

DE ANZA COLLEGE  
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION  
BUSINESS DEPARTMENT  
BUS 90 – PRINCIPLES OF MARKETING  
**BUS90.64Z Spring 2023** CRN: **44130** (online asynch, no zoom)  
Instructor: Emily Garbe PhD  
email: garbeemily@fhda.edu (students in class **use Canvas Inbox only, not email**)

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## OVERVIEW

Welcome to the Principles of Marketing online class! This 12-week Principles of Marketing class is completely online. Get ready for a fun and exciting class.

The assignments and deadlines are listed at the end of this syllabus and are subject to change based on the course progress during the quarter. The instructor will make a class announcement should there be any changes to the syllabus.

Read this document carefully as information you seek about the course, process, and structure should all be in this syllabus, Canvas homepage, FAQs on Canvas course page, or the assignment descriptions in the Canvas weekly assignment areas. Note that in this document, all URL links are embedded and designated with the descriptions of the sites underlined. Click on all underlined words to access the corresponding document links using PDF Reader (links not operable if viewed on Canvas).

## UNITS AND CLASS TIME

As a 5 units class, the State of California requires that students spend 15 hours per week for lectures, readings, assignments, and other tasks for the course. Students must reserve sufficient time for the course. See [Allowable Absence Policy](#) for the three valid excuses for missing assignments.

All dates and time for this class are based on Pacific Time in the U.S.

There are no live lectures in this section. All lecture videos are pre-recorded. Students should view the lecture videos in addition to the reading the chapters before completing the assignments..

## ADVISORY

English Writing 211 and Reading 211 (or Language Arts 211), or English as a Second Language 272 and 273.

## STUDENT LEARNING OUTCOMES (SLO)

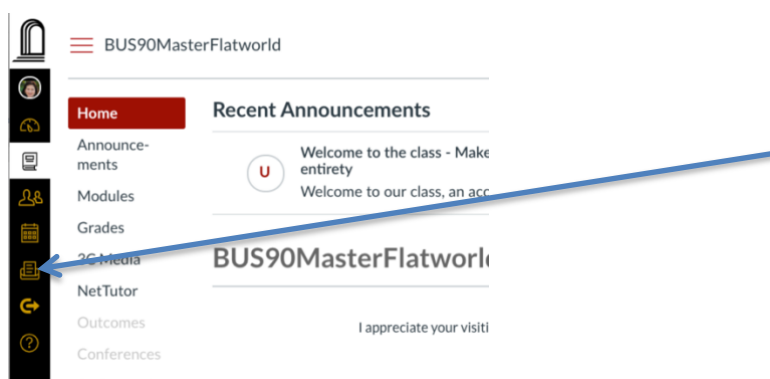
- **SLO 1:** Analyze the effectiveness of the marketing mix (product, price, promotion and distribution) for a particular organization.
- **SLO 2:** Determine appropriate market segments and target markets and explain consumer behavior.
- **SLO 3:** Identify global forces external to the organization that affect marketing strategies.

## INSTRUCTOR CONTACT INFORMATION

- [Contact De Anza tech support for Canvas tech issues](#), not the instructor.
- Office hours – Mon 9:30-10:50 AM, Tue 9:30-10:20AM, and Wed 9:30-10:50 AM for live chat in Canvas chatroom. If needed, the instructor can set up a private zoom link for video conferencing. During the quarter, the instructor may need to adjust the office hours which will be in the class announcements. All chat, zoom, and Inbox messages will be recorded and

archived.

- During non-office hours, use **Canvas Inbox only** (do not use email, voice mail, social media, comment fields of an assignment, or leave a message in chatroom during non-office hours). The instructor will strive to answer Canvas Inbox messages which require replies within **48 business hours** (not weekends) while De Anza is in session.
- Access the Canvas Inbox by clicking on the “Inbox” icon on the black stripe on the left of your home page. **Do not hit “reply” to instructor’s assignment comments** from your assignments. Start a new Canvas Inbox message for communications.
- Contact Flatworld tech support for etextbook technical issues, NOT the instructor.



## REQUIRED CLASS MATERIALS

### *eTextbook*

Principle of Marketing 5.0 ed

By: Jeff Tanner and Mary Anne Raymond

Published: September, 2022

Publisher: Flatworld

ISBN: 978-1-4533-3921-3

Direct from publisher: Online ebook (cheaper and faster than from De Anza Bookstore)

<https://students.flatworldknowledge.com/course/2603591>

(**S23** section) (Copy/paste the link to your browser if the link is not clickable.)

Free access to Chp1: <https://scholar.flatworldknowledge.com/books/35297/preview>

Students can also purchase from the **DeAnza bookstore** at a higher price. Financial aid students **must** order from the DA bookstore rather than purchasing directly from Flatworld.

Note that the **etextbook is mandatory starting Week 1**. To ensure you are successful in this class, please do not skip the chapter readings as the quizzes, exams, and assignments are based on the chapters and additional online readings. To maximize your learning, make sure you get all the required class materials. Waiting for a hardcopy textbook in the mail is **not** a valid reason for not

submitting an assignment since chapter 1 is free online, and if you purchased a hardcopy from the publisher, you automatically have access to the ebook.

The book listed in the De Anza Bookstore might not be the recommended format as the bookstore might have listed as printed version. Should a student not on financial aid wants an ebook, please use the publisher link above. For students on financial aid, please work with the bookstore as it is possible the bookstore only sells the paper version. DO NOT contact the instructor as the instructor has absolutely no say in how the bookstore chooses to list ebook or paper version.

Click to see the [return policy](#) from Flatworld. If you have financial aids issues or need a refund, please contact your own vendor (Flatworld, DA Bookstore, Amazon, etc.). The instructor has no way to help and cannot respond to any request to provide you refund or expedite your purchase in anyway.

It is a violation of copyright law to ask the instructor to screenshot pages of the textbook for you. Note that the lecture slides and assignments/quizzes/cases are also copyrighted by Flatworld or the instructor, and not to be shared or posted on the internet.

The instructor cannot accommodate students with different editions.

### ***Lecture slides, videos and supplemental readings/videos on Canvas***

The instructor has supplemented some of the chapters to ensure comprehensive coverage of the Student Learning Outcomes and Course Outline. Students are responsible for the materials in the lecture slides, instructor lecture videos, and supplemental materials as listed in Canvas.

### ***Computer, Software, Internet Access***

See [Systems Requirements](#) paragraph for equipment and software needed.

### ***School Supplies***

Students will need basic school supplies (paper, pens/pencils) for note taking.

## **KEY DATES**

- First day of class 4/10/23
  - Last day for refund 4/23/23 (confirmed on MyPortal)
  - Last day drop w/ "W" 6/2/23
- Mandatory exams (avail 12:01 AM, closes 11:59 PM)
- Exam#1. Tue 5/23/23
  - Exam#2 Tue 6/27/23

Since De Anza may change the drop dates listed above, it is the students' responsibility to confirm the drop dates by checking De Anza academic calendar [online](#). Exam dates may change by the instructor based on the course progress.

Do not contact the instructor if a student wants to but failed/forgot to drop by the deadline and/or has problems dropping on MyPortal. Please contact De Anza's Record Office. The instructor has no access to students' MyPortal accounts.

Dates for assignments and exams dates may be changed by the instructor based on course progress.

Students should mark the key assignments and exam dates on their personal calendars accordingly. To be fair to the rest of the class, forgetting is never a valid reason for missing an assignment.

## **COURSE ACTIVITIES**

1. Chapter readings and supplemental instructor materials
2. Instructor lecture videos and supplemental videos
3. Chapter and video case study quizzes on Canvas (not on publisher's website)
4. Written assignments.
5. Mini-sims.
6. Mandatory exams.

Access the assignments from Canvas weekly modules, not from Flatworld.com website directly. Quizzes taken at the publisher's website are for the students' own practice only. They are not gradable nor transferrable to Canvas.

Students will need to access the resources and assignments 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. Please take the Canvas tutorial if not familiar with the software.
2. Watch the instructor lecture videos and read the assigned lecture slides.
3. Read the textbook by clicking on the Flatworld link from Canvas lecture pages within each week's module.
4. Take notes on paper while reviewing the lecture slides and textbook.
5. Take the open-book online chapter quizzes and submit the written assignments only after you have studied the chapters and the lecture slides.
6. Complete the written assignments in Canvas.
7. Complete the exams.

Students are expected to have basic knowledge of how to use a computer since this is an online course, including using Canvas, how to type in search words into a browser, scroll down a screen using the mouse to read the etextbook, or use index or search functions in etextbook to read a chapter. Since this is an online class, not knowing how to use a computer or basic computer features, or not knowing which articles to read after entering the keywords into the search engine for secondary research is not a valid reason for not completing an assignment.

## **COMMUNICATION POLICIES**

### ***Student communication with De Anza's Canvas and Publisher's Tech Support***

Click on the help button "?" on the lower left of your Canvas screen for tech support. **Do not ask the instructor for tech support** since Canvas help desk is much better positioned to help you. If

you wait till the last minute to submit your assignments and you run into trouble, there is no allowance for late submissions since students have two weeks to submit the work and it would not be fair to others who submitted on time. Before contacting the help desk, try restarting your computer or use another computer or browser, which typically fixes most of the issues.

### ***Student communications with the instructor***

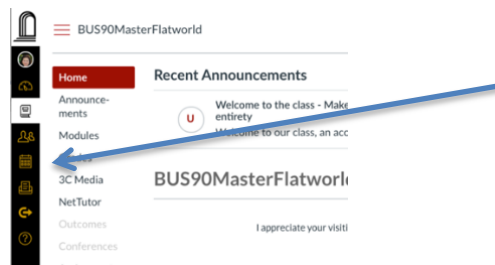
Read the syllabus, class announcements, and FAQs on Canvas if you have questions about the class procedures before contacting the instructor. Please do not ask for assignment extensions unless you have reviewed the assignment due date policies below.

For questions about course contents, please see the [Communication Guidelines](#) listed below. Note that the lecture slides only include the key points. To learn and apply of the contents, students must study the textbook and any supplemental materials. The instructor's role is to facilitate learning, clarify contents, and explore applications of knowledge covered in this course, and it would be much more productive when the students have read the textbook and other assigned materials and the instructor can then further explain the contents to maximize learning.

The instructor will reply to most questions regarding the contents in the textbook or about De Anza Business degree/certificates/transfer; however, the instructor will not respond to any questions regarding personal business or investments nor persistent harassment for re-grades and resubmission. Students may ask for regrade for an assignment or exam once.

To send an inquiry to the instructor:

- **Use archivable Canvas Inbox** messaging system (click on the "inbox" icon on the left of the homepage); never use email, voicemail, assignment comment box, or social media.



- Messages posted in Canvas Inbox that require replies will be answered within **two** business days while the campus is in open.
- **Do not hit “reply” to instructor assignment comments.** Go back to homepage and click on the “Inbox” icon on the black stripe at the left of the screen and start a new message. Although Canvas may state that students can reply to instructor’s assignment comments, Canvas does not notify the instructor of students’ replies to instructor’s comments. As such, **DO NOT HIT “REPLY” to assignment comments.**

### ***Instructor communications with students***

- Canvas Inbox is the primary platform for the instructor to contact students. In the past, students had claimed not opening the messages as the reason for failure to submit or reply to

instructor's questions. It is the students' responsibility to read all messages and announcements.

- Make sure announcement notification is enabled in your Canvas account as the instructor typically sends out one or more class announcements each week regarding the assignments, key concepts for the chapters, and due dates. In the past, students had missed deadlines and key information from the instructor because they did not read the class announcements or simply read the titles. *Go to Canvas home page, click on the profile pic, and set the notification for automatic notification.*
- Check your grades by clicking on "grades" on the left side of your home page; instructor often leaves assignment comments specific to an assignment that you can read if you see a speech bubble next to the grade for an assignment.

## **SYSTEMS REQUIREMENTS (Mandatory)**

### ***Access to a computer and the Internet***

This class requires a reliable computer (preferred) or a tablet, (**not phone**). Students may use their own computer for Internet access; or, if students prefer and if the campus is accessible, can use the computers in either the De Anza library or the Library West Computer Lab, or in a public library if available. Not having a computer or Internet is not a valid excuse for not finishing an assignment. If you are accessing this course from outside of the U.S., it is the student's responsibility to ensure sufficient Internet speed and free of government firewall. No allowance can be made for not able to access Canvas, YouTube, or other websites as required by the assignments. Do not contact the instructor about your computer or internet technical issues. Consult your own computer service providers.

### ***Adobe PDF Reader***

This class requires access to free textbook online using PDF. You can download the free PDF reader from Adobe website. See Adobe website for system requirements. If you do not know how to use PDF, click on this tutorial on how to open a PDF file. Any question about PDF, contact the supplier of PDF tool.

### ***Canvas Systems Requirements***

Be prepared for your first day of the quarter by making sure you have the correct software to run Canvas. You will need the **latest version of Chrome** (click for iOS, click for Windows). Your browser will notify you if there is a new version available. Go to "Information for New Online Students"; "Learn About Online Course Access" for more information.

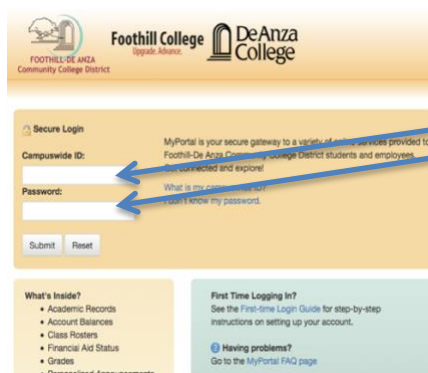
In addition, students are strongly encouraged to download the Canvas app onto their smart phones if possible (not required) and enable class announcement push notifications feature so that students can receive reminders and changes in assignments easily. It is the students' responsibilities to read the class announcements.

### ***Course Home Page***

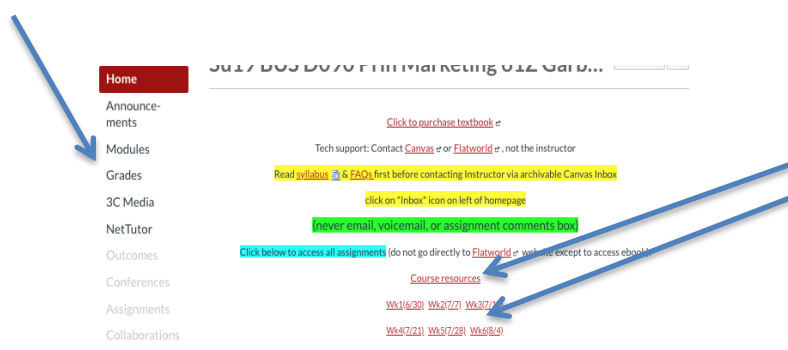
- Log into Canvas (<https://deanza.instructure.com>) at with your De Anza ID. You can access

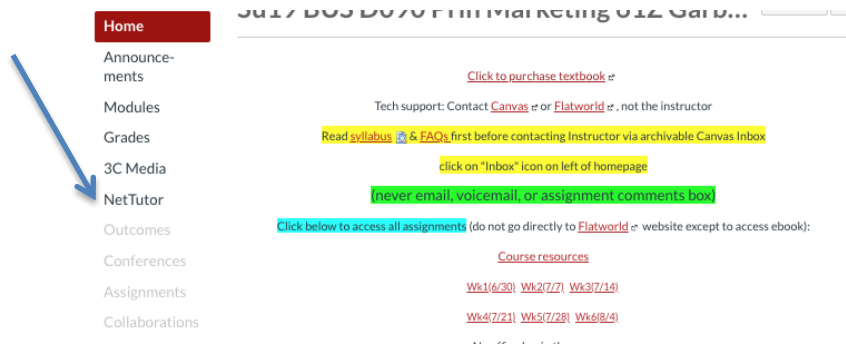


your Canvas course home page at the start of the quarter.



- Once you log in to Canvas, you will see a list of courses you have registered that has a Canvas course page. Click on our course home page.
- Click on “Grades” to keep track of your own progress.



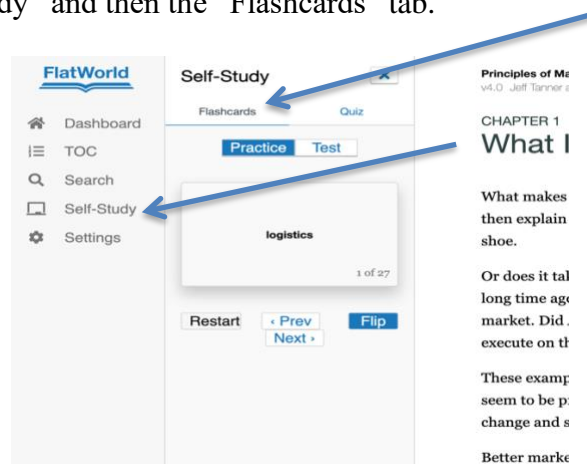


### ***Flatworld etext***

Not able to access Flatworld etextbook is not a valid reason for not completing your assignment. Please see “Required Course Materials” in the beginning of this syllabus. Chapter 1 is free and the instructor had listed the link to the chapter in Canvas. After which, students must have their own etextbook. If you cannot acquire the etextbook in time for the course, please consider dropping the course and take it when you can gain access to the textbook. The textbook is required starting Week 1. No allowances will be made for not completing the assignments due to lack of a textbook.

An online etextbook version is suffice. You do not need to purchase a hard copy or downloadable PDF version. However, should you like to have access to a physical book, please feel free to purchase from either the publisher Flatworld or the De Anza bookstore. It may take several days to order a hard copy from the De Anza bookstore. No need to contact the instructor about the status of your textbook purchase.

Within the etextbook, all the chapters are organized in the table of contents on the left-hand side of your screen. Within each sub-chapter, there are practice quiz and flashcards to help you study by clicking on the “Self-Study” and then the “Flashcards” tab.



Any quizzes you take from the Flatworld website do not count towards your grades. You must complete the quizzes on from Canvas course page by clicking on “\*\*Chpxx Quiz”. However, students should take advantage of the practice questions on publisher website before completing your chapter quiz in Canvas.

### *Turnitin.com*

Written assignment files will be *automatically* submitted to Turnitin.com by Canvas for plagiarism check. Students should not log into Turnitin directly -- submit only through Canvas assignment links. If you are using GoogleDocs, you must download and save as a Word or PDF file first, then upload to Canvas. Do not submit a GoogleDocs link.

### *Youtube.com*

It is the students' responsibility to ensure that there is sufficient Internet bandwidth and free of government firewall/censorship (in case of access from outside of the U.S.) for video case studies. Do not ask the instructor to download the YouTube videos for you since doing so may potentially infringe on the copyright.

## **CLASS PARTICIPATION**

### *Participation requirements*

To maximize learning and to avoid being dropped from this course for inadequate attendance and participation, students must:

1. Submit **ALL** of first- and second-week's assignments.
2. **Miss no more than 4 assignments in total**. Assignments with less than 25% scores are considered non-participation.
3. Complete the mandatory exams.
4. If requested by the instructor, students should upload a valid official photo ID (college/high school student ID, driver's license/passport with license#, birthdate/address blocked out).

California regulation dictates that instructors must drop all non-active participants. The instructor reserves the right to drop the students based on any of the criteria above. Once the instructor drops a student, there is no recourse. If there were any allowable absence as listed below, it is the students' responsibility to inform the instructor within 48 hours after the due date. However, if a student wishes to drop the course, it is the student's responsibilities to drop on time.

Online assignments are available **one weeks** ahead of the due dates (except first week of the course) as listed at the end of this syllabus; please plan your time accordingly and work ahead – do not wait till the due date.

### *Complete assignments before the due dates*

All assignments are due **before** 11:59pm of the due dates. Canvas will disable a link at exactly 11:59pm (that's how all computers work). If you try to submit at 11:59pm, 11:59:01, etc., Canvas will be view it as past due.

If you have a busy school week ahead, or have family obligations or work conflicts, complete the assignments early rather than waiting until the due date. You have one week to find time for your reading and assignments. **Do not contact the instructor to extend the due dates unless due to the allowable reasons listed below under "allowable absence"**. Due dates do not mean students complete the assignment on that date; due dates mean the very latest time/date students must submit. Students are strongly encouraged to complete their assignments at least one day before the due date.

Timely completion of assignments is 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 requirement for assignment submissions and participation maintained by the instructor begins with the day the students are given the add codes by the instructor, not when the students decide to add the course. As such, students who receive an add code but fail to add the same day and complete the assignments due will be dropped for non-participation.

#### ***Allowable exemption from assignments or request for Incomplete***

Since the assignments and readings are available 24x7 online (accessible anytime, anywhere) in advance, the only valid reasons for late submissions or requesting an Incomplete for the course are listed below:

1. You may request an Incomplete if you are currently passing the course and still have a reasonable chance of passing with the remaining assignments and tests in the judgment of the instructor based on the college policy for incomplete grade which states that:

*Incomplete: Academic work is incomplete for unforeseeable, emergency and justifiable reasons at the end of the term. At least 75 percent of the class must have been completed to qualify for Incomplete status.*

2. You may submit late or be excused for an assignment due to a court appearance or jury duty which lasts more than one week.
3. You may submit late or be excused for an assignment for unplanned hospitalization (for yourself, spouse, or children only) with less than 48 hours advance notice (any planned medical procedures are not excusable since you could have finished ahead or you could have delayed taking this class until you are able to commit the time and effort for the course to maximize learning).
4. If you are activated for National Guard or military reserve, please contact the instructor immediately upon notification by the authority and you should communicate immediately with the college officials to discuss how to move forward if it is a long-term deployment of more than a week.

**Travel, work schedule, non-emergency/non-hospitalized illnesses, family obligations, vacation, technical issues, forgetting, work conflicts, busy with another class, publisher website not available, and other personal issues are not valid reasons for not submitting the assignments.**

Students must submit official proof of any of the above to the instructor no later than 24 hours after the due date. Should the instructor drop a student due to any noncompliance of the participation criteria listed above, there is no recourse. It is the students' responsibility to inform the instructor in time before being dropped. This policy may change to comply with De Anza policy on the pandemic during the quarter.

You may miss up to 3 chapter quizzes during the quarter (must submit Weeks 1 & 2's) to cover any personal emergencies you may have. See grades section of the syllabus below for detail. Students may not miss any written assignments or exams.

Given the global crisis and other unforeseen natural disaster we are facing/may face, De Anza may issue additional college-wide guidelines that the instructor will incorporate into the assignment due dates and grading on an as-needed basis.

If you have personal concerns that De Anza Disabilities Services can help, please go to the last page of this syllabus for information. Unfortunately, the instructor cannot make allowance unless instructed directly by DSS.

## **ASSIGNMENTS & EXAMS**

### ***Chapter quizzes on Canvas (not on publisher's website)***

All online chapter quizzes are open-book, open-notes, and must be completed before 11:59pm of the due date (1 day grace period for assignments unless otherwise indicated). Make sure to hit "submit" to receive the grades for your assignments. Once you start a quiz, you must complete it. There is no restart or pause on the timer.

Note that each quiz question is loaded to a new screen on Canvas, as such it is impossible for a student to progress through a quiz without the system recording a student's work on each question. Canvas records and time-stamps every screen a student ever entered in the system.

If a student starts a quiz right before a quiz is due, Canvas will close the link and submit all the answers input thus far regardless of the timer for the activity. As such, if a quiz is 15 minutes long, please make sure to start the quiz more than 15 minutes before the deadline.

Do not contact the instructors to get the answer keys early before an assignment is closed (only after the grace period) and other students have yet to complete their work. Canvas is not able to show the answer keys to those who did not submit a quiz since all students' quizzes are different.

### ***Mini-Sims***

Mini-sims are vignettes of business situations where students need to apply their learning in the chapter readings/lectures in making sound business decisions. The sims are more than regurgitation of information, but rather, students need to analyze/evaluate the **best** options to achieve desired business goals presented in the vignettes. The answers will not be posted online. Please come to the office hours to verbally discuss the sims.

### ***Exams***

Make sure to study for the exams. The instructor reserves the right to change the exam dates/time, invalidate an exam score, change the format, use proctoring software, or use different assessment methods for individual students or the entire class.

### ***Case studies***

There are two types of case studies. First is multiple choice type where students would watch a video, take notes, and answer the questions based on the videos and concepts introduced in the corresponding chapters.

Second is multiple choice plus a short essay. Students must answer the multiple choice questions as well as answer the essay questions.

### ***Written assignments***

Students must follow the prompts and all instructions listed in the assignment descriptions.

Files should be uploaded as instructed. See assignment descriptions and follow all instructions as well as the “Written Assignments Guidelines” for completion of assignments and upload to assignment links. Do not submit using Canvas message, email, copy/paste to assignment comment box, LinkedIn and other platforms, as they would not be processed by Turnitin.com and do not count as an assignment submission. The instructor will never open any file attachments or any URL for Googledocs or other websites. Submissions must go through “submit” in assignment links, or forum posts if the assignment is a discussion forum.

Do not log into Turnitin directly; submit only through Canvas assignment links. Refer to the Written Assignment Guidelines and make sure the papers are in compliance with the guidelines. If you are using GoogleDocs, you must download and save as a Word or PDF file first, then upload to Canvas. Do not submit a GoogleDocs link. To upload a file:

Step 1: click on “load” button on bottom of screen.



Step 2: click to upload file. Do not submit a GoogleDocs link.

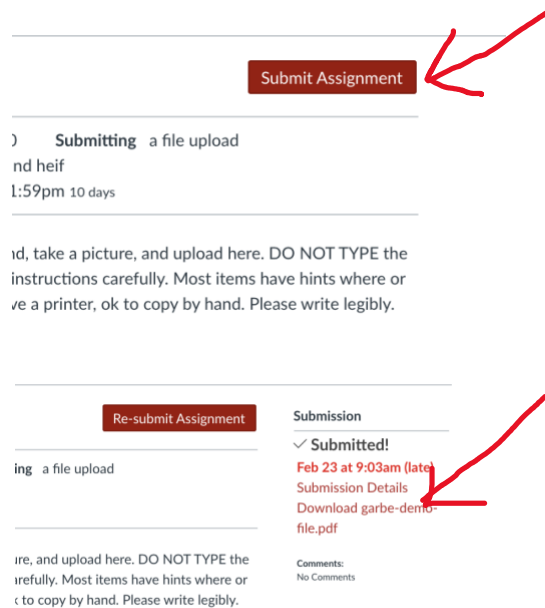


### ***Double check correct file is uploaded***

**It is the students' responsibility to submit correct files.** In the past, some students submitted random or incomplete papers, then claimed that they had submitted the wrong files and asked to resubmit after the due dates. It is understandable to inadvertently choose a wrong file; however, it is a student's responsibility to double check (do not ask the instructor to check for you).

Do not ask the instructor to check your assignment submission for you as this delays your own submission date/time. **It is the students' responsibility to ensure their correct submission of assignments.** Look at the file name after you click submit. You can even click on the file and download/open it to double-check ("Submission Details" in red) if it were the file you had submitted. It may take minutes or hours for Canvas to show the submission since it has to run through virus screening and plagiarism check at Turnitin (if essays). If you are not sure, just "resubmit" again. However, note that the date/time of your last submission is the one Canvas will

count as the official submission. To be fair to the rest of the class, **students cannot claim wrong or missing file and request late submission**. Once a file is graded, there is no regrading/resubmission.



Take the tutorial at the [Canvas Resource Library](#) if you don't know how to use Canvas. It is a pre-requisite for taking online classes.

### ***Grace period for assignments***

Students may submit an assignment up to 1 day after the due dates for a **20%** deduction from full marks per day late (or a fraction of a day). Quiz answers are made available immediately after the grace period therefore it is not possible for late submissions. Please do not ask the instructor to extend the grace period. No grace period for the exams.

### ***Cut off time by Canvas***

Canvas automatically submits any activities in progress upon expiration of a quiz or exams. If a student starts an activity late, even though there may still be time left on the timer, Canvas will submit whatever was completed to the instance the quiz or exam link expires.

Canvas assignment links expire on the due dates **before** 11:59 PM. In the past students were not able to submit at exactly or a few seconds after 11:59 PM. To be fair to others in the class who abide by the deadlines, do not harass the instructor for extension. It is the students' responsibilities to submit before 11:59 PM, not "at" or a one second after 11:59 PM.

### ***Exams***

Note that De Anza Academic Integrity policy will be strictly enforced. **The instructor reserves the right to change the format, administer the exams on campus, use online proctoring platform(s), or invalidate or supplement the exams with additional assessments, including oral exams.** Exam answers will not be posted online nor via any written communications. Please come to the office hours and schedule a zoom session to verbally discuss the exam.

Online exams are available 12:01AM of exam day and closes 11:59PM of the same day. No grace period.

### ***Extra credits***

Extra credits, if any, will be given at the sole discretion of the instructor if time permits. Do not ask for extra credit assignments.

## **GETTING HELP**

### ***Computer or Internet issues***

This is an online course, as such, knowing how to use a computer, webcam, basic software, the Internet, and having reliable access to a computer and the Internet are essential prerequisites of the course. If access is available during the quarter, please use computers in the De Anza library or computer center or your local library if you do not have a reliable computer webcam, and internet access. Please contact financial aid office as soon as possible if you are eligible for assistance in getting a refurbished computer or other aids.

### ***Canvas issues***

All Canvas technical questions should be directed to De Anza's technical support team or who are much better equipped to provide user support than the instructor. If you do not know how to use Canvas, please make sure to view the [Canvas student guide](#). Do not contact the instructor for tech support.

### ***Textbook reader issues***

Please contact Flatworld for ebook access and tech support. The instructor has no access to students' accounts.

### ***PDF issues***

Please contact the PDF supplier Adobe after checking:

- Download the latest browser
- Download the latest Adobe Reader from [Adobe website](#).
- Shutdown and restart your computer

### ***Course content questions about the lessons of the week***

To ensure the instructor receive your inquiries in a timely manner, please only use Canvas Inbox message, not email, voicemail, the assignment comment box, or social media. Canvas chatroom is available only during office hours – do not leave a message there during non-office hour.

The instructor is here to help you succeed in this course and will regularly reach out to the class regarding assignments, chapter readings or changes in due dates via Canvas Announcements or individualized messages. In order to make sure students receive all communications in a timely fashion, students should make sure to set the notification preferences in Canvas for messages or announcements, so that you will immediately receive a notification. In the past, students have



missed major announcements and weekly wrap-up because they did not read the announcements or only read the titles. Please make sure you read the all the messages and announcements.

## **COPYRIGHT**

Students must abide by the copyright laws.

Students will have access to the supplemental course materials on an as-needed basis for the sole purpose of completing specific assignments in this course. The instructor reserves the right to add or delete supplemental material and quizzes/exam on the Canvas course page during the quarter. All lecture slides and contents, lecture videos, quizzes, exam, and assignments in this course are either copyrighted by the publisher Flatworld (©2022-2023 Flatworld) or developed by the instructor and copyrighted (©2019-23 Emily Garbe).

It is unlawful to sell, appropriate, share, upload, or distribute lecture slides, supplementals, quizzes, and other course materials from this class to individuals not in this class, individuals who did not purchase the textbook, other websites (such as “homework help” sites), or entities (such as “tutoring service”) without explicit written consent from the copyright holders.

Please note that if a student were to purchase the downloaded version from Flatworld, the student’s name is permanently attached to every page of the file by the publisher as the authorized user (not “owner” of the contents); purchasing a downloadable file does not provide the student the right to distribute or upload to tutoring services or homework help sites.

## **GRADING POLICY**

College professors do not give grades; students earn them.

Note that Canvas will drop **3 lowest** grades assignments at the end of the quarter. If you did not do well in one or two quizzes, had technical 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.

### ***No extension***

Chapter quizzes have only one attempt, no re-take. In addition, quiz answers are made available after the grace period therefore it is not possible for late submissions.

### ***No re-submission***

Students are encouraged to submit assignments early rather than waiting till the deadline. Students can re-submit their papers before the due date and not yet graded. However, once a paper is graded even if it were before the due date, there is no resubmission.

Chapter quizzes have only one attempt, no re-take. In addition, quiz answers are made available immediately after the grace period therefore it is not possible for late submissions.

### ***Grades lookback***

To maximize learning, review your quiz and assignment answers and feedbacks **within two weeks** of the posting of the answers/grades by first checking if you have followed the instructions, read the instructor comments, if any, and reviewed the chapters before contacting the instructor. The

instructor is more than happy to further explain any questions you may have. This would ensure your understanding of the course contents. If you disagree with the answer key after reviewing the material, contact the instructor. The instructor is more than happy to answer your questions. However, it is counter-productive to comb through all old quizzes and assignments at the end of the quarter for the sole purpose of “bumping up” the course grades. Let’s focus on learning. Review the answer key and instructor’s comments within two weeks.

The instructor will review, regrade, and reply to any quiz or exam questions upon request one time only. The instructor recognizes that some quiz and exam questions may be viewed from different perspectives, as such, will make appropriate corrections if applicable. However, persistent requests for the same quiz or exam questions are considered harassment and will be referred to the Dean. Informing the instructor that your tutors, mom or dad, siblings, or friends said you should get the points are not valid reason for persistent harassments.

### ***Assignment feedback from instructor***

The instructor will target to complete reviewing all graded assignments within one week in most cases. Grades will be assigned based on the grading rubric. If a student has any questions about an assignment grade, the student must contact the instructor (using Canvas Inbox; do not hit “reply” to assignment comment) within two weeks after the grades for the assignment is published. Comments for written assignments can be found by clicking on the speech bubbles for an assignment grade in the Grades database. Again, do not hit “reply” to the instructor’s comments. Start a new message using Inbox.

### ***Canvas points distribution\****

The table below shows the assignments and earnable points.

<b><i>Activities</i></b>	<b><i>Canvas Points</i></b>	<b><i>% of total</i></b>
Chapter quizzes	390 pts total: 30 pts per quiz, 16 quizzes, 3 lowest grades dropped end of quarter	39%
Case studies	230 pts total: 4 cases: 25 pts per case 2 cases with short essays: Coke Life (65 pts); PepsiCo (65 pts)	23%
Mini-sims	140 pts total: Consumer purchase process (36 pts) product strategy(with short essays) (65 pts) price, place, promotion strategy (39 pts)	14%
Exams	240 pts total: Exam#1 (124 pts), Exam#2 (116 pts)	24%
Total	1,000 points	100%

\*Grades < 25% count as non-participation for instructor drops.

### ***Letter grades***

Letter grades will be assigned to students based on their total points, which is calculated as a sum of the activities, as listed above, divided by 1,000 points.

Please click on “Grades” in your course homepage to monitor your own grades. Instructor comments about an assignment, if any, will appear as a speech bubble in your grades database next to an assignment. Written assignments typically are graded within one week. However, major papers may take longer for the instructor to review.

The following table for letter grades is final and not negotiable. To be fair to your fellow classmates, do not ask the instructor to change the cutoff for the letter grades for you. It is not appropriate to harass the instructor to alter your course grade.

Total %	Letter grade
97% or above	A+
93%-96.9%	A
90%-92.9%	A-
87%-89.9%	B+
83%-86.9%	B
80%-82.9%	B-
77%-79.9%	C+
70%-76.9%	C (C- not available)
67%-69.9%	D+
63%-66.9%	D
60%-62.9%	D-
59.9% or below	F /FW

To request an incomplete “I” on the transcript, a student must have completed at least 75% of the course assignments.

## ACCOMMODATIONS

Students with learning disabilities are encouraged to make arrangements with the De Anza Disabled Student Services DSS 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. The instructor cannot make accommodations without written instructions from DSS.

## ACADEMIC INTEGRITY

Students are expected to abide by the Student Integrity as described in the College Policies. Please respect everyone in the class. Students who are disrespectful to fellow students or to the instructor will be immediately referred to the Dean for disciplinary actions.

### ***Cheating***

Written assignments in this class will be automatically processed by Turnitin.com for plagiarism check and ChatGPT and other AI authorship checkers. Do not copy/paste from the Internet or from another student or use an AI tool to write the papers for you. No more than **25%** can be quoted verbatim (with valid sources (no Wikipedia, personal blogs, etc.) and cited using MLA style). Any sentences or idea copied from another source must be in quotes and cited.

Even if students put sentences copied/pasted in quotes, the contents are still considered copied and subject to plagiarism check. Students who submit papers with 25% or greater flagged by Turnitin.com for plagiarism, even if it is cited, are considered plagiarized and will be referred to De Anza for disciplinary actions and receive a zero grade for the activity. Therefore, please write your own paper and minimize any direct copying verbatim from another source, even with citations.

Students who cheat on an exam or submit an assignment with more than a 25% plagiarism score will be referred to De Anza for disciplinary action and receive an “F” for the course.

### ***ID verification***

The instructor reserves the right to verify the students who are participating in this class and for the exams. Please make sure you upload your student ID (De Anza ID, other college ID, high school ID). If requested, students need to upload a student ID, driver’s license or passport with *all personal info such as birthday and address blocked out*, showing the issuer, photo and name only.

### **TRUE NAME**

If you would like to use your true name, please change your Canvas profile to your true name, and send the instructor a Canvas Inbox message.

## WEEKLY ASSIGNMENTS

BUS90 Spring23		
Weeks	Topics	Assignments due <b>Tuesday and Thursday 11:59pm</b> with 1 day grace period for <b>20%</b> deduction per day (or fraction of a day)
<b>Week 1</b>		
Tue (4/11)	Chapter 1 – What is Marketing	Chp 1 quiz
Thur (4/13)	Chapter 3 – Consumer Buying Behavior	Chp 3 quiz
<b>Week 2</b>		
Tue (4/18)		<i>Mini-paper – Buying Process</i>
Thur (4/20)	Chapter 5 – Segmenting, Targeting and Positioning	Chp 5 quiz
	Students who fail to complete <b>all</b> Weeks 1&2 assignments on time will be dropped See MyPortal for Last day to withdraw w/ refund	
<b>Week 3</b>		
Tue (4/25)	Chapter 10 – Market Research	Chp 10 quiz
Thur (4/27)		Video case study* w/ short essay: <b>Coke Life</b>
<b>Week 4</b>		
Tue (5/2)	Chapter 6 – Product & Service	Chp 6 quiz
Thur (5/4)	Chapter 7 – Developing and Managing Offerings	Chp 7 quiz Video case study: <b>Divinia Water</b>
<b>Week 5</b>		
Tue (5/9)		Mini-sim w/ short essay – <b>Market Research &amp; Product strategies</b>
Thur (5/11)	Chapter 8 – Channels	Chp 8 quiz
<b>Week 6</b>		
Tue (5/16)	Chapter 9 – Supply Chains	Chp 9 quiz
Thur (5/18)		Video case study* w/ short essay: <b>PepsiCo</b>
<b>Week 7</b>		
<b>Tue (5/23)</b> (available 12:01AM to 11:59)	Exam#1 (all chapters to date, not case studies, not mini-sim)	<b>Exam#1</b>

PM)		
Thur (5/25)	Chapter 15 – Price	Chp 15 quiz Case study: Marketplace pricing
<b>Week 8</b>		
Tue (5/30)	Chapter 11 – IMC	Chp 11 quiz
Thur (6/1)	Chapter 12 – Digital Marketing	Chp 12 quiz Video case study: NYT VR
	See MyPortal for Last day to withdraw	
<b>Week 9</b>		
Tue (6/6)		Mini-sim - Place, Price & Promotion strategies
Thur (6/8)	Chapter 4 – Business Buying Behavior	Chp 4 quiz
<b>Week 10</b>		
Tue (6/13)	Chapter 13 – Professional Selling	Chp 13 quiz Video case study: Closing a sale
Thur (6/15)	Chapter 14 – Customer Satisfaction	Chp 14 quiz
<b>Week 11</b>		
Tue (6/20)	Chapter 2 – Strategic Planning	Chp 2 quiz
Thur (6/22)	Chapter 16 – Marketing Plan	Chp 16 quiz
<b>Week 12</b>		
Tue (6/27) (avail 12:01am- 11:59pm)	Exam#2 (all chapters after Exam#1, not case studies, not mini-sims)	Exam#2

\*video case studies with short essay questions

\*\* Please note that the instructor reserves the right to modify the assignment contents, due dates and format as well as exams dates and formats, and date/time of the office hours during the quarter via class announcements or via Canvas Inbox messages to individual students.

## Written Assignment Guidelines

### 1. Submission via Canvas assignment links only

Files emailed, messaged, or copied into assignment comment boxes are not registered by Canvas as assignment submissions. Please submit only through the assignment link. If the link is not working, it means the assignment is closed. Any files randomly sent to the instructor will not be opened or graded.

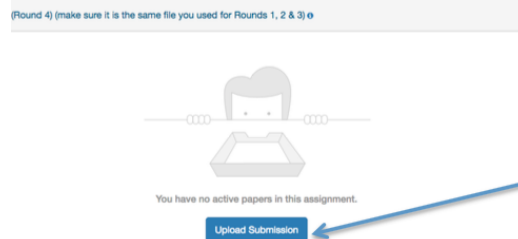
If you are using GoogleDocs, please download and save as a PDF or Word file onto your local disk and then upload to Canvas by clicking submit. If you do not know how to use Canvas to submit files, follow the step-by-step guide in Canvas. Do not screenshot or upload an URL.

If you do not know how to use Canvas to submit files, follow the step-by-step guide below:

Step 1: Click on the assignment link in Canvas (go to the designated weekly module)

Step 2: in the assignment screen, read the entire assignment descriptions.

Step 3: Click the blue button on the bottom of the screen “Load assignment” where you will see a Turnitin cartoon image of a student. Follow the instructions to select and upload.



Step 4: Go to course homepage and click on “grades”. Scroll to the assignment. You should see an icon indicating that you have uploaded a file.

Forum - Working in Social Media marketing	May 20 by 11:59pm	-	85
Click to take Stukent Chapter 7 test	May 27 by 11:59pm	-	50
Click to upload worksheet (Round 4) (make sure it is the same file you used for Rounds 1, 2 & 3)	May 27 by 11:59pm		50
Click to read Reflection Mini-Paper #2 requirements and to submit your paper	Jun 3 by 11:59pm	-	90
Click to take Stukent Chapter 8 test	Jun 3 by 11:59pm	-	50
Click to upload worksheet (Round 5)	Jun 3 by 11:59pm	-	20

Do not log into Turnitin.com directly. All files will be submitted to Turnitin.com automatically.

If the assignment is a forum discussion, click “reply” to the assignment description. Do not upload any documents.

### 2. Non-discriminatory

De Anza is opened to high schoolers starting age 15, so please be considerate of our under-aged students and our diverse student population. The instructor reserves the rights to delete all discriminatory or not G-rated assignment submissions.

### 3. Assignment templates

Please make sure to follow the templates by answering specific questions listed and incorporate all references to the textbook. Do not submit your own formats, contents, and topics. All formats and question titles from the templates must be preserved. Papers not following the templates, formats, and topics will not receive any grade.

### 4. No filler sentences and words

Do not write fillers just to satisfy the length requirement of an assignment. Some filler examples that were submitted in the past:

- "I am going to describe the strategy now"
- "I have been thinking about this"
- "I think this is interesting"
- "Good post" (without further elaboration)
- "I agree with your post" (without further elaboration)
- "To answer the question about the assignment"
- "I don't know much about this, but I think..."
- "The textbook says..."
- "You may have heard of...", "You might have seen..."

### 5. Use of pronouns

Never use "I", "We", and "You" in a business strategy document. Instead, use "the customers", "the company", "the competitor" or the business name. "It" and "they" to describe a business or customer are perfectly acceptable. For assignments where the instructions specifically asked for your personal experience or thought process, it is acceptable to use "I".

### 6. No typos and grammatical errors; English only unless it is a brand name

All writing must be in complete, grammatically correct English sentences without typos. **No bullet points.**

This course, as approved by the State, has English reading and writing as Advisories. All writing assignments, external website references, and citations must be in English. We **fully embrace and respect diversity** in this class and welcome input of different viewpoints and backgrounds. However, to **ensure inclusivity**, allowing everyone in the class to read all the posts, and for the instructor to be able to grade your submissions thoroughly, please be considerate of all in class and make sure your posts/papers and references/sources are in English. If you need to use a specific word in another language, please include a translation in English in "( )" after the word, and if you must reference a website in another language, the site must have an English version so that your classmates and the instructors can view and understand your writeup.

Make sure you run your submission through spellcheck and use the free NetTutor editing service in Canvas. The free software Grammarly is a great tool for catching typos.



## 7. Paper length

All writing assignments have word count and sentence count range requirements. On average, your sentences should be between 15 to 30 words (average about 25 words). Unfortunately, in the past, it was disheartening to review papers such as the following as the entire paper:

"My business is a food truck. It serves tacos. I market to everyone. My tacos are \$5. I will use social media to market."

Please take this class seriously so you can maximize your learning.

## 8. Formatting

**Single space, Time New Roman font, size 12. Double-space between paragraphs.** Number the paragraphs and include titles for the paragraph to match the paragraph descriptions. **Bold or highlight key terms.**

## 9. Turnitin plagiarism check less than 25%

Papers uploaded to Canvas will be automatically submitted by Canvas to turnitin.com for plagiarism check. Students should NEVER go to turnitin.com directly. All papers must be in .doc, docx, pdf, txt, or rft. No image file such as jpg or png. No more than 25% can be copied from external reference source. Absolutely no copying from another student's paper, either from De Anza or another college/university.

The only exception is if the assignment requires uploading a worksheet or a screenshot where the files are in jpg or png format and do not run through Turnitin.

## 10. Do not use Google Translate

Please do not write your paper in another language and then use Google Translate to convert to English. Papers constructed in this fashion typically are not comprehensible. Use Canvas' NetTutor for editing.

## 11. Citations

You must include citations for your sources in MLA, APA or Chicago. For this class, you must include the URL links for online sources, and the links must be clickable. Unclickable links or links that are incorrect will be deemed as lack of citations. No need to cite our textbook.

## De Anza College DSS 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 make appointment 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 your account or log into 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

Email: [DSS@deanza.edu](mailto:DSS@deanza.edu)

## **De Anza College Student Services**

Please go to [De Anza Guide to Student Services](#) for services available.