

DE ANZA COLLEGE
BUSINESS/COMPUTER SYSTEMS DIVISION
BUSINESS 90 – PRINCIPLES OF MARKETING - Online
Spring 2014 – Section 64Z
CRN: 00296
INSTRUCTOR: Emily Garbe PhD

COURSE OBJECTIVES:

By the end of the course students are expected to:

1. Analyze the effectiveness of the marketing mix (product, price, promotion and distribution) for a particular organization.
2. Determine appropriate market segments and target markets and describe the major components of a fundamental model of consumer behavior.
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 Catalyst. No face-to-face meetings.

Office hours: Monday, Wednesday 10:30-11:20 am; Tuesday, Thursday 12:00 -1:20 pm

Office location: F51S

Email: garbeemily@fhda.edu (best way to reach the instructor)

Telephone: 408-864-8488

Twitter: @garbe_deanza (follow me for the quarter; unfollow me at end of the quarter)

Text Book (Required):

Marketing Principles 4e, by Lascu/Clow

ISBN: 1-930789-27-0

You may purchase either the ebook or printed book from the publisher Textbook Media or on campus at De Anza book store. If you purchase an ebook, please read the instructions carefully on the website to make sure your computer is compatible with the e-reader.

COURSE REQUIREMENTS:

This is a five-unit course. Be prepared to spend between 8-to-10 hours per week studying the course materials and doing the assignments.

1. All registered students must use Catalyst to access the course homepage.
2. Read the textbook for each week.
3. Read the lecture slides and lecture notes for the assigned chapters. You may want to print out the lecture slides and notes, and use them as the study guide for the chapters.
4. Take the open book quiz only **after** you have studied the chapters.
5. All assignments must be submitted on time. No late submissions.

6. Submit weekly papers to turnitin.com website. Follow the link from Catalyst. The instructor will set up an account for each student. Please note that your account access to turnitin.com is based on the email address you provided DeAnza. Please keep track of your own password as the instructor has no access to your password. Please do not email the instructor for passwords. Use the “help” function on Turnitin.com.
7. Complete the online exercises using SurveyMonkey.
8. Submit a Marketing Plan for Netflix per the instructions on Catalyst.
9. Getting help: You may post questions to the forums under “Q&A” for each week, asking your colleagues or the instructor 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. You may also come to the office hours if you would like a face-to-face meeting with the instructor. Furthermore, there will also be a live chat session during Monday’s office hour of the final exam week.

Policy regarding drop/adds:

Students are expected to log in and submit all the assignments and quizzes **on time every week**. Instructor reserves the rights to drop any student who fails to submit any assignments or quizzes two weeks in a row. Failure to submit any assignment during the first 2 weeks are considered absent and will be automatically dropped by the instructor. If you need to drop the class anytime during the quarter, you are responsible for dropping the course yourself.

The following dates are per De Anza policy (refer to [De Anza website](#) for deadlines):

First day of the Quarter	Monday, April 7
Last day to <u>add</u>	Saturday, April 19
Last day to <u>drop</u> for a <u>refund or credit</u>	Saturday, April 19
Last day to <u>drop</u> with a "W"	Friday, May 30

No Late ADDS or DROPS will be accepted/processed by De Anza College.

It is the students’ responsibility to drop a course according to De Anza College’s deadline should a student chooses to drop the course.

CLASS WEBSITE:

<https://catalyst.deanza.edu>

When the user name password dialog box appears on the screen, type in your user name and password. Your user name is your 8-digit De Anza College student ID, not your 9-digit social security number. Your password is your 8-digit birthdate using the format MMDDYYYY. For example, John Smith, a student with ID 10001234 and birthdate January 1, 1980, would log in as:

Username: 10001234
Password: 01011980

You must be courteous and respectful to your classmates’ postings. No inappropriate languages

allowed even if you disagree with a posting. Any violation will be referred to De Anza College for appropriate actions.

Do not contact the instructor for technical issues. There are technical specialists in De Anza to support you for technical questions and issues at <http://catalysthelp.deanza.edu/>.

If you added the class, you need to wait at least 24 hours to be activated on Catalyst by De Anza.

Do not wait till the deadline to submit your assignments or take the online tests. **Absolutely no extension.** You may submit your assignments early but not late.

CLASS ACTIVITIES:

1. Weekly reading
2. Weekly chapter quizzes.
3. Weekly writing assignments on the business cases.
4. A marketing plan to be completed in 7 tasks.
5. Online final exam.

Weekly writing assignments:

For the business cases, submit a mini-paper 250-300 words on the business cases assigned each week. The paper should be Times New Roman, font size 12, single-spaced. Name your paper lastname+"_" +casename (e.g., "Smith_KraftFoods"). You must submit your case studies to Catalyst and turnitin.com to receive a grade for the assignment. Submissions not following the format will receive a 10% deduction in grades. Please make sure to answer the questions posted for each case study. Do not regurgitate the case. Answer the questions based on the concepts covered in the chapter, the case itself, and any additional secondary research with citations.

For the Marketing Plan, you will be submitting the plan in several sections over the quarter. Please submit each section in Word document without any tables, charts, or graphs to Turnitin. Then submit your marketing plan with text, charts, graphs, pictures, and tables to Catalyst for grades. See page 544, Section A-5 "The Marketing Plan" in your text book. Complete sections A-5a (Marketing Objective), A-5b (Marketing Strategy), A-5c (Marketing Mix), and A-5d (Implementation). See the assignment specifications in Catalyst for further details.

Turnitin.com:

Turnitin.com is a website which checks billions of documents, both academic and non-academic, for sentences that were copied onto your paper. No grades will be given without submission to Turnitin.com. All papers ***must be in your own words***. If you must copy any sentences, charts, graphs, and tables copied from a website, you must cite in [APA](#), [Chicago](#), or [MLA](#) format.

If you do not have a Turnitin.com account, the instructor will set one up for you by the first week of class. Please make sure the email account you provided to De Anza is up to date. Once the instructor submits your email account to Turnitin.com, you will receive an email from the Turnitin website containing your personal password. It is your

responsibility to remember that password, as Turnitin.com does not provide your password to the instructor. If you already have an account with Turnitin.com from another class, you may continue to use the same account/password for this class as long as the email account is the same as the one you provided to De Anza. To learn how to submit a paper on Turnitin.com, go to http://turnitin.com/en_us/training/student-training/submitted-a-paper.

Never copy any sentences from another student's paper, regardless of citations. Any paper with sentences copied from another De Anza student (current or prior students) or students from another college as determined by Turnitin.com will be viewed as plagiarism and will be immediately referred to De Anza's Dean of EOPS & Student Development for actions.

No grades will be registered in the official grade book until your documents are submitted to Turnitin.com prior by the due date and within 25% originality check as determined by turnitin.com even if you included citations. Go to http://turnitin.com/en_us/training/student-training/about-originalitycheck and http://turnitin.com/en_us/training/student-training/viewing-originality-reports to learn more about Turnitin.com. If a document is submitted to Catalyst but not Turnitin.com, the grades in Catalyst will be nullified.

Chapter Quizzes and Final Exam:

There will be 11 open-book weekly chapter quizzes and a final exam. The quizzes will be closed on Sunday 11:55 pm the week. The final exam is due on Wednesday, 11:55 pm week 12 of the course. You may take the quizzes and exam early but not later than the due date. Make sure you hit "submit" when you are done with the quiz.

Grading Policy:

The grades will be based on the following distributions:

Activities	%	Points in Catalyst
Case studies	22.5	225 (25 points per case)
Marketing Plan	16	160
Chapter Quizzes	44	440 (40 points per quiz)
Market survey exercise	3.5	35
Market survey analysis	4	40
Final Exam	10	100

Letter grades will be assigned to students based on their total course grade, which is calculated as the sum of the grading components, as described above.

Course grade	Letter grade
98% or above	A+
92-97%	A
90-91%	A-
88%-89%	B+
82-87%	B
80-81%	B-
78-79%	C+
70-77% (C- does not exist)	C
68%-69%	D+
62-67%	D
60-61%	D-
Below 60%	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 final exam, 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 Section 63Z – Spring 2014

Date	Reading assignment	Tests & Assignments*
Week 1	Chapter 1 – Scope and Concept of Marketing	Introduction Case Study – <i>Kraft Foods</i> Chapter quiz
Week 2	Chapter 2 – Marketing Environment	Case Study – <i>smart fortwo</i> Chapter quiz
Week 3	Chapter 4 – Consumer Behavior	Case Study – <i>Hispanic Market</i> Chapter quiz
Week 4	Chapter 6 – Marketing Segmentation	Case Study – <i>The World - Vegas Style</i> Chapter quiz Task 1: Conduct secondary research
Week 5	Chapter 7 – Market Research	Chapter quiz Learn how to use SurveyMonkey Task 2: Develop Online Survey
Week 6	Chapter 8 – Product Strategies	Case Study – <i>The SUV Challenge</i> Chapter quiz
Week 7	Chapter 12 – Pricing Strategy	Chapter quiz Task 3: Survey Analysis
Week 8	Chapter 13 – Integrated Marketing Communications	Case Study – <i>Reaching Women</i> Chapter quiz Task 4: Section I of Marketing Plan due
Week 9	Chapter 14 - Advertising	Case Study – <i>Mudd Jeans</i> Chapter quiz Task 5: Section II of Marketing Plan due
Week 10	Chapter 17 – International Marketing	Case Study – <i>Euro Disney</i> Chapter quiz Task 6: Section III of Marketing Plan due
Week 11	Chapter 18 – Internet Marketing	Case Study – <i>Bluefly.com</i> Chapter quiz Task 7: Section IV of Marketing Plan due
Week 12	Course review	Final exam due Wednesday 6/25 11:55 pm

*See course page in Catalyst for details on the weekly assignments.

** Outline for the Marketing Plan will be posted in Catalyst