

# **Principles of Marketing**

## **Business 90**

### **Fall 2015**

#### **(On-Line Class)**

David Stringer

Office Hour: By appointment only

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#### **Course Objectives**

This course is designed for students who want to learn the basics of marketing. Although this course is an introductory course, it covers a wide spectrum of marketing issues. It provides a thorough understanding of the interacting effects of such factors as how to market successful products and services, pricing strategies, promotional strategies and modern methods of managing the distribution of goods.

Students who successfully complete the course are expected to achieve the following:

1. An understanding of the importance of marketing to business success.
2. An appreciation of what is involved in marketing.
3. An insight into the many skills involved in marketing management.
4. View marketing as a problem-solving and decision-making activity.
5. Understand what it takes to market a product successfully.
6. Know the various methods of setting price, including a thorough knowledge of break-even analysis as a tool for pricing decisions.
7. Knowledge of supply-chain management.
8. Understand promotion and its role in marketing.

#### **Texts**

Basic Marketing, 18th ed. Perreault, Cannon and McCarthy, ISBN: 978-0-07-35299950

<b>Grading</b>	<b>Points</b>	<b>Grade Distribution</b>
Quiz One	10	A=90%
Case Analysis	30	B=80%
3 Midterms	150	C=70%
Final	80	D=65%
<b>Total</b>	<b><u>270</u></b>	F=Below 65%

# ASSIGNMENT SHEET

Dates	Exams	Chapters on Exam
Sept 21-27	Read chapters. 1-3	
Sept 27-29 *	Quiz 1	1-3
Oct 11-13 *	MIDTERM 1	1 - 6
Nov 2	Extra Credit Assignments Due (with the exception of the WSJ)	
Nov 1-3	MIDTERM 2	7-12
Nov 16-17	Business Case	
Nov 21-22	Wall Street Journal XC Due	
Nov 22-24	MIDTERM 3	13-18
Dec 6-8	Final Comprehensive	1-20

**The left hand column** found in the upper part of this page shows the dates that the exams are open and the due dates. **The right hand column** shows the chapters to be read for each of the exams.

All exams must be taken during the dates listed above. Each exam has a time limit. **Quiz One** is 20 minutes in length and consists of chapters 1-3. This quiz contains 10 multiple-choice questions. **Students who do not take Quiz One will be dropped from the class with no possibility of being readmitted to the course.** The **mid-terms** are one (1) hour and 10 minutes in length, and made up of 50 multiple-choice questions. The **final** is comprehensive and contains 80 multiple-choice questions, and is two hours in length. Make sure that you watch the timer on the screen so that you do not run out of time. Be sure to press the **SUBMIT KEY** when you have completed the exam. When taking graded exams, please be careful that you have answered the questions according to your wishes prior to submitting them. Please allow at least two minutes for your exam to upload to the college server. This means that you will need to submit your exam at least two minutes prior to the expiration time. All exams must be taken during the dates listed above. No Exceptions!

If you should have technical difficulties with one of the exams or should accidentally open or close an exam, your only alternative is to take an essay exam. Please notify your instructor within 24 hours, and he will send you the essay exam. The makeup exam must be completed within one day after it is sent to you.

Do not wait until the “**last minute**” to take your exam. **Exams open at 5 P.M.** on the beginning date of the exam. All tests must be completed and submitted by **11 A.M.** on the last day for each time period. **DO NOT WAIT** until the **last couple of hours** of the time period to take exams because technical difficulties sometimes occur. It is imperative that you log on at least once every seven days and perform a class activity of some type. Your activity will be monitored, and students failing to check in and perform some activity at least **every seven (7) days** are subject to being dropped from the course.

### **Business Case (Required)**

On page 656 of your text, you will find a case titled **Swan’s Ice Arena**. Submit a 4-5 page summary (single-spaced and font size 12) of your analysis and recommendations regarding this case. Send your paper as a **Word Document** using Catalyst no later than the due date: **See Assignment Page**.

Students who submit their Business Case papers on the **Extra Credit due date** (listed on page two of the green sheet) will receive an **additional seven points**. In order to receive extra credit for this assignment, you must turn in this assignment on either **November 1st or the 2<sup>nd</sup>**, but no later than **November 2nd** at 11 PM. **Do not send** your paper in for extra credit prior to Nov. 1st as Catalyst will not accept your paper.

Students must submit their Business Case papers via Catalyst on either of the following dates: **Nov. 16<sup>th</sup> or 17<sup>th</sup>**. **Papers must be submitted no later than 11 PM on Nov. 17<sup>th</sup>**.

**Important:** Your paper must include originality and individuality. Plagiarized, copied or literary theft will not be tolerated. You will receive a letter grade of “F” if your paper has been plagiarized. So, please make certain your paper is your original creation. Quoting and using sources is fine, but you need to use your own original thoughts. Thanks.

### **Extra Credit Case:**

On page 664 (case #17) of the text you will find a case titled “Pure and Sparkling Water, Inc.”. This case is worth up to ten extra credit points, and is due: **See Assignment page**. This assignment must be turned in on either **Nov 1<sup>st</sup> or the 2<sup>nd</sup>**. It must be submitted as a Word document. Length: 2-3 pages.

**Wall Street Journal Extra Credit Assignment:** By subscribing to the **Wall Street Journal** for ten weeks you can earn up to 15 extra credit points. However, you must subscribe and begin this assignment by the end of the second week of the term. The link to subscribe to the WSJ can be found on my De Anza College website or click on the following link: <http://www.wsjstudent.com>. As a student you can purchase the WSJ at the student rate. By subscribing to the WSJ for at least one term, typing a two-page summary (single-space) of your opinions and thoughts of the WSJ and providing proof of payment, you can earn up to 15 points of extra credit. You also need to discuss two articles from the WSJ that were of particular interest to you and that are related to the course. Please submit this assignment using Catalyst. **Due Date for the WSJ extra Credit:** See Assignment page. You will need to turn in this assignment either on **Nov. 21<sup>st</sup> or the 22<sup>nd</sup>**.

Please note that the due date for the WSJ assignment is later than for the other optional XC assignments. In addition, if you are taking more than one course from during the term, you can only use the WSJ assignment for one of the courses.

**Note: The maximum number of extra points for the term is 25.**

**Course Admission and Withdrawal:**

Please register for this course though De Anza College. All students must register and **pay all fees within the first seven days** of the course **or they will not receive credit for the course**. A course grade will not be given to students who do not register and pay for the course at the beginning of the term.

**It is your responsibility to withdraw from the course;** otherwise the appropriate grade will be assigned at the end of the term. College catalog information regarding classes: Last day to add classes: Saturday, Oct. 3. The last day to drop for a full refund is Sunday, Oct. 4. Last day to drop a class with no record of grade: Sunday, Oct. 4. Last day to drop with a “W”: Friday Nov. 13. Sorry but there are no exceptions to these dates.

Please Note: When sending any email correspondence, always include ***your full legal name and course number*** so that I can respond to you in a timely manner.

**Students with disabilities:** If you have a disability-related need for reasonable academic accommodations or services in this course, provide (name of instructor) with a Test Accommodation Verification Form (also known as a TAV form) from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give five days notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (864-8753 DSS main number) or EDC advisor (864-8839 EDC main number).

I hope you will greatly benefit from this course. Have an enjoyable and successful term. If at any time you have a question, please contact me via e-mail:  
[stringer.david@fhda.edu](mailto:stringer.david@fhda.edu).

***David Stringer***