Principles of Marketing
Spring 2009 Business 20 Syllabus Section 1306/1307
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Course begins on Tuesday, February 17
Course ends on Friday, April 10

Course Description
This course introduces modern business marketing concepts and strategies and familiarizes the student with standards, procedures, and techniques used in marketing. Topics include marketing research, consumer behavior, product and pricing strategies, marketing communications, and distribution.

Course Objectives
• Upon completion of this course the student will be able to:
  • Define the marketing concept
  • Understand marketing research and target marketing
  • Identify and discuss the roles of product, price, place, and promotion in effective marketing
  • Understand the issues and opportunities related to global marketing
  • Develop effective marketing plans

Grades
800 points Exams (4@200 points each)
100 points Homework (4@25 points each)
100 points Threaded Discussions (4@25 points each)
1000 Total possible points
0-599 F, 600-699 D, 700-799 C, 800-899 B, 900+ A
Chapter 14, Week 7
Retailing

Chapter 15, Week 7
Integrated Marketing Communication

Chapter 16, Week 8
Advertising and Sales Promotion

Chapter 17, Week 8
Personal Selling and Sales Management

Exams
May consist of objective questions, short answers, and essays. Each exam is worth 200 points.

Exam 1: Thurs., Feb 26-Mon, Mar 2, Chapters 1, 2, 3, 4, 5
Exam 2: Thurs., Mar 12-Mon, Mar 16, Chapters 6, 7, 8, 9
Exam 3: Thurs, Mar 26-Mon, Mar 30, Ch 10, 11, 12, 13,
Exam 4: Thurs, Apr 2-Friday, Apr 10, Chapters 14, 15, 16, 17
Final: Comprehensive make-up exam offered
Thurs., Apr 2-Friday, Apr 10

Course Materials

M Marketing, 1st Edition
Grewal & Levy
McGraw-Hill
ISBN 0-07-724080-4
@SMC Bookstore $66.50

Homework
There are questions assigned in various chapters. Each homework assignment is worth 25 points. There are a total of 4 assignments. Responses should be about two paragraphs long, but no longer than the equivalent of a full page (8 1/2x11"). All homework assignments must be posted in your online Journal. Make sure you select the box, "Share with Instructor." The subject must include Homework number. DO NOT EMAIL HOMEWORK ASSIGNMENTS.

Threaded Discussions
There are 4 threaded discussions. Each thread participation is worth 25 points. You must participate in all threaded discussions to earn your 100 points. If there is more than one threaded discussion question in a chapter, you only need to select one question to receive full credit.

Note: When you complete your response in a threaded discussion, highlight your entry and copy the text just prior to submitting. In the event that time has elapsed and an error occurs in the program, all your work could be lost. However, you now have a copy which you can paste and re-submit.
Course Policies

• This course is on PACIFIC TIME.

• All homework and threaded discussions are due during the week they are assigned, unless other-
wise noted. Sunday will be considered the last day of the week. No exceptions!!! For example,
anything assigned for Chapters 1 and 2 are due no later than Sunday, February 22

• All homework assignments must be posted in your online Journal.

• Correspond via email rather than phone messages. If your issue is complicated, send me a brief
email and alert me that you have left a phone message. (310) 434-4617.

• All correspondence via email must include BUS 20 in the subject line and your full
name in the body of the email. Any correspondence, email or other, will not get a response.
Once the semester begins, I receive between 100-150 emails a day. On top of that, many people
use only their screen names, assuming that I would somehow know who they are. So to manage
the volume of correspondence, I request this information. Thanks.

• General questions should not be emailed. They should be posted on the Threaded Discussion lo-
cated in the "Course Home" section. I will post a reply, so all students can receive the informa-
tion. Most questions are shared by other classmates. Everyone will be able to access the informa-
tion. If your question is personal in nature, please use email. When in doubt, use email.

• It is your responsibility to drop the course. Late drops or additions are NOT allowed. No Excep-
tions!!! Confirm the drop deadlines to avoid a “W” or receive a guaranteed “W” with the admis-
sions office.

• Unexcused missed exams will result with a fail (zero points) for that exam.

• Because I regard this class as I would any job responsibility, I will hold you to strict standards of
timeliness and ethics. In this regard, late work is unacceptable. Any assignment that is not sub-
mitted by the due date may receive zero points. With regard to ethical conduct, it is my sincere
hope that no student in this class submits work which is not his or her own. Any assignment that
is not written solely by the student whose name appears on the submission, will automatically re-
ceive a grade of zero (0) for the assignment. Similarly, if a student is determined to have cheated
on an exam, the student will receive a score of "0" for the exam.

• Any requests for accommodation during the semester for such things as religious holidays or dis-
ability must be presented to the instructor in writing (via email) no later than Friday, February
20.

• The instructor reserves the right to make changes in this course schedule.

• Student Code of Academic Conduct and Reporting Policy applies in this course. See SMC web-
site for additional information.

Frequently Asked Questions

When do classes meet?
There are no scheduled on-campus or on-line class periods. The entire course is asynchronous and
can be accessed at your convenience. Your only requirement is to complete assignments and exams
as scheduled on the syllabus.
Are the classes different from "on-campus" classes?
NO. The content is identical. Only the delivery method differs. Your transcript will NOT identify this course as an online class.

Is this method of delivery for everyone?
Absolutely NOT. You must be a self-directed student who can plan their schedules to accommodate the deadlines outlined in the syllabus. It is very easy to fall behind in this course.

Is an online course right for me?
Students who are self-empowered are often successful at surviving the on-line journey and reaching the endpoint of their online course. Students who perform at his or her full potential, has high self-esteem, welcomes change and is willing to assume responsibility, make decisions, and express opinions, are successful online learners.

What are some potential problems?
Avoid traps. Don't set yourself up for doom by procrastinating, blaming others, mismanaging time or technology. Online students are often in multiple life roles and time is a valuable commodity.

What are threaded discussions?
They are asynchronous class discussions, much like a bulletin board. You can respond to my comments or your classmates comments. Post your responses and comments on the web site. Do not email your responses. You participate at your leisure, but must complete them during the assigned time frames.

What are the arranged hours?
This is the time that you will spend on the course over the Internet.

Will we ever meet on campus?
No.

Do we have to meet online at a specific time?
No.

How do I take exams?
Over the Internet. They are written with this in mind. They consist of both multiple choice and short essay questions.

Who should I contact if I am experiencing a technical problem on the SMConline web site?
You should email or call the Help Desk. Contacting me for answers will not solve the problem. I don't have the same administrative rights to view your minute-to-minute activity as they do. However, you can always cc: a copy of your correspondence to me.
Tech Support Email: helpdesk@smconline.org
Tech Support Phone: 1-303-873-0005

Where do the homework assignments come from?
Some of the questions come from the textbook, others from supplement materials I use in your course.

Do I need to buy the textbook?
Yes. The course assignments and exams are written with the assumption that you have the book.

Where do I begin?
I am assuming you know how to login into the http://smconline.org. First and foremost, you must read the Course Syllabus thoroughly. Visit the page for your class.
Read the information carefully. I receive many questions from students regarding issues detailed in the syllabus. For example, "How do I send my homework?"

The syllabus reads as follows:
"Post all submitted homework assignments in your Journal. In the "Title", state the Chapter number. Homework assignments submitted in the Journal are automatically date posted. Make sure you select "Share entry with instructor."   Note: Write your homework in a word processing program (e.g. MS Word) and copy and paste the text in the journal. Sometimes after you have written in the journal, time has elapsed and an error occurs in the program, which causes you to lose your work."

**Once I am in the web site what do I do?**
Once you have entered your course, you will find an "Interactive Syllabus". There are between 16-20 chapters which must be completed as scheduled. Once you open a chapter, you will find readings, assignments, and discussion areas to participate in and complete. As described in the syllabus: All homework/assignments and threaded discussions are due during the week they are assigned. No exceptions!!! To prepare for the exams, you should read the chapters assigned and complete the homework and threaded discussions, as they become due.

**If I have not entered the site by Thursday of the first week of school, are there any consequences?**
YES, you may be dropped. There are no "reinstates" or "late adds" for an online course. I will turn in the drop rosters based on student activity through Thursday of the first week of school.

**Where do I find homework assignments?**
Homework assignments can be found in chapters which have an assignment, by following the links.

**When are homework assignments and threads due?**
All assignments and threads are due no later than Sunday evening the week they are assigned.

**Where do I find my grades?**
The Gradebook in the course shell. See the tabs on the top of the page once you enter the class.

**I have sent you email, but you have not responded?**
As described in the syllabus: "All correspondence must include your last name, first name, SMC ID, and class enrolled in that order." I receive a large volume of email. Much of it is junk. The only way I can distinguish between my students email and "junk" is by you following this request. Also, I do not respond to anonymous email. That is, people who only include their "email name", such as, "seacastle@aol.com."