Principles of Marketing
Business 20 Syllabus Section 1286
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Please note all dates and deadlines in this syllabus.

Course begins on Monday, April 19
Course ends on Friday, June 11

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

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.

Exams
May consist of objective questions, short answers, and essays. Each exam is worth 200 points. Exact chapters covered on each exam will be announced in class.

Exam 1: Thursday, 4/29-Monday, 5/3, Chapters 1, 2, 3, 4, 5
Exam 2: Thursday, 5/13-Monday, 5/17, Chapters 6, 7, 8, 9
Exam 3: Thursday, 5/27-Tuesday, 6/1, Chapters 10, 11, 12, 13,
Exam 4: Thursday, 6/3-Friday, 6/11, Chapters 14, 15, 16, 17
Exam 5: Thursday, 6/3-Friday, 6/11, (Comprehensive make-up exam offered)
Course Materials
M Marketing, 1st Edition
Grewal & Levy, McGraw-Hill
ISBN 0-07-724080-4
@SMC Bookstore $66.50

Please read carefully.

Course Policies
❖ This course is on PACIFIC TIME.
❖ All homework and threaded 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, April 25
❖ 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 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.
❖ 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, April 23.
❖ 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?
There are no scheduled on-campus or online 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.
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.
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://smcouline.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.
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.
If I have not entered the site by the second day of class, 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.

Additional frequently asked questions are posted on the course website.