Principles of Marketing
Business 20 Syllabus Section 1282
Instructor: Sal Veas
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Please note all dates and deadlines in this syllabus.

Course begins on Monday, October 25
Course ends on Thursday, December 16

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)
100 points Homework (4@25 points)
100 points Discussions (4@25 points)
1000 Total possible points
0-599 F , 600-699 D, 700-799 C, 800-899 B, 900+ A

Exams
May consist of objective questions, short answers, and essays. Each exam is worth 200 points. Your best 4 out of 5 exam scores will count towards your final grade. All Exams all given in class.

Exam 1: Chapters 1, 2, 3, 4, 5
Thursday, November 4

Exam 2: Chapters 6, 7, 8, 9, 10
Thursday, November 18

Exam 3: Chapters 11, 12, 13, 14
Thursday, December 2

Exam 4: Chapters 15, 16, 17, 18
Thursday, December 16

Exam 5: Optional comprehensive Make-up Exam
Thursday, December 16

Homework
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 the Dropbox. You can either post your text or upload a Word, PowerPoint, Excel, Pages, Numbers, Keynote, or PDF file.

DO NOT EMAIL HOMEWORK ASSIGNMENTS.

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.

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 Materials

M Marketing, 2nd Edition
Grewal & Levy, McGraw-Hill
ISBN 0-07-738643-4
@SMC Bookstore $73.50

Please read carefully.

Course Policies

❖ Other than this syllabus, all other course materials will be available only via the Internet at http://homepage.smc.edu/veas_sal/ and http://www.smconline.org.
❖ Regarding the online portion of this course, dates and deadlines are on PACIFIC TIME.
❖ All homework and discussions are due during the week they are assigned, unless otherwise 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, October 31.
❖ All homework assignments must be posted in the Dropbox, located in the course website by the stated deadline.
❖ 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.
❖ SMC Google-powered email account (username@student.smc.edu) for all email communication.
❖ 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.
❖ Keep an electronic paper trail of all correspondence. Save all sent email. I will do the same.
❖ General questions should not be emailed. They should be posted on the Threaded Discussion located in the "Course Home" section. I will post a reply, so all students can receive the information. Most questions are shared by other classmates. Everyone will be able to access the information. 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 Exceptions!!! Confirm the drop deadlines to avoid a "W" or receive a guaranteed "W" with the admissions office.
❖ Unexcused missed exams will result with a fail (zero points) for that exam.
❖ There are no make-up exams.
❖ It is your responsibility to bring writing instruments and erasers that work during the exams. No bartering allowed. Any eraser errors on the Scantron exams will not be acknowledged!!!
❖ You must be prepared to show a picture I.D., such as a California Drivers License or an SMC Picture I.D., when taking an exam.
❖ No hats of any type or sunglasses can be worn during an exam, unless specified in writing for medical reasons.
❖ Pagers and Cellular phones must be set on vibrate or must be turned off.
❖ 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 submitted 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 receive 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 disability must be presented to the instructor in writing (via email) no later than Friday, October 29.
❖ 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 website for additional information.

FAQ

When do classes meet?
This is a hybrid course. On-ground class meetings are scheduled two days a week for 8 weeks. Exams will be given in class as scheduled.

On-line class periods are asynchronous and can be accessed at your convenience. Your only requirement is to complete homework and discussion by the due dates as scheduled.

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.

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

SYLLABUS, BUS 20, PRINCIPLES OF MARKETING, FALL 2010, PROFESSOR SAI VEAS AT SANTA MONICA COLLEGE