

PRINCIPLES OF MARKETING SYLLABUS

COURSE TITLE: Principles of Marketing
COURSE NUMBER: BUS 090.65Z - 31900
CREDIT UNITS: 5
CLASS LOCATION: Online
CLASS SCHEDULE: January 4, 2016 thru March 25, 2016

INSTRUCTOR INFORMATION:

Name: Wendy Shan
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Email: shanwenlei@fhda.edu
Office Hours: Tuesday & Thursday's 6:00pm – 7:00pm ADM102

COURSE DESCRIPTION AND JUSTIFICATION:

This course applies business and behavioral sciences in a culturally diverse selling environment. We will cover a variety of topics in relationship strategy, buyer behavior, effective communication, prospecting and qualifying customers, presentation strategy, handling objections, and formulating a value proposition. Students will learn about factors that influence buyer's behavior and what drives the ultimate buying decision.

STUDENT LEARNING OBJECTIVES:

- To communicate not only details but benefits of an idea, product or service.
- To negotiate in a way that allows resolution of disagreements based on mutual interests,
- not win-lose positions.
- Be able to explain how business-to-business sales transactions are constructed and executed

TEXTBOOKS:

Marketing Principles, 4th Edition, D. Lascu and K. Clow, Textbook Media, 2012.

You may purchase either the e-book from the publisher Textbook Media at:

<http://www.textbookmedia.com/Products/ViewProduct.aspx?id=3707>

Or you can purchase the printed copy at De Anza book store.

COURSE MATERIALS:

Course presentation and lecture notes will be posted in Catalyst every week.

Please use these materials as a study guide of the chapter.

COURSE REQUIREMENT:

- All registered students must use Catalyst to access the course homepage:
<https://catalyst.deanza.edu/?pg=mod1>

Do not contact the instructor for technical issues. Please contact the technical specialists at De Anza for support at:

<https://catalysthelp.deanza.edu/>

- You will need to have an up-to-date browser, operating system and some additional software such as MS Words, MS PowerPoint on your computer to take this class. Check this Distance Education page for hardware & software requirements. Some of the documents in this course will be available to you in PDF form. If you do not have Adobe Acrobat Reader software on your computer, you can download it by going to:
<http://get.adobe.com/reader/>
- Students are expected to abide by the Student Conduct Rules as described in the Student Handbook. NO cheating is allowed on quizzes, or the final. Students who do not abide will receive a failing grade and be reported to the Dean of EOPS & Student Development

COURSE COMMUNICATION:

Announcements

Announcement will be posted in Catalyst on a regular basis. They will appear on the top of the course home page when you log in and will be sent to you directly through your registered email. Please make certain to check them regularly, as they will contain any important information about upcoming projects or class concerns.

Email

In this course we will use Catalyst as our main communication tool. However, you can send private messages to me via email. Put a subject in the subject box that describes the email content with your name, class number, week and message subject. For example: [YourName-BUS090-week 2-Homework question](#)
Please do NOT send messages asking general information about the class, post those questions in the QUESTION FORUM in Catalyst for that given week.

Questions

In online courses it is normal to have many questions about things that relate to the course, such as clarification about assignments, course materials, or assessments. Please post these in the Q/A FORUM which you can access by clicking the DISCUSSIONS button in the course navigation links. This is an open forum, and you are encouraged to give answers and help each other.

EVALUATION DATA:

Grades will be determined from the following assessments:

Weekly Discussion Forum Participation

Weekly Quiz

Final Exam

- **Weekly Discussion Forum:**

This class is dependent upon your involvement and participation.

Discussion Forums are a way for you to engage with each other about the course content. Each chapter will have a question that links to a forum. You can also access each forum by clicking on the DISCUSSIONS button in the course navigation links. In order to get full credit for each discussion, you will need to post a thoughtful, well-written response to the question and respond to two of your classmates' answers. Please respect your classmates' work and opinions in the weekly discussion forums.

Discussion Forum will be posted on Monday morning with the course materials. The forum will be closed before 12 midnight on Sunday. Any posting after Sunday will NOT be given credit. There will be a total of 11 discussion forums counted as 30% to your final grade.

- **Quizzes:**

There will be *open-book, open-notes* quiz for each chapter. The quizzes are designed to help you gauge your understanding of the chapter material.

The quiz will be posted on Monday morning, with the course materials. The deadline to submit your quiz is before midnight on Sunday. Absolutely NO late submissions please! There will be a total of 11 quizzes, which will count 40% towards your final grade.

- **Final exam:**

There will be one *open-book, open-note* final exam at the end of the semester. If you know you will be absent on the exam day, please make prior arrangement with me to take the exam during my office hours before the rest of the class. Otherwise you will receive NO credit for the missing exam. Students who miss the exam without making prior arrangements with me will not be allowed to make it up. The final exam will count as 30% of your final grade.

The grades will be based on the following distributions:

Weekly Discussion Forum	15 points each week, 165 points total	30%
Weekly Quiz	20 points each week, 220 points total	40%
Final Exam	165 points	30%
TOTAL	550 points	100%

All work must be submitted in order to complete the requirements of this class. Quizzes and Case Studies must be submitted **on the due date** or a zero will be given.

A+	=	99%+
A	=	92-98%
A-	=	90-91%
B+	=	88-89%
B	=	82-87%
B-	=	80-81%
C+	=	78-79%
C	=	70-77%
D+	=	67-69%
D	=	58-66%
D-	=	55-57%
F	=	Below 55%

12-WEEK CLASS SCHEDULE

WEEK	TOPICS	CHAPTER
Week 1 1/4/2016-1/10/2016	Scope and Concepts of Marketing	1
Week 2 1/11/2016-1/17/2016	Consumer Behavior	4
Week 3 1/18/2016-1/24/2016	Business-to-Business Behavior	5
Week 4 1/25/2016-1/31/2016	Marketing Segmentation	6
Week 5 2/1/2016-2/7/2016	Marketing Research	7
Week 6 2/8/2016-2/14/2016	Product Strategies	8
Week 7 2/15/2016-2/21/2016	Retailing Strategies	11
Week 8 2/22/2016-2/28/2016	Pricing Strategies	12
Week 9 2/29/2016-3/6/2016	Integrated Marketing Communications	13
Week 10 3/7/2016-3/13/2016	Advertising, Sponsorships, and Public Relations	14
Week 11 3/14/2016-3/20/2016	Internet Marketing	18
Week 12	Final Exam will posted on 3/20/2016 It is due at 11:59pm mid-night on 3/22/2016	