**MKTG 10: Marketing**

**Course Syllabus: Fall 2011**

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**Course Title:** MKTG 10: MARKETING **COURSE CODE #:** 51044

**Meeting Day, Time & Location:**  Web: No specific meeting time, but you must log on frequently throughout each week.

**Course Description:** Marketing is an introduction to the role of marketing in business, the various philosophies that guide marketing management and the importance of the role of the consumer in marketing process. This course evaluates the principles of marketing, the importance of research and role of technology in marketing both nationally and internationally. Ethical and cultural issues will be discussed, as will issues relating to marketing for nonprofit organizations. Using the skills learned in this course, students will research and write a marketing plan for a local business or nonprofit organization.

Meets the business major requirements for students transferring to Cal State University, Fresno.

**Prerequisites:** Eligibility for ENGL 125, ENGL 126, and MATH 101

**Learning Objectives & Outcomes:**

After completing this course, the student should be able to:

1. Recognize the importance of marketing in the business world.
2. Explain the various philosophies of Marketing.
3. Identify and coordinate the elements of the marketing mix.
4. Recognize and identify the marketing concepts.
5. Analyze and interpret marketing data.
6. Prepare written analyses of marketing data.
7. Identify the components of a marketing plan.
8. Develop a marketing plan.
9. Analyze and prepare oral and/or written reports on marketing in special settings.
10. The student will use terminology of marketing through class discussions and case studies.
11. Analyze case studies and contemporary business situations to determine the best ways to satisfy customers and make the business profitable.
12. Compare and contrast possible alternatives, selecting and supporting the desired approach.

**Learning Methods & Course Activities:**

In the process of completing this course, the students will:

1. Comprehend and use appropriate Marketing terminology and discuss the importance of Marketing in the business world.
2. Read and comprehend the various components of a Marketing Plan.
3. Conduct research using traditional (as well as technology based) research tools, evaluate sources of internal and external data and recognize the difference between primary and secondary research.
4. Interpret research findings and make appropriate marketing decisions based on those interpretations.
5. Identify motives associated with consumer and business buyer behaviors.
6. Dissect a “total population” into manageable target populations using proper market segmentation techniques
7. Create a unique, custom marketing plan.
8. Differentiate between ethical and non-ethical business behavior and understand and appreciate the differences between cultures, leading to greater cross-cultural interaction.
9. Transfer and apply marketing concepts learned in class to new situations.

**Assessment:** Students completing all exams, assignments, and activities with a cumulative, average grade of "C" or better will be deemed as having achieved the course objectives previously stated.

**Textbook: MKTG 5.0 + EBook Access Author: Lamb/Hair/McDaniel**

**ISBN: 1-1115-2809-8**

**Course Activities & Evaluations: Earned Percentage of Possible Points - Grade:**

Participation/Discussions 15% 90 - 100% A

Homework Assignments 20% 80 - 89% B

Quizzes & Exams 40% 70 - 79% C

Semester Project/Plan 15% 60 - 69% D

Final (refer to Class Schedule) 10% < 60% F

**DROP DEADLINE:** August 26th, Last Day to drop for a Full Refund

September 2nd, Last Day to drop to avoid a “W”.

**INTERNET & E-MAIL:**

* Access to broadband Internet is required. If you do not have an Internet connection, you may use the resources in the Reedley College Library or at other computer labs on campus.
* **An email address is required for all students**. If you do not already have one, please either obtain an email address through the RC Library – or any one of the many free email services out there (gmail, hotmail, etc.). Once obtained, please send the email address to me.
* **Check your e-mail daily! It is your responsibility if you missed an e-mailed assignment, message, etc.**
* Please note: I teach multiple courses (and multiple sections of some courses) so I have some rather strict rules about email. They are as follows:

1. \*Use the subject line correctly. Each e-mail you send to me must include the following subject line:

**Course number, your first and last name, and the subject you are writing about**

*For example, if I was a student in BA 10 ( Intro to Bus), the subject line on my email would be as follows: “BA 10\_FauvorDianna\_Question about homework”*

*For example, if you are sending an assignment: “BA 10\_Assignment 10\_Commnication Channels\_FauvorDianna”*

1. Use the spell checker.
   1. Your e-mail messages represent you. Be accurate and be professional.
2. Use proper grammar.
   1. Make a habit of constantly improving the way you communicate.
3. Do not type in all capital letters.
   1. That is the same as yelling.

Please remember that you are in training for your professional career. One of the best places to start practicing is in this class.

\*if your e-mail does not have the required information in the subject line, your email will not be read.

**BLACKBOARD:**

* The website is:  
  <http://blackboard.reedleycollege.edu>
* The standard Blackboard login is:  
  **Username**: your student id number  (example: 0123456)  
  **Password**:  your student id number
* Blackboard help is available 24/7
  + The phone number is 1.866.401.7784

**GRADING:**

* Your course grade will be based on the percentage of points (total earned / total possible), and **grades are weighted based on type of assignment**. Please see specific grading weights on page one of your course syllabus. **Grades are final unless an error in math is found in the computation of your grade.**

**ATTENDANCE & PARTICIPATION (online classes):**

* You are not expected to log on every day at a specific time. However, I may post extra credit assignments, announcements, assignment files, etc. so it is a good idea to get in the habit of logging into your Blackboard page for your course on a daily basis.
* Your attendance and participation will be graded based on the Discussion Board feature in Blackboard. You are required to post an original response to each discussion prompt by Wednesday at midnight each week. You are also required to post at least four “follow-up” responses to your classmates’ original postings by Sunday at midnight. Please be thorough when you post, as menial posts may not be counted for credit. A one or two sentence response is inadequate. Your posts should have questions, opinions, and/or websites to reference.
* Discussion prompts will be posted weekly. Some weeks may only have one prompt, while others may have two or three.

**HOMEWORK, QUIZZES, & EXAMS:**

* Homework assignments are a way for you to dig deeper into the course materials and prepare for the tests and exams. **Homework will not be accepted late**. You are welcome to turn in your homework early. Please do not e-mail homework assignments.
* Each student is expected to read the assigned material.
* All homework assignments that are submitted via Blackboard must be named correctly. Homework that is not submitted with the correct name will not be accepted. When naming a homework assignment, make sure to include your first and last name and the official assignment title.
  + **For example:** BA 10\_Assignement 5\_Demographics\_FauvorDianna
* **Please make sure to submit assignments in Microsoft Office compatible form**. Assignments submitted in Word Perfect or other non-industry standard form will not be accepted. If you don’t know if your files are compatible, save them as .rtf (rich text) files before submitting them.
* Do not simply type your homework response in the Assignments section of Blackboard. You must upload a file to properly submit your homework.
* There will be no special dispensation for homework & tests/quizzes that are missed.
* Exam and quiz dates and chapters to be covered are clearly identified in the Course Schedule. Each test may consist of true/false, multiple choice, completion questions, and problems and case study questions. All tests are timed and points will be deducted for going over the given time limit. Assume one minute per question unless otherwise noted. Written, official documentation of an emergency resulting in a missed exam/quiz will be required to make up an examination after the scheduled test date. Your final exam will be online.

**MARKETING PLAN:**

You will be required to write a marketing plan. Further information will be provided, detailing the requirements of the marketing plan. Required elements will include a Mission Statement, SWOT Analysis, Objectives, Marketing Strategy (Target Market/Marketing Mix), and Implementation Evaluation Control. A format for the marketing plan will be provided. Don’t worry! This assignment will be highly beneficial in your business career, and you will appreciate the experience it provides you.

**Drop Policy:**

If you decide to drop the course, please do not simply stop logging in to Blackboard. In order to officially drop a class you must fill out a program change card, available in the Admissions and Records Office, or drop via Web Advisor. Drop dates are listed in your Reedley College Class Schedule. If you simply stop participating or fail to drop, you will be assigned a letter grade that will remain on your transcripts.

**CHEATING AND PLAGIARISM:**

You will notice that we will discuss ethical issues, as such you should understand that cheating and plagiarism is not acceptable in this online class (or any other). If you are caught cheating or plagiarizing, you may be assigned an “F” for the class, denied entry into the online class in the future and possibly expelled. Because cheating, plagiarism, and collusion in dishonest activities erode the integrity of the college, each student is expected to exert an entirely honest effort in all academic endeavors. Academic dishonesty in any form is a very serious offense and will incur serious consequences.” (RC Catalog page 44) If you do the work on your own and succeed, you’ll be proud of your accomplishment.

**Student Conduct:**

* As stated in your schedule of courses, students are expected to conduct themselves in a responsible and mature manner whenever they are on campus or representing the college in any activity. Board Policy 5410 states the specific rules and regulations and a copy of the policy is available in the college library, the Admissions Office, Dean of Students & Dean of Instruction offices, as well as the student activities office.
* Conduct standards are designed to perpetuate the college’s educational purposes, allowing students to enjoy the right of freedom to learn. To that end, students who fail to meet the conduct standards, or who interfere with the rights of freedom to learn of others will be removed from class.

**\*Accommodations for students with disabilities**:

* If you have a verified need for an academic accommodation or materials in alternate media (i.e.: Braille, large print, electronic text, etc.) per the Americans with Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact me, or the **DSPS office - ext 3332**  as soon as possible
* \*Please see the Reedley College catalog for clarification of issues and additional guidelines.

**General Guidelines for Online Classes:**

Discussion Boards: Each week, students will take part in discussions based on the topics covered in the text and videos. In order to receive credit for discussion boards, students must post an original response **by Wednesday at midnight** and must respond a minimum of four times to other students’ posts by Sunday at midnight. In other words, students will post at least five responses (one of which is a response directly to the discussion prompt). Simple “yes”, “no”, “I agree” answers are inadequate. A one or two sentence response is also inadequate. Your posts should have questions, opinions, and/or websites to reference.

Quizzes & Exams: You’ll notice that there are time limits for taking quizzes and exams online. The time limits have been established to accurately assess a student who studies the material prior to completing the quiz/exam. Points will be taken from students who go over the time limit. This is to ensure that students do not have time to simply look up answers in the text. Please make sure to be prepared **before** taking a quiz/exam.

Submitting Assignments: Assignments will be accepted only through the Blackboard system. Please submit assignments in the Assignments section of Blackboard. There should be a link to submit each individual assignment. Do not use the Digital Drop Box. Do not e-mail your instructor assignments. Neither will be accepted. Assignments will not be accepted late. **All assignments must be named correctly on the top of the paper and in the subject line. Homework that is not submitted with the correct name will not be accepted.** When naming a homework assignment, make sure to include the course name, assignment number, assignment title, your last name and your first name.

**For example: MKTG 10\_Assignment 5\_Product Life Cycle\_FauvorDianna**

Course Resources: In general, students will be able to find resources needed for assignments and projects in the Course Documents section of Blackboard. Students who have oral presentation requirements should have access to equipment and software for recording and uploading video. This can be as simple as a webcam with microphone. Other students may decide to use a digital camera (video) and upload video. Either way is adequate.

Grading: Although assignment grades are posted on Blackboard, calculations in Blackboard are not accurate with overall grades. Student grades are weighted by category. There is a document in the Course Documents section of Blackboard that explains how to calculate your current, overall grade.

Communication: You are welcome to e-mail me if you have questions or concerns. Please do so as early in the week as possible. I may not respond within the first 24 hours, depending on how many emails I am trying to finish reading. Don’t procrastinate!! I will only be able to receive e-mails with the proper subject line, so make sure to check your syllabus to see what that means.

THIS SYLLABUS AND THE COURSE ACTIVITIES SCHEDULE ARE SUBJECT TO CHANGE AS DEEMED NECESSARY BY THE INSTRUCTOR.

Revised 08/14/11