

MKTG 10 - MARKETING

Pamela Melville

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OBJECTIVES OF THE COURSE:

1. To introduce students to the basic components of marketing.
2. To prepare students for advanced courses in marketing.

TEXT TO BE USED:

1. Boone and Kurtz, CONTEMPORARY MARKETING 1999, The Dryden Press, 1999 Edition
2. Lined binder paper that is NON-SPIRAL (8 ½ by 11), two pencils, two pens, a computer disk, and an eraser.

MATERIALS TO BE COVERED IN MKTG 10:

Chapters 1 through 21.

METHODOLOGY:

Students will be expected to read the material in the chapters, complete and turn in assignments, and be prepared to discuss the material. Lectures will be to clarify and expand on the reading assignments.

ASSIGNMENTS:

1. Chapters must be read before the class discussion.
2. All assignments will be turned in before the beginning of class, stapled in the upper left-hand corner, and in order. A 20% penalty will be assessed for late, unstapled, or out-of-order papers. NO CREDIT will be given for papers that are over 1 class period late.
3. There are NO extra credit assignments. You need to keep up with your assigned work.
4. It is your responsibility to find out what the assignments are for each class session. Either check with a classmate or call me. There will be no excuse for not being prepared.
5. There will be NO make-up exams. You may take the exam early if you cannot be present on the day of the test. Your lowest score on the exams will be thrown out.
6. If you must be absent, an assignment may be mailed for full credit if postmarked the same day class meets or before. Mail to: Pamela Melville
KRCC
995 N. Reed Avenue
Reedley, CA 93654

POLICIES AND PROCEDURES:

1. There will be NO sunglasses worn during class.
2. Being on time to class (seated and ready to go at the start of class) is an important job skill. Others are depending on you. Each student is permitted to be tardy 3 times each semester. More than 3 is excessive and will cause a loss of 5 points per excessive tardy.
3. I will not be responsible for purging you from class. If you chose to stop coming, make sure you drop the class.
4. Needing to use the restroom must be done outside of class time. Plan appropriately.
5. Your being in class is important to your learning. You should consider classes to be your job and grades your merit pay. Employees who do not show up for work do not get paid. Each student is given three days of "sick/other leave" per semester. More than three absences for whatever reason (sickness, funeral, accident) are considered excessive and will cause a loss of 10 points per excessive absence. **Note: Industry standards state that an employee should not be absent more than once every two months.**
6. Quiet gum chewing is permitted.
7. No food or drinks are permitted in class.
8. No recording devices are permitted without consent of instructor.
9. No hats are to be worn in class.
10. Make sure you beepers, cell phones, and any other devices that may go off are turned off before entering the classroom. A loss of 15 points will be deducted each time one of these devices interrupts the class.
11. Needing to leave early for whatever reason will be considered a tardy or absence depending on the amount of time missed.
12. I have the right to teach and you and your classmates have the right to learn. Please be considerate and respectful of others.

GRADING SCALE:

A percentage of the total points will be computed and a grade will be assigned according to the following breakdown:

- 90 - 100 = A
- 80 - 89 = B
- 65 - 79 = C
- 50 - 64 = D
- 0 - 49 = F

POINTS:

The tentative breakdown for points is:

1.	8 exams @ 100 points each (low score thrown out except if caught cheating)	= 700
2.	Quizzes, in-class assignments, homework, reports, critiques, etc.	= 400
3.	Projects, presentations, book reports	= 400
4.	Box	= 75
5.	Class participation	= <u>50</u>
	TOTAL	<u>1625</u>

*****Final Drop Date: Friday, October 15, 1999*****

Scheduled Holidays:

Monday, September 6

Thursday, November 11

Thursday and Friday, November 25 and 26

Meeting Times:

Monday, Wednesday, Friday 1:00 to 1:50 p.m.

Final Exam: Friday, December 17, 1999 at 1:00 p.m.

Please note: This will be the only time the final is given. Make all the necessary arrangements to be there.

Pamela Melville

E-mail: pam.melville@do1.scccd.cc.ca.us

Office Hours: Tuesday, Wednesday, and Thursday 11 -11:50 a.m.
638-3641, ext. 3264

638-9589 Monday - Friday: 7:15 a.m. - 10 p.m.

Saturday - Sunday: 8 a.m. - 10 p.m.

You may leave a message for me at 638-3641, ext. 3264. I will check my messages around 9 a.m. and around 8 p.m.

MKTG10cg/F99

WELCOME TO MARKETING 10

Please tell me a little about yourself. (Please write legibly.)

Name: _____

What is your major? _____

How many units are you taking this semester? _____

Are you working? _____

What is your definition of marketing? _____

Why are you taking this course (BE HONEST)? _____

Do you have any special concerns about this course? _____

What do you hope to be doing ten years from now? _____

What else would you like me to know about you? _____

I acknowledge receipt of this MARKETING 10 COURSE OUTLINE and understand the attendance, evaluation, grading, no makeup, and voice recording policies stated in the course outline.

Signed _____

Date _____