

DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS 90 62Z– PRINCIPLES OF MARKETING - Online
Fall 2016
INSTRUCTOR: Emily Garbe PhD

Welcome to Principles of Marketing! This is a completely online class where we will have online readings, assignments and activities. We will cover the fundamentals of marketing and will write a marketing plan for a video streaming company. So get ready for a fun and exciting quarter.

Since we do not meet face-to-face, it is essential to keep up with all the readings and assignments. No late assignment will be accepted. Please do not ask for extensions.

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.

DESCRIPTION:

Fundamentals of marketing: product planning and development; pricing strategies; and marketing channels.

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 meeting.

Office hours: T 1:30-3:20pm, R 9:30-11:20am (no appointment needed); or by appointment

Office location: [Room S in building F5](#)

Catalyst Messaging: Best way to reach instructor. Go to Catalyst home page and click on “Message”. Please indicate you are in BUS90 class. Please do not email the instructor once the quarter begins.

The instructor will try to answer the messages within 2 business days or likely sooner.

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

Marketing Essentials 5e, by Lascu/Clow, [ISBN: 978-0-9960954-4-0](https://www.isbn-international.org/product/9780996095440)

You may purchase either an ebook, PDF, or a printed book from the publisher Textbook Media (<http://www.textbookmedia.com/Products/ViewProduct.aspx?id=3999>) or at the De Anza book store. If you purchase an ebook, please read the instructions carefully on the website to make sure your device is compatible with the e-reader. The instructor strongly recommends the PDF version to avoid the occasional ebook server problems. Students on financial aids are responsible for purchasing the book following appropriate process via De Anza Bookstore by contacting the bookstore directly, not the instructor.

COURSE REQUIREMENTS:

This is a five-unit course. Be prepared to spend a minimum of between 8-to-10 hours per week studying the course materials and doing the homework assignments. All assignments must be submitted on time. No late submissions. You will need to access five websites listed below.

1. All registered students must use De Anza's courseware Catalyst to access the course homepage where all the tests and case studies reside. <https://catalyst.deanza.edu>
2. Read the textbook at (<http://www.textbookmedia.com/Products/ViewProduct.aspx?id=3999>).
3. Read the lecture slides and lecture notes for the assigned chapters on Catalyst. You may want to print out the lecture slides, and use them as the study guide for the chapters.
4. Take the open-book online chapter tests only **after** you have studied the chapters.
5. Complete assigned case studies.
6. Access to <http://www.netflix.com> to learn about Netflix's offering.
7. Conduct primary market research using SurveyMonkey (<https://www.surveymonkey.com>)
8. Submit Marketing Plan to turnitin (<http://www.turnitin.com>).

If the links are not clickable, copy and paste the URL directly to your browser.

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.

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 week or more during the quarter unless the students contact the instructor prior to the assignment due date with valid reasons and proofs (for National Guard, jury duty, major illness). However, if a student needs or wants to drop the class, the student is solely responsible for dropping the course. Travelling, work, vacation, family, forgetting the assignments, or computer/network problems are not valid excuses. Assignments are opened 2 weeks in advance (except for Week 1) so plan early.

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. Since De Anza is opened to high school students, please make sure all comments are G-rated and respectful of the diversity of the student population.

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 with De Anza as the instructor does not have the access to add the course for the students.

CATALYST CLASS HOMEPAGE:

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

Please use **Firefox** as the recommended by Catalyst. Google Chrome and other browsers have been reported to have problems with Catalyst features, such as not being able to submit a test.

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

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/>.

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. Please see FAQ on Catalyst course homepage regarding late submission policy.

CLASS ACTIVITIES:

1. Chapter reading.
2. Chapter tests.
3. Case studies.
4. Term paper: Netflix Marketing Plan
5. Forums.
6. Video case studies.

Term Paper:

The Term Paper will be a Marketing Plan consisting of marketing objectives, competitive assessment, product and pricing strategies, and implementation plan. See the project specifications in Catalyst for the paper template and grading rubrics. Please follow the steps below:

1. **Week 4:** Download and review Research Methodology Guide.
2. **Week 4-5:** Conduct secondary research and begin filling in your paper outline.
3. **Week 6:** Submit SurveyMonkey link and hypotheses.
4. **Week 6-7:** Conduct primary research on SurveyMonkey
5. **Week 8:** Analyze research data and complete your draft marketing plan
6. **Week 10:** Complete and submit final paper to Catalyst **and** to turnitin.com for grades. See project description file in Catalyst for grading rubrics.

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 or MLA format.

If you already have a turnitin account, please log into your old account, even if the account was for a different school or class, and join the course with code “13052950” passcode “deanza”. If you do not have a Turnitin.com account, set up a FREE new account by going to https://turnitin.com/login_page.asp to set up your account, then join the course as listed above.

To learn how to submit a paper on Turnitin.com, go to <http://www.turnitin.com/self-service/support-wizard.html#student-submitting-one>.

Click on “Term Paper” under “BUS 90 Marketing Fall 16”. Submit your FINAL marketing plan here on or before Week 10 for grading by the instructor.

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 paper is submitted to Turnitin.com prior by the due date and within 20% 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. File submitted to Turnitin.com must be either “.doc”, “.docx”, “.txt” or “.rtf”. Submission of PDF, jpeg or other image file is invalid. The instructor will grade based on the text file submitted to Turnitin.com.

Chapter Tests:

There will be 12 open-book chapter tests. All assignments will be closed on **Saturday** 11:55 pm

each week, except for the self-intro forum due Wednesday Week 1, and the last chapter test due Monday Week 12, 11:55 pm. You may take the tests early but not later than the due date. Make sure you hit “submit” when you are done with the test. Your scores for the tests will be available immediately, but the answer keys will not be available until after a test is closed. There is no extension for the tests or assignments.

ACCOMODATIONS

Students with learning disabilities are encouraged to make arrangements with the De Anza Disabled Student Services if you need extra time on the tests. 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.

GRADING POLICY

The grades will be based on the following distributions:

<i>Activities</i>	<i>Catalyst Points</i>
Chapter tests	600 (60 points per test, 12 chapters, 2 lowest grades dropped)
Case studies	90 (15 points per case, 8 cases, 2 lowest grade dropped)
video quiz	45 points
Market Survey	65 points
Final Term paper	200 points

Letter grades will be assigned to students based on their total course grade, which is calculated as the sum of the grading components divided by 100, as described above.

Catalyst points	Letter grade
>=98%	A+
92%-97.9%	A
90%-91.9%	A-
88%-89.9%	B+
82%-87.9%	B
80%-81.9%	B-
78%-79.9%	C+
70%-77.9%	C (C- does not exist)
68%-69.9%	D+
62%-67.9%	D
60%-61.9%	D-
<=59.9%	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	Tests & Assignments (Most assignments due Saturday 11:55pm unless otherwise noted)*
Week 1	Chapter 1 – Scope and Concept of Marketing	Self-Introduction Chapter test --1 Chapter 1 Case Study – <i>Kraft</i>
Week 2	Chapter 2 – Marketing Environment Chapter 4 – Consumer Behavior	Chapter test – 2 Chapter 2 Case Study – <i>smart fortwo</i> Chapter test – 4
Week 3	Chapter 6 – Market Segmentation	Chapter 4 Case Study – <i>Hispanic Market</i> Chapter test – 6 Chapter 6 Case Study – <i>Vegas Style</i>
Week 4	Chapter 7 – Market Research	Chapter test – 7 Review Research Methodology Guide Conduct secondary research on Netflix
Week 5	Chapter 8 – Product Strategies	Chapter test – 8 Chapter 8 Case Study - <i>GoPro</i> Conduct primary research
Week 6	Chapter 11 – Pricing Strategy	Chapter test -11 Chapter 11 Case Study – <i>Exhibition Catalogs</i> Submit SurveyMonkey link Conduct primary research
Week 7	Chapter 12 – Integrated Marketing Communications	Chapter test – 12 Chapter 12 Case Study – <i>Reaching Women</i> Analyze primary research data
Week 8	Chapter 13 – Digital Marketing	Chapter test – 13 Chapter 13 Case Study – <i>Bluefly.com</i>
Week 9	Chapter 14 – Promotions, Sponsorships, & PR	Chapter test – 14
Week 10	Term paper	Final Term paper due to instructor for grades
Week 11	Chapter 10 – Channel and Retailing Strategies	Chapter test – 10 Video case study -- <i>PepsiCo distribution channel video</i>
Week 12 (due Monday)	Chapter 15 – Personal Selling & Direct Response Marketing	Chapter test – 15 (due Monday) Video case study -- <i>Closing Sales video</i> (due Monday)

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