiz 6 on Ch 8)
Oct 14th - Oct 16th	(Chapter 9 and 16)	Week 8 (Quiz 7 on Ch 9)
Oct 21st - Oct 23rd	*****	Week 9 (Group work/review for Midterm)
Oct 22nd - Oct 24th	(Chapter 10)	Week 10 (Mid Term)
Oct 28th - Oct 30th	(Chapter 11)	Week 11 (Quiz 8)
Nov 4th–Nov 6th	(Chapter 12)	Week 12 (Team Marketing/PR Plans)
Nov 11th–Nov 13th	(Chapter 13)	Week 13 (Quiz 9) (Presentations)
Nov 18th	(Chapter 14)	Week 14 (Quiz 10) (Presentations)
Dec 2nd–Dec 4th	(Chapter 15)	Week 15 (Review for Final)
Dec 9th–Dec 11th		Week 16 (Review for Final/ Final Exam)

***No Classes Labor Day, Sept 2, Veteran's Day, Nov 11, Thanksgiving Nov 28 - Dec 1**

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.

Important Days (Drop a Class with out a Fee or a “W” Sept 6, last day to drop with a “W” November 15th.)