Principles of Marketing
Business 20 Syllabus Section 1275
Instructor: Sal Veas     http://homepage.smc.edu/veas_sal
veas_sal@gapps.smc.edu  310-434-4617  Office: 200A

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 strategies.

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

Learning Outcomes
1. Students will design and present a marketing project given a specific marketing problem or opportunity scenario.
2. Students will demonstrate comprehension of marketing principles by completing comprehensive examinations with a score of at least 70 percent.

Grades
720 points Exams (4@180 points)
120 points Critical Thinking (4@30 points)
160 points Discussions (8@20 points)
1000 Total possible points
0-599 F, 600-699 D, 700-799 C, 800-899 B, 900+ A

Homework
There are a total of 12 assignments: 4 Critical Thinking and 8 Threaded Discussion assignments. All Critical Thinking assignments must be posted through TurnItIn, an online writing evaluation service. TurnItIn's OriginalityCheck conducts textual similarity reviews of submitted papers. Please note that TurnItIn does not accuse you of plagiarism; it is only identifying similarity to content in its database for my review.

Critical Thinking responses should be about 2-3 paragraphs long, but no longer than a full page (8 1/2x11”). Post your file in the Dropbox.

Threaded Discussions must be posted directly in the Threaded Discussion. Think of Discussions as if we were in the classroom chatting about the topic.

Exams
May consist of objective questions, short answers, and essays. Each exam is worth 180 points. Your best 4 out of 5 exam scores will count towards your final grade. An optional comprehensive 5th exam will be offered during the final exam schedule. This exam can be used to replace a missed exam or a low score from exams 1, 2, 3, or 4.

Exam 1: Chapters 1, 2, 3, 4
Week 2: Friday, Nov 7-Sunday, Nov 9
Exam 2: Chapters 5, 6, 7, 8
Week 4: Friday, Nov 21-Sunday, Nov 23
Exam 3: Chapters 9, 10, 11, 12
Week 6: Friday, Dec 5-Sunday, Dec 7
Exam 4: Chapters 13, 14, 15, 16
Week 7/8: Friday, Dec 12-Friday, Dec 19

Make-up Exam 5: Comprehensive
Week 7/8: Friday, Dec 12-Friday, Dec 19
Course Materials

Marketing: Real People, Real Choices, SMC Custom Edition
Solomon, Marshall, Stuart

Required. The course is based on the 7th edition textbook. There may be other options out there, but with so many different versions of a textbook, it will have to be your call. Review the table of contents and make your decision. Most versions that contain all 16 chapters are probably fine. No pin codes are required for this course. A used copy of the 7th edition is fine.

Loose leaf copy: 978-1-2562-7147-5
≈$111 at SMC Bookstore
eBook Option: ≈$73
http://www.coursesmart.com/IR/1184273/9780132177078?__hdv=6.8

Please read carefully.

Course Policies

❖ This course is on PACIFIC TIME.
❖ You must complete the Class Introduction discussion no later than Wednesday, October 29, by 9PM PST or you WILL be dropped from the course. This is the equivalent of calling roll in class.
❖ You must complete Homework 2 by Sunday, November 2, or you WILL be dropped from the course. State law now requires that faculty drop all students who are inactive, by the census date. Students no longer have the “right to fail.”
❖ All homework and threaded discussions are due as stated on the course website.
❖ All Critical Thinking assignments must be posted through TurnIn, an online writing evaluation service, by the stated deadline, unless otherwise instructed. You will access TurnIn through the Dropbox.
❖ Homework not submitted by the deadline, can be submitted for partial credit up to the last day of class. Credit will be given as follows: Up to one week late, maximum credit=75%; Beyond 1 week late, maximum credit=50%.
❖ 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.
❖ Feel free to contact me via text at (424) 235-4617. This number is for texts only. You must include your name in the text message. I do not save numbers to my contact list, so without a name, I do not respond. For example: Jones, Mark: Can I use Google apps for my assignment?
❖ SMC requires that students use their SMC Google-powered email account (username@student.smc.edu) for all email communication. I am unable to respond to any other email accounts.
❖ All correspondence via email must include BUS 20 in the subject line and your full name in the body of the email. Any correspondence without this information will most likely not get a response.
❖ 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.
❖ 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. In addition, all cases of cheating will be reported to the Dean of Students.
❖ 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 Tuesday, November 4.
❖ 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 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 class 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.

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 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 CorsairConnect. 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 16 chapters which must be completed as scheduled.

Additional frequently asked questions are posted on the course website.