

DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS 90 – PRINCIPLES OF MARKETING - Online
Summer 2017
INSTRUCTOR: Emily Garbe PhD

Welcome to Principles of Marketing! This is a completely online class where we will have online readings, assignments and mini-simulations. We will cover the fundamentals of marketing and play mini-simulations which emulate decisions needed in development of a marketing plan. So get ready for a fun and exciting quarter.

Since this is a summer class, we are moving at twice the normal speed in order to complete the course in 6 weeks rather than the typical 12 weeks quarter. Therefore, it is essential to keep up with all the readings and assignments. **No late assignments will be accepted.** If you plan on taking time off from this class for vacation, work, family, personal matters, etc., please consider taking the course in the fall quarter instead. Please do not ask for extensions beyond what is listed.

This course relies on Canvas and Pearson MyLab; as such, please make sure you start your assignments and readings early in case you have computer, software, or network issues. Instructor will **not** make allowance for technical problems for late assignments. Please make sure you complete a system check for Canvas and Pearson MyLab and update all browsers and settings according to instructions by Canvas and Pearson. Please **DO NOT contact the instructor for tech support.** There are help desk staff more qualified to help you.

The assignments and deadlines are subject to change based on the course progress during the quarter. Please refer to Canvas for updates.

NUMBER OF UNITS: 5

REQUISITES:

Advisory: English Writing 211 and Reading 211 (or Language Arts 211), or English as a Second Language 272 and 273.

COURSE OBJECTIVES:

By the end of the course students are expected to:

1. Determine appropriate market segments and target markets and describe the major components of a fundamental model of consumer behavior.
2. Analyze the effectiveness of the marketing mix (product, price, promotion and distribution) for a particular organization.
3. Identify global forces external to the organization that affect marketing strategies.

Emphasis in the course is on key terminologies, critical analysis, strategic concepts and managerial decision-making in marketing as it is conducted today in world-class business firms.

CONTACT INFORMATION:

Class location: This class is completely online via Canvas. No face-to-face meeting.

Office hours: No office hours during the summer quarter unfortunately.

Canvas Messaging for non-course questions: Go to Canvas home page and click on “Inbox”. Do not email the instructor. Please, do not ask for assignment extensions or extra credits please. The instructor will try to answer the messages within 2 business days or highly likely much sooner. All course content questions (about the chapters or simulations) must be in Class Q&A Forum, not private message to the instructor.

COURSE MATERIALS (Required as of first day of class):

- *Marketing – Real People, Real Choices, 9/e*, by Solomon, Marshall & Stuart
- Pearson MyLab

The e-textbook is bundled with MyLab and accessed via Canvas.

- MyLab with eText, access card ISBN 9780134293189
- Optional only if you want a paper copy:
 - MyLab with eText & loose-leaf textbook ISBN 9780134640112
 - Traditional textbook ISBN 9780134292663

You may purchase either directly from Pearson MyLab (via a link from Canvas) for \$69 once Canvas is available for the quarter, or from the De Anza book store (will be at bookstore price).

If you are on financial aids or using a book voucher, you must purchase from the De Anza Bookstore. Please follow the appropriate process via the DA bookstore directly who are better equipped to help you.

COURSE REQUIREMENTS:

This is a five-unit course on an accelerated summer schedule where 2 weeks worth of materials are covered in one week timeframe with 2-3 chapters per week at 2 to 3 hours per chapter plus assignments. Make sure you allocate sufficient time per week studying the course materials and doing the homework assignments. All assignments must be submitted on time (either on a Wednesday or Saturday or the week). You may turn in your assignments up to 2 weeks early, but not late. You will need to access the websites listed below.

1. All registered students must use De Anza’s courseware Canvas to access the course homepage where access to all the course materials reside
<https://deanza.instructure.com>
2. Read the lecture slides for the assigned chapters. You may want to print out the lecture slides, and use them as the study guide for the chapters.
3. Read the etextbook by clicking on the MyLab tab at Canvas course homepage.
4. Watch the videos for the assigned chapters and take the video quizzes. **Make sure you enable pop-up in your browser.**
5. Complete the mini-sim(s) for the assigned chapters
6. Take the open-book online chapter quizzes only **after** you have studied the chapters.
7. Complete the class forums and writing assignments.

Please note: if a link listed in this syllabus does not work please copy and paste the URL to your

browser directly.

Getting help:

Please click on the help button on the lower left of your Canvas screen for tech support, or upper right hand corner “?” for Pearson MyLab help desk. **Please do not ask the instructor for tech support** since the Pearson and Canvas are much better positioned to help you.

Please post course content questions to the “Class Q&A forum” about the assignments or the chapters in the book. This is an interactive class, so students are strongly encouraged to post and respond to your classmates’ postings. Private message (not email) instructor only for course administration issues. Any course content questions will be re-posted to the Class Q&A forum since if you have a question, it is highly likely others also have the same question. Let’s make this a fun, collaborative, and supportive learning environment.

Class Attendance and Participation:

The instructor will drop the students who fail to complete all required assignments during Week 1. The instructor may drop the students who fail to participate by completing all assignments for 2 or more weeks during the quarter unless the students contact the instructor prior to the assignment due date with valid reasons and proofs (National Guard, jury duty, major illness) to request an “I” (Incomplete) for the course. However, if a student needs or wants to drop the class, the student is solely responsible for dropping the course on time. Travelling, work, vacation, family, forgetting the assignments, or computer/network problems are not valid excuses. Please see De Anza’s attendance policies and deadline for drop/add at <http://www.deanza.edu/policies/attendance.html> and <http://deanza.edu/calendar/>.

Participation in class and timely completion of assignments are essential as learning in this class is built on top of the previous chapters. As such, for those students who add the class with an add code, the record of assignment submissions and participation maintained by the instructor begins with the day the students are given the add code by the instructor. However, it is the sole responsibility of the students to add the course officially on De Anza MyPortal.

SYSTEMS AND NETWORK REQUIREMENTS:

Access to a computer and the internet:

This is an online class, which means all of the coursework will be conducted online, including online assignments, Canvas forum discussions, and online chapter videos, simulations, and quizzes. All assignments are posted on Canvas at <https://deanza.instructure.com>.

A computer is required for submitting your assignments. You may use your own computer for Internet access; or, if you prefer, you can use the computers in either the De Anza library or the Library West Computer Lab. Not having time to go to the library to use the computers or forgetting to do the assignments are not valid excuses for incomplete assignments. No late submissions will be accepted.

Never do your assignments on a smartphone. Make sure you have reliable internet connection and system.

Computer Requirements:

Canvas:

Canvas supports the current and first previous major releases of the following browsers:

- **Internet Explorer** 11 and Edge (*Windows only*—please make sure your operating system is also current as noted in the computer specifications lesson; you may need to download the Windows 10 Anniversary Update to submit Canvas assignments)
- **Safari** 8 and 9 (*Macintosh only*)
- **Chrome** 52 and 53
- **Firefox** 47 and 48 (Extended Releases (Links to an external site.) are not supported)
- **Flash** 22 and 23 (used for recording or viewing audio/video and uploading files)
- **Respondus Lockdown Browser** (supporting the latest system requirements (Links to an external site.))

We highly recommend updating to the most current version of your preferred browser. Your browser will notify you if there is a new version available.

[Run the Computer Readiness Test](#) (Links to an external site.) to test your browser and see what plug-ins you might need.

Pearson Mylab/etextbook:

Popup is required to view the videos. For Google Chrome, go to “setting”, “advance setting”, “privacy”, “content setting”, “pop ups”, “allow”. For more details or for other browsers, please follow this link to make sure your computer support Pearson MyLab

<http://www.pearsonmylabandmastering.com/northamerica/mymarketinglab/system-requirements/index.html>. You MUST also enable cookies. Follow the instructions listed in this link very carefully and do exactly what was recommended for popups and cookies. You must enable both. For cookies, include “pearson.com”, “pearsoned.com” and “mathxl.com” in “Manage exceptions” of cookies settings. The Pearson link above has detail instructions and screen shots to guide you. Not able to run videos or not able to see the etextbook or sims are not valid reasons for missing assignments. Again, please contact Pearson help desk if you have any technical issues, **not the instructor**.

CLASS ACTIVITIES

1. Chapter reading.
2. Chapter videos and video quizzes (no time limit. Est. time: 10 min per video)
3. Chapter mini-sims (no time limit. Est. time: 5-10 min per sim)
4. Chapter quizzes (30 min per quiz)
5. Discussion forums (no time limit. Est. time: 30-45 min).
6. Marketing plan

ACCOMODATIONS

Students with learning disabilities are encouraged to make arrangements with the De Anza Disabled Student Services if you need extra time on the quizzes. Students who are unsure whether they have a learning disability are encouraged to contact the Disability Programs and

Support Services as soon as possible to determine eligibility. Please submit your DSS form to the instructor if you need accommodations. Instructor cannot make accommodations without instructions from DSS.

Pearson MyLab and Canvas provides accessibility accommodations for all etextbook, sims, videos. Please follow the instructions as indicated by Pearson and Canvas.

GRADING POLICY

The grades will be based on the following distributions. Note that two lowest grades for video quizzes, mini-sims and chapter quizzes are dropped. So if you did not do well in one or two assignments, or forgot/missed them, do not panic and NEVER ask the instructor to extend or restart just for you as it would not be fair to others in the class.

<i>Activities</i>	<i>Canvas Points</i>
Video quizzes	100 (10 points per case, 13 videos, 3 lowest grades dropped)
Mini sims	150 (10 points per sim, 18 sims, 3 lowest grades dropped)
Chapter quizzes	550 (50 points per quiz, 13 quizzes, 2 lowest grades dropped)
Discussion forums	120 (60 points for Segmentation and Gamification forums)
Marketing plan	80

Letter grades will be assigned to students based on their total course grade, which is calculated as a sum of the grading components, as described above, divided by 1,000 points. The letter grade assignment table below will be used as the guideline.

Total points	Letter grade
970 or above	A+
930-969	A
900-929	A-
870-899	B+
830-869	B
800-829	B-
770-799	C+
700-769	C
670-699	D+
630-669	D
600-629	D-
599 or below	F

Academic Integrity Policy:

Students are expected to abide by the Student Conduct Rules as described in the Student Handbook at <http://www.deanza.edu/studenthandbook/academic-integrity.html>. Students who cheat on the tests, or help another person to cheat will receive a failing grade in this course and be reported to the Dean of EOPS & Student Development.

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Weeks	Reading assignments	Quizzes & Assignments (due 11:59pm)*
Week 1 (due Wed 7/5)	Chapter 1 – World of Marketing	Video – Toms Shoes Mini Sim – Creating Value Mini Sim – Marketing Mix Chapter quiz
Week 1 (due Sat 7/8)	Chapter 2– Global Marketing	Video – Monster.com Mini Sim – Global Marketing Chapter quiz
Week 1 (due Sat 7/8)	Chapter 3.3 – Marketing Plan	Mini Sim – Marketing Plan
Week 2 (due Wed 7/12)	Chapter 4 – Market Research	Video – Go-gurt Mini Sim – Market research Chapter quiz
Week 2 (due Sat 7/15)	Chapter 5 – Market Analytic	Video – Stew Leonards Mini Sim – Big data Chapter quiz
Week 2 (due Sat 7/15)	Chapter 6 – Understand Markets	Video – Eaton Mini Sim – Buyer decision process Chapter quiz <i>Discussion Forum: Gamification</i>
Week 3 (due Wed 7/19)	Chapter 7 – Segmentation	Video – NutriSystem Mini Sim – Segmentation Chapter quiz <i>Discussion Forum: Facebook vs. Twitter</i>
Week 3 (due Sat 7/22)	Chapter 8 – New Product Development	Video – Honest Tea Chapter quiz
Week 3 (due Sat 7/22)	Chapter 9 – Product Strategy and Branding	Video – Fiber One Mini Sim – Product Life Cycle Chapter quiz
Week 4 (due Wed 7/26)	Chapter 10 – Pricing	Video – General Electric Mini Sim – Pricing Mini Sim – Pricing Strategies Chapter quiz
Week 4 (due Sat 7/29)	Chapter 13 – Advertising and Sales Promotion	Video – Zappos Mini Sim – Advertising Mini Sim – IMC Chapter quiz
Week 4 (due Sat 7/29)	Chapter 14 – Social Media Marketing, Selling and PR	Video – Principal Financial Group Mini Sim – Online Marketing Mini Sim – Personal Selling Chapter quiz

Week 5 (due Wed 8/2)	Chapter 11 – Distribution Strategy	Chapter quiz
Week 5 (due Wed 8/2)	Chapter 12 – Bricks and Clicks	Chapter quiz
Week 5 (due Sat 8/5)	Chapter 3.3 revisited - Marketing Plan	<i>Assignment: Marketing Plan</i>
Week 6 (due Wed 8/9)	Chapter 11 – Distribution Strategy (cont'd)	Video – Dunkin Donuts Mini Sim – Supply Chain
Week 6 (due Wed 8/9)	Chapter 12 – Bricks and Clicks (cont'd)	Video – Umpqua Bank Mini Sim – Service Marketing Mini Sim – Retailing

*See course page in Canvas for details on the assignments.