

**DE ANZA COLLEGE**  
**BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION**  
**BUSINESS 90 – PRINCIPLES OF MARKETING - Online**  
**Summer 2015 – Section 61Z**  
**CRN: 00105**

**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; so get ready for a fun and exciting quarter.

***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: No office hours during the summer quarter

Catalyst Messaging – Go to Catalyst home page and click on “Message”

Twitter: @garbe\_deanza

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

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

***Marketing Principles 4e***, by Lascu/Clow

***ISBN: 1-930789-27-0***

You may purchase either an ebook, PDF, or printed book from the publisher Textbook Media (<http://www.textbookmedia.com/Products/ViewProduct.aspx?id=3707>) 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.

### ***COURSE REQUIREMENTS:***

This is a five-unit course. Be prepared to spend between 8-to-10 hours per assignment period studying the course materials in lieu of face-to-face class hours 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 Catalyst (<https://catalyst.deanza.edu>) to access the course homepage where all the quizzes and case studies reside.
2. Read the textbook (<http://www.textbookmedia.com>) each week.
3. Read the lecture slides and lecture notes for the assigned chapters on Catalyst. 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. Complete assigned case studies.
6. Access to <http://www.netflix.com> to learn about Netflix's offering.
7. Conduct primary market research using SurveyMonkey (<http://www.surveymonkey.com>).
8. Submit Marketing Plan to turnitin (<http://www.turnitin.com>).

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 more than 2 weeks during the quarter unless the students contact the instructor prior to the assignment due date with valid reasons (National Guard, jury duty, major illness, etc. where access to a computer is difficult). However, if a student needs or wants to drop the class, the student is solely responsible for dropping the course.

See De Anza's attendance policies and deadline for drop/add <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 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.

## ***CATALYST CLASS HOMEPAGE:***

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

Please use **Firefox** as the recommended and supported browser for Catalyst assignments, quizzes and exams. Google Chrome and other browsers have been reported to have problems with Catalyst features, such as not being able to submit a quiz/exam.

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

## ***CLASS ACTIVITIES:***

1. Chapter reading.
2. Chapter quizzes.
3. Case Studies.
4. Market research
5. Marketing Plan.
6. Final exam.
7. Online forums.

## ***Marketing Plan:***

The project is divided into 3 separate tasks: Secondary research, Primary research, Marketing Plan. Please submit the Marketing Plan in Word or other text formats without any tables, charts, or graphs to Turnitin, then submit your plan with text, tables, charts, or graphs to Catalyst to receive grades. The paper should be Times New Roman, font size 12, single-spaced.

See page 544, Section A-5 "The Marketing Plan" in your text book and the project description

file on Catalyst. Complete sections A-5a (Marketing Objective), A-5b (Marketing Strategy), and A-5c (Marketing Mix). Within A-5b, the Marketing Strategy, insert one to two paragraphs on your survey results. See the project specifications in Catalyst for the paper outline and grading rubric.

### ***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 **third** 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/submitting-a-paper](http://turnitin.com/en_us/training/student-training/submitting-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 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](http://turnitin.com/en_us/training/student-training/about-originalitycheck) and [http://turnitin.com/en\\_us/training/student-training/viewing-originality-reports](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 Quizzes and Final Exam:***

There will be 12 open-book chapter quizzes and a final exam. The quizzes will be closed on Wednesdays and Saturday 11:55 pm each week. The final exam is due on Thursday 8/6, 11:55 pm during week 6 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. Your scores for the quizzes will be available immediately, but the answer keys will not be available until after a quiz is closed. You will have either one or two quizzes per week. There is no extension for the quizzes 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 quizzes and exam. 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.

### **GRADING POLICY**

The grades will be based on the following distributions:

| <i>Activities</i> | <i>Catalyst Points</i>                |
|-------------------|---------------------------------------|
| Chapter quizzes   | 480 (40 points per quiz, 12 chapters) |
| Case studies      | 80 (10 points per case, 8 cases)      |
| Final exam        | 160                                   |
| Market Research   | 100                                   |
| Marketing Plan    | 180                                   |

### **Business 90 Section 61Z – Summer 2015**

| <b>Weeks</b> | <b>Reading assignments</b>   | <b>Tests &amp; Assignments*</b>  |
|--------------|--|--|
| Week 1       | Chapter 1 – Scope and Concept of Marketing                         | Self-Introduction<br>Chapter quizzes -1  |
|              | Chapter 2 – Marketing Environment<br>Chapter 4 – Consumer Behavior | Chapter quiz – 2& 4<br>Case Study – <i>smart fortwo</i><br>Case Study – <i>Hispanic Market</i> |
| Week 2       | Chapter 6 – Marketing Segmentation                                 | Chapter quizzes – 6<br>Case Study – <i>The World Vegas Style</i>                               |
|              | Chapter 7 – Market Research  | Chapter quiz – 7<br>Marketing Plan Task 1 – Secondary research                                 |
|              | Chapter 8 – Product Strategies                                     | Chapter quiz - 8<br>Case Study – <i>The SUV Challenge</i>                                      |
| Week 3       | Chapter 12 – Pricing Strategy                                      | Chapter quiz -12<br>Marketing Plan Task 2 – Primary research via SurveyMonkey                  |
| Week 4       | Chapter 13 – Integrated Marketing Communications                   | Chapter quiz – 13<br>Case Study – <i>Exhibition Catalogs</i>                                   |
|              | Chapter 14 – Advertising   | Chapter quiz - 14<br>Case Study – <i>Reaching Women</i>  |
|              | Chapter 10– Distribution   | Chapter quiz – 10  |
| Week 5       | Chapter 17 – Global Marketing                                      | Chapter quiz - 17  |

|        |                                 |  |
|--------|---------------------------------|--|
|        |                                 | Case Study – <i>Euro Disney</i><br>Marketing Plan Task 3 – Submit marketing plan |
| Week 6 | Chapter 18 – Internet Marketing | Chapter quiz - 18<br>Case Study – <i>Bluefly.com</i>                             |
|        | Final exam                      | Final exam due Thursday 11:55 pm **  |

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.

| Catalyst points | Letter grade          |
|-----------------|-----------------------|
| >=980           | A+                    |
| 920-979         | A                     |
| 900-919         | A-                    |
| 880-899         | B+                    |
| 820-879         | B                     |
| 800-819         | B-                    |
| 780-799         | C+                    |
| 700-779         | C (C- does not exist) |
| 680-699         | D+                    |
| 620-679         | D                     |
| 600-619         | D-                    |
| <=599           | 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.

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

\*\*\* See <http://deanza.edu/calendar/> for detail