***MKTG 10: Marketing***

***Course Syllabus: Fall 2016***

***Instructor: Kellie Black***

***Contact Information for Ms. Kellie Black***

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**Course Title: MKTG 10 – MARKETING**

**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 (8th Edition) by Lamb/Hair/McDaniel** ISBN-10: 1285432622 ISBN-13: 9781285432625 (9th edition okay as well). Feel free to purchase a used copy.

**e-book:** TBA (you may have to purchase an additional e-book for the course)

## Grading

Your final grade will be dependent on exams, projects, homework, and participation.

Final grades will be based on the following scale:

90%-100% A

80%-89% B

70%-79% C

60%-69% D

Below 60% F

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**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.).
* 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:
  + \*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 39 ( Finite Math), the subject line on my email would be as follows: BA 39 Eric Nasalroad Question about homework*
* Use the spell checker.
* Your e-mail messages represent you. Be accurate and be professional.
* Use proper grammar.
* Make a habit of constantly improving the way you communicate.
* Do not type in all capital letters.
* 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](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

**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. You are also required to post at least four “follow-up” responses to your classmates’ original postings. Please be thorough when you post, as menial posts may not be counted for credit.
* 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 if you think you might miss class. Please do not e-mail homework assignments unless you are doing so because you must miss class.
* **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.
* When you submit a file, it must be named correctly. That is, it must include your first and last name and the title of the assignment.

Example: Eric Nasalroad Syllabus Hunt

* **Homework submitted in the incorrect format will not be graded.**
* If you are participating in school-sanctioned activities (sports, field trips, etc.) and find it necessary to miss class, it is your responsibility to make sure that all your work is turned in and tests/quizzes are taken prior to your departure. There will be no special dispensation for absences, homework & tests/quizzes missed.
* Quiz dates and chapters to be covered are clearly identified in the Course Schedule. Each quiz is worth approximately 15 points (depending on the number of chapters covered) and may consist of true/false, multiple choice, completion questions, and problems and case study questions. You will be required to complete quizzes and exams online. Accommodations will be made for students with disabilities.

**Grades are final unless an error in math is found in the computation of your grade**

**Drop Policy:**

* If you decide to drop the course, please do not simply stop attending. In order to officially drop a class you must fill out a program change card, available in the Admissions and Records Office. Drop dates are listed in your Reedley College Class Schedule. If you simply stop attending, you will be assigned a letter grade.

**Student Conduct:**

* As stated in your schedule of courses, students are expected to conduct themselves in a responsible 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.

\***Ethics in the classroom**:

* You will notice that we will often discuss ethical issues, as such you should understand that cheating and plagiarism is not acceptable in this class (or any other).

**\*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. 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) for each discussion topic.

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 taking 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 upload your assignment files in the Assignments section of Blackboard by clicking on the assignment title. There should be a link to submit each individual assignment. Do not use the Digital Drop Box. Do not e-mail your instructor assignments. Do not paste your assignments into Blackboard. None of these will be accepted. Assignments will not be accepted late. Make sure to label assignments correctly.

Course Resources: In general, students will be able to find resources needed for assignments and projects in the Content 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 Content 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, as I generally do not log in to the system between Friday and Sunday. Unfortunately, sometimes we procrastinate and complete assignments close to deadlines, so if you do so and need help on a weekend, I probably will not be able to assist you in time. 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.