

Syllabus/Fall Semester 2014
Principles of **Marketing**/Bus 021 **Section 3210**
Tuesday Evenings 3:30-6:40/ Room 1001
Los Angeles Mission College 13356 Eldridge Avenue, Sylmar, California 91342
Todd Matosic, Instructor, BA, MBA Email: matosit@wlaac.edu
(Office Hours Tuesdays 2:45-3:20pm/business office cubicles)

COURSE DESCRIPTION: Marketing 021

Catalog: CSU (3 units)

This course provides an intensive study of concepts and strategies on which the field of marketing is based. Emphasis will be on product, distribution, promotion and pricing decisions. Additional topics are sales forecasting, domestic and international markets, personal selling, marketing legislation and the environmental factors that impact marketing.

COURSE TEXT: Marketing Edition 7, by Lamb 2012

Available at the at the campus bookstore or online from select online book vendors.

ISBN-10: 1-285-09186-8 **Publisher:** Cengage.

Course SLOs (Student Learning Outcomes):

1. Student will be able to apply the 4 P's (Product, Promotion, Price and Placement) to evaluate a marketing plan. (*In this class, you will be assessed on this by a writing assignment/group project*)
2. Student will be able to use SWOT analysis to select a target market for a business. (*In this class, you will be assessed on this by a marketing plan/group project*)
3. Student will use the vocabulary of marketing to define an assortment of planning and pricing strategies. (*In this class, you will be assessed on this by a PPT presentation/group project*)

Program SLOs (Student Learning Outcomes):

1. Transfer to an undergraduate program at the university level in the field of business.
2. Apply ethical values, global awareness and technological skills to identify problems and issues making appropriate decisions related to business problems.
3. Apply critical thinking skills to formulate viable solutions to business problems by using basic accounting, business and financial concepts.

Institutional Learning Outcomes:

Written and Oral Communication...Students will demonstrate the interactive nature of communication involving speaking, writing, listening and reading. Evidence will be the student's ability to make a clear, well-organized verbal presentation employing appropriate evidence to support the arguments or conclusions and to write a clear, well-organized paper using documentation and quantitative tools when appropriate.

Information Competency...Students will demonstrate information competency by combining aspects of library literacy, research methods and technological literacy. It includes consideration of ethical and legal implications of information and requires the application of both critical thinking and communication skills. Evidence will be the ability to find, evaluate, use, and communicate information in all its various formats.

Problem Solving...Students will demonstrate the ability to solve problems by examining, selecting, using and evaluating various approaches to developing solutions. Evidence will be the ability to observe and draw reasonable inferences from observations, distinguish between relevant and irrelevant data, define problems, analyze the structure of discipline or profession-based problem solving frameworks and to use such frameworks and strategies to develop solutions.

Math Competency (Quantitative Reasoning...

Students will demonstrate quantitative reasoning by identifying relevant data (numerical information in mathematical or other contexts), selecting or developing models appropriate to the problem which represents the data (organized representations of numerical information, e.g., equations, tables, graphs), obtaining and describing results and drawing inferences from data. Evidence will be the ability to extract appropriate data from a problem, to arrange data into tables and graphs or to select or set up an equation or formula, to obtain correct results, to describe trends and features in those results and to make predictions or estimates while drawing qualitative conclusions about the original situation.

Aesthetic Responsiveness

Students will demonstrate aesthetic responsiveness by taking a position on and communicating the merits of specific works of art, music and literature and how those works reflect human values. Evidence will be written or oral communications that articulate a personal response to works of art, explain how personal and formal factors shape that response and connect works of art to broader contexts.

Ethics and Values applied to decision-making

Students will demonstrate facility in making value judgments and ethical decisions by analyzing and formulating the value foundation/framework of a specific area of knowledge in its theory and practice or in a professional context. Evidence will be the ability to identify own values, infer and analyze values in artistic and humanistic works as well as scientific and technological developments and to engage in values-inflected and ethical decision-making in multiple contexts.

Global Awareness

Students will demonstrate global perspectives by generating theoretical and pragmatic approaches to global problems within a disciplinary or professional context. They will develop responsibility toward the global environment in others. Evidence will be the ability to analyze global issues from multiple perspectives, to articulate understanding of interconnected local and global issues, and apply frameworks in formulating a response to global concerns and local issues.

ACADEMIC HONESTY: Academic honesty is highly valued at Los Angeles Mission College, just as it is at all colleges and universities. A student must always submit work that represents his or her original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, the student must cite all relevant sources. The student should also make it clear to what extent such source(s) was used.

ATTENDANCE: Coming to class is crucial to your learning experience. The expectation is that you will be present every week. Any student who fails to attend class routinely (more than 3 absences) can be dropped from the class.

STANDARDS OF STUDENT CONDUCT: Students who cause disruptions during class will be dismissed from the class where the disruption occurred and will be marked as absent for that class. A disruption is any argument with another student or other behavior that is disruptive according to the student handbook/course catalog. Some other examples are: cell phone disruptions or those found to be "on" during class, or students listening to music on headphones. No iPods are allowed in class, any cell phone brought to class must be powered off during class. Any student wishing to make a call must make the call prior to or after class...no exceptions.

GRADING AND EVALUATION

The class will be composed of chapter readings, chapter exercises, classroom group discussion exercises, exams/quizzes homework/Internet assignments.

For certain semesters, a modified version of the requirements may be made.

A=900 points or more, **B**=800-899 points, **C**=700-799 points, **D**=600-699 points, **F**=599 points or below

COURSE ASSIGNMENTS: (1000 Points Total) 10 Quizzes (200 points), Midterm Exam (150 pts), Final Exam (150 points), Business Improvement Plan Assignment (100 points), Marketing Presentation (100 pts), Marketing Plan (200 points), Ethics Assignment (50 points), Supply Chain Assignment (50 pts).

EXTRA CREDIT: Opportunities may arise during the semester that allow for extra credit.

INCOMPLETE: If you want to request an “I” (Incomplete), you must advise me as soon as possible and discuss the terms for getting it and for its removal.

FINAL GRADE: The final grade will be determined by adding points received for attendance, quizzes, exams, projects, and all work required during the semester. You can earn as many as 1000 total points. See above for description of point values for grades A-F.

Important Dates: Last Day to ADD the class September 12th, Last day to drop with a “W” is November 23rd. Grades WILL be assigned after this date.

*Sep 2nd	<u>Week 1</u> (Course outline, detailed course syllabus and text overview, class icebreakers, Chapter 1 introduction)
*Sept 9th	<u>Week 2</u> (Chapters 1 and 18 Overview of Marketing and Social Media) (Surfboard marketing in-class assignment)
*Sept 16th	<u>Week 3</u> (Overview of Chapters 2 and 3, Strategic Planning for Competitive advantage and Ethics/Social Responsibility) Quiz 1 on Ch 1 and 18)
*Sept 23 rd	<u>Week 4</u> (Ethics in-class assignment) Quiz 2 on Ch 2 and 3. Overview of Chapters 4 and 5, The Marketing Environment and Developing a Global Vision)
*Sept 30th	<u>Week 5</u> Quiz 3 on Ch 4 and 5. Overview of Chapters 6 and 7, The Marketing Environment and Developing a Global Vision (Improvement Plan/Media Campaign discussion)
*Oct 7 th	<u>Week 6</u> Quiz 4 on Ch 6 and 7. Overview of Chapters 8 and 9, Segmenting and Targeting Markets and Marketing Research. (Improvement Plans due)
*Oct 14th	<u>Week 7</u> Quiz 5 on Ch 8 and 9. Overview of Chapter 10, “Product Concepts”. Group work on Marketing Plans and Review for Midterm)
*Oct 21 st	<u>Week 8</u> (Midterm Exam) Group work on Marketing Plan
*Oct 28th	<u>Week 9</u> Quiz 6 on Ch 10, Overview of Chapter 11 and 13, Developing and Managing Products and Supply Chain Management. (Supply Chain Group Project)
*Nov 4th	<u>Week 10</u> Quiz 7 On Ch 11 and 13, Overview of Chapter 14 Marketing Channels and Retailing. (Group Work for Marketing plans)
*Nov 11th	<u>Week 11</u> <i>No Class (Veteran’s Day)</i> * <i>Rough Marketing Plans due by email</i>
*Nov 18th	<u>Week 12</u> Quiz 8 on Chapter 14. Overview of Ch. 15 Marketing Communications (team quiz on Ch 15 Quiz 9)
*Nov 25th	<u>Week 13</u> (Marketing Plans Due, Review for Final Exam) (Quiz 10 on Ch 15, Overview of Chapter 16, Advertising, Public Relations)

and Sales Promotion)

*Dec 2nd Week 14 (Marketing Plan Presentations) (Final Exam Review)

*Dec 9th Week 15 (Presentations and Final Exam)

***School is Closed** November 27 – November 30th (Thanksgiving Break).

ADA Reasonable Accommodations: In support of the Americans with Disabilities Act (ADA), reasonable accommodation will be provided to any student who is registered with Disabled Student Services and who requests accommodation. Students must contact the DSP&S room 1018.

Important Days: Last day to add the class September 12, drop a class without receiving a “W” with refund (by Internet only) Sept 14, drop classes without incurring fees or with a refund (Registration/parking/non-resident fees/semester-length classes) (by Internet only) Sept 14, drop classes with a “W” – A letter grade is required after this date forward- (by Internet only) November 23rd. *If you stop attending a class (or wish to drop a class), YOU MUST DROP THE CLASS YOURSELF - *OFFICIALLY* – on or before November 23rd, 2014 (by Internet only). Failure to do so will result in a grade of “F”.

Write the name and contact information for two students in the class: *Tip to succeed: keep this syllabus somewhere you can find it.*

Name _____ Phone No. _____ e-mail: _____

Name _____ Phone No. _____ e-mail: _____

Student Resources at Los Angeles Mission College

These are some of the resources available to students on campus: *Tip to succeed: take advantage of these.*

- **Admissions and Records:** Students can register for classes, request transcripts, file petitions for graduation, and drop classes at this office. For more information call 818-833-3322 or visit: <http://www.lamission.edu/admissions/>
- **Assessment Center:** Offers student assessments in English, English-as-a-Second-Language (ESL) and Mathematics. Please contact the Assessment Center at (818) 364-7613 for more information or visit <http://www.lamission.edu/assessment/>
- **Bookstore:** For hours of operation, book availability, buybacks, and other information call 818-364-7767 or 7768 or visit <http://eagleslanding.lamission.edu/default.asp>
- **Counseling Department:** For appointments and information call 818-364-7655 or visit <http://www.lamission.edu/counseling/>
- **Disabled Students Programs and Services (DSP&S):** For appointments, eligibility, services, and information call 818-364-7732 or visit <http://www.lamission.edu/dsps/>
- **Extended Opportunity Programs and Services (EOPS):** For appointments, eligibility and information call 818-364-7645 or visit <http://www.lamission.edu/eops/>
- **Financial Aid:** For information and applications call 818-364-7648 or visit <http://www.lamission.edu/financialaid/>

- **Library:** For information on hours, resources, workshops, and other services contact 818-364-7106 or visit <http://www.lamission.edu/library/>
- **Tutoring Services in Learning Center:** Laboratories for Learning, Writing, & Math. Walk-in and appointments. Call 818-364-7754 or visit www.lamission.edu/learningcenter/