

DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS 90 – PRINCIPLES OF MARKETING

Sec 62Z– Online, CRN: 00323

Fall 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.

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: M-R 10:30-11:20am, [Building F5 Room S](#).

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.

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

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

9/21/17

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

- Pearson 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 a special negotiated price of \$69 once Canvas is available for the quarter (the weekend before start of school), or from the De Anza book store (will be at higher bookstore price). Do not go to Pearson website directly on your own as your Pearson account would not link to your Canvas account and the price would likely be significantly higher. The first time you click on MyLab from Canvas, you will be prompted to purchase the etext/MyLab. After which you will have integrated link to MyLab and your etext. Please access all assignments (etext, chapter quizzes and mini-sims) from Canvas rather than directly from Pearson website.

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. Since it takes time to go through the bookstore, please purchase the textbook **BEFORE** start of the quarter to ensure you complete the first assignment by end of Week 1. No extensions on assignments.

COURSE REQUIREMENTS:

This is a five-unit course. Make sure you allocate sufficient time per week studying the course materials and doing the homework assignments. All assignments must be submitted on time (see due dates for each assignment listed at the end of the syllabus). 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 etext 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. **Make sure you enable Java and cookies in your browser.** Access mini-sims from Canvas weekly assignment area.
6. Take the open-book online chapter quizzes only **after** you have studied the chapters.
7. Complete the class forums and writing assignments. Access chapter quizzes from Canvas weekly assignment area.

Please note: if a link listed in this syllabus does not work please copy and paste the URL to your browser directly. Sometimes a browser may not link to an URL from Word doc so please no need to contact the instructor, just copy/paste to your browser.

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. However, if you have questions about the course contents, please do not hesitate to message the instructor, as you would have if we were in a face-to-face class.

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. Based on the [De Anza Student Handbook](#), to request an incomplete on the transcript, a student must have completed at least 75% of the course assignments and tests.

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.

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 readiness test by clicking on this link or copy/paste the link

<https://apps.3cm mediasolutions.org/oei/tools/computer-readiness.html> so that you can test your browser and see what plug-ins you might need.

Pearson Mylab/etext:

Popup, Java and cookies need to be enabled to view the videos and run the simulations. 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. For instructor’s own experience, Safari on Apple and Firefox on Windows seem to run better. However, some students thought IE or Chrome are better. Please try different browsers to see which runs best on your own system.

Not able to run videos or not able to see the etext 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: Access videos and quizzes on Canvas.
3. Chapter mini-sims: Access to MyLab by clicking on mini-sim links in weekly assignment area.
4. Chapter quizzes: Access to MyLab by clicking on chapter quiz links in weekly assignment area.
5. Discussion forums: Access to discussion forum on Canvas.

6. Marketing plan: Click on assignment link to access project descriptions.

COURSE HOME PAGE

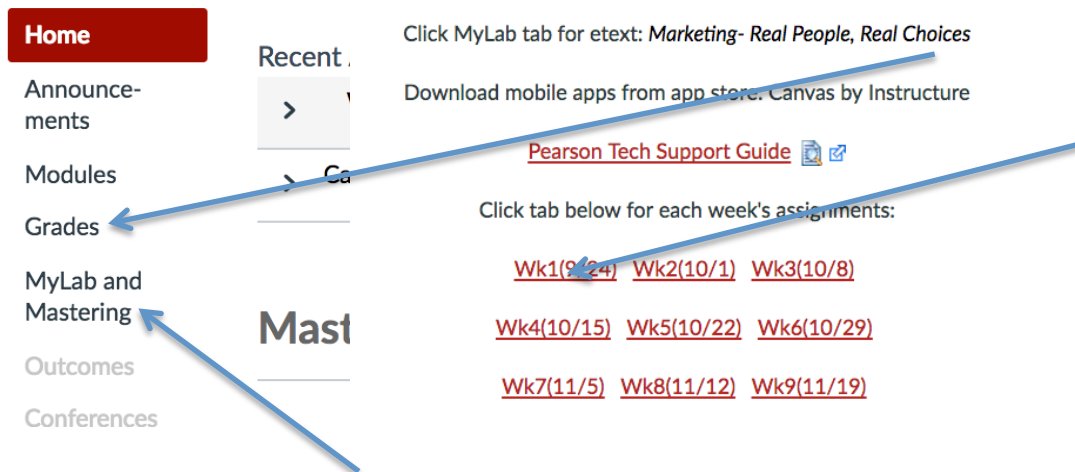
Log into Canvas at <https://deanza.instructure.com> with your De Anza ID. You can access your Canvas course home page starting the weekend before start of the quarter till Friday of the last week of the quarter.



Once you log in to Canvas, you will see a list of courses you have registered that has a Canvas component. Click on BUS90 to go to our course home page.

Click “MyLab and Mastering” to go to Pearson site for purchase/access to etextbook. Click on the appropriate week button for each week’s assignment module.

Click on “Grades” to keep track of your own progress.



Within each week's module, there are two sections: Resources and Assignments. Follow the list under Resources for chapter readings, lecture slides, and any additional videos or weblinks. Chapter readings for our main textbook resides on Pearson MyLab. You can click on "MyLab" then "etext" to access the textbook. You can also download the Pearson etext app onto a mobile device and read your chapters on the mobile device. However, you need to complete and submit the assignments on a computer, not a mobile device.

The screenshot displays a Canvas LMS interface for Week 1 (9/24-9/30). The interface is organized into sections: 'Chapters 1 - World of Marketing', 'Class Q&A Forum', 'RESOURCES:', and 'ASSIGNMENTS (due Saturday 11:59pm):'. The 'ASSIGNMENTS' section includes: 'Pearson MyLab system requirements -- Make sure follow the instructions EXACTLY; contact Pearson for any technical questions, not the instructor', 'Chp 1 Video Quiz - Toms Shoes (Sep 30 | 10 pts)', 'Chp 1 Mini Sim - Marketing Mix (Sep 30 | 10 pts)', 'Chp 1 Mini Sim - Creating Value (Sep 30 | 10 pts)', and 'Chn 1 Quiz'. Blue arrows point to the assignment items.

All assignments are due Saturday. Complete each assignment by clicking on each link. Mini-sims, video quizzes and chapter quizzes will lead you seamlessly to Pearson MyLab, where upon completion of the assignment, will bring you back to Canvas home page. Discussion forums and marketing plan are local to Canvas and you need to complete the assignments based on the grading rubrics and project descriptions.

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 etext, 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 instructors will drop lowest grades assignments per the table below at the end of the quarter. So if you did not do well in one or two assignments, had systems issues, 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	80 (10 points per case, 11 videos, 3 lowest grades dropped)
Mini sims	150 (10 points per sim, 17 sims, 2 lowest grades dropped)
Chapter quizzes	500 (50 points per quiz, 13 quizzes, 3 lowest grades dropped)
Discussion forums	190 (Gamification, PLC, Global forces forums 60 points each, self intro 10 points)
Marketing plan	80

Letter grades will be assigned to students based on their total points, 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 Canvas 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.

Business 90 – Fall 2017		
Weeks	Reading assignments	Quizzes & Assignments (due 11:59pm)*
Week 1 (9/24-9/30)	Chapter 1 – World of Marketing	Video – Toms Shoes Mini Sim – Creating Value Mini Sim – Marketing Mix Chapter 1 quiz <i>Discussion Forum: Self-intro</i>
Week 2 (10/1-10/7)	Chapter 4 – Market Research Chapter 5 – Market Analytic	Mini Sim – Market research Chapter quiz Mini Sim – Big data Chapter quiz
Week 3 (10/8-10/14)	Chapter 6 – Understand Markets	Video – Eaton Mini Sim – Buyer decision process Chapter quiz <i>Discussion Forum: Gamification</i>
Week 4 (10/15-10/21)	Chapter 7 – Segmentation	Video – NutriSystem Mini Sim – Segmentation Chapter quiz <i>Discussion Forum: Facebook vs. Twitter</i>
Week 5 (10/22-10/28)	Chapter 8 – New Product Development	Video – Honest Tea Chapter quiz
	Chapter 9 – Product Strategy and Branding	Video – Fiber One Mini Sim – Product Life Cycle Chapter quiz
Week 6 (10/29-11/4)	Chapter 10 – Pricing	Video – General Electric Mini Sim – Pricing Mini Sim – Pricing Strategies Chapter quiz
Week 7 (11/5-11/11)	Chapter 13 – Advertising and Sales Promotion	Video – Zappos Mini Sim – Advertising Mini Sim – IMC Chapter quiz

Week 8 (11/12-11/18)	Chapter 14 – Social Media Marketing, Selling and PR	Video – Principal Financial Group Mini Sim – Online Marketing Mini Sim – Personal Selling Chapter quiz
Week 9 (11/19-11/25)	Chapter 11 – Distribution Strategy	Video – Dunkin Donuts Mini Sim – Supply Chain Chapter quiz
Week 10 (11/26-12/2)	Chapter 3.3 – Marketing Plan	Mini Sim – Marketing Plan <i>Term project: Marketing Plan</i>
Week 11 (12/3-12/9)	Chapter 2– Global Marketing	Video – Monster.com Chapter quiz <i>Discussion Forum: Global forces</i>
Week 12 Assignments due Monday	Chapter 12 – Bricks and Clicks	Video – Umpqua Bank Mini Sim – Service Marketing Mini Sim – Retailing Chapter quiz

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

De Anza College DSPS Syllabus Statement

De Anza College views disability as an important aspect of diversity, and is committed to providing equitable access to learning opportunities for all students. Disability Support Services (DSS) is the campus office that collaborates with students who have disabilities to provide and/or arrange reasonable accommodations

- If you have, or think you have, a disability in any area such as, mental health, attention, learning, chronic health, sensory, or physical, please contact DSS to arrange a confidential discussion regarding equitable access and reasonable accommodations.
- If you are registered with DSS and have accommodations set by a DSS counselor, please be sure that your instructor has received your accommodation letter from **Clockwork** early in the quarter to review how the accommodations will be applied in the course.

Students who need accommodated test proctoring must meet appointment booking deadlines at the Testing Center.

- **Exams** must be booked at least **five (5) business days in advance** of the instructor approved exam date/time.
 - **Finals exams** must be scheduled **seven (7) business days/weekdays** in advance of the instructor approved exam date/time.
 - Failure to meet appointment booking deadlines will result in the forfeit of testing accommodations and you will be required to take your exam in class.
 - [Contact the DSS](#) if you cannot find or utilize your [MyPortal](#) Clockwork Portal.
- DSS strives to provide accommodations in a reasonable and timely manner, some accommodations may take additional time to arrange. We encourage you to work with DSS and your faculty as early in the quarter as possible so that we may ensure that your learning experience is accessible and successful.

DSS Location: RSS Building, Suite 141

Phone: 408-864-8753

On the web: <http://www.deanza.edu/DSS/>

Email: DSS@deanza.edu