

## **Syllabus**

### **MKTG 10: Marketing**

**Instructor:** Mr. Chuk Hreische

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**Office:**

**Office Hours:** By appointment for online courses.

**Meeting Day, Time, & Location:** Online. No specific day/time.

**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 (12<sup>th</sup> Edition)** - You will only need the text. No supplements needed. If you would like to purchase an older or used version of the text, feel free to do so. With each edition, about 15% of the content changes, so try to purchase an edition that is close to the current edition.

ISBN: 978-1337407595

### **Course Activities & Grade Weights:**

- Assignments                      20%
- Discussions                        20%
- Chapter Quizzes                50%
- Final                                    10%

### **Percentage/Grade Breakdown:**

- 90 - 100%                          A
- 80 - 89.9%                        B
- 70 - 79.9%                        C
- 60 - 69.9%                        D
- < 60%                                F

### **INTERNET & E-MAIL**

- Access to the 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. You can use your cell phone to complete assignments, but it will be more difficult than if you use a computer or tablet.
- E-mail success:
  - \*Each e-mail you send to me must include the following in the 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*

- *\*if your e-mail does not have the required information in the subject line, your email may not be read.*
- *E-mail subject lines are useful for future e-mail searches if you use them correctly.*
- Use correct spelling and grammar. How you write is how the world will judge your intelligence. You miss opportunities when you don't put your best self forward.
- Your e-mail messages represent you. Be accurate and be professional.

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

## **CANVAS**

- We will use Canvas for our class management system. You can log in through your college's home page.

## **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 near the beginning of your course syllabus. Do not simply divide your total points earned by the total points possible. You must use the category weights when calculating your overall grade. For details, see: "How to Calculate Your Overall Grade" in the Files section of Canvas.

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

- You do not have 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 Canvas page for your course on a daily basis.
- Your attendance and participation will be graded based on the Discussion feature in Canvas. 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 (5 total posts for each discussion topic). **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 more.

## **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.** Please do not e-mail homework assignments. They must be submitted through Canvas.
- **Please make sure to submit assignments in Microsoft Office compatible form (.doc or .docx) or rich text format (.rtf).** Assignments submitted in Word Perfect, Google docs, Pages, or other non-industry standard form will not be accepted. Feel free to create your documents in Google Docs, but you must convert files to the proper format before submitting.
- Naming your assignments correctly is useful for future assignment searches.
  - Here is a useful naming practice: class number - assignment name - semester
  - Example: BA 10 - Syllabus Hunt - Fall 2025

- 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 each week. 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 logging in. In order to officially drop a class, you must drop the class through WebAdvisor or by contacting a counselor. Drop dates are listed in your Reedley College Schedule of Courses. If you simply stop attending, you will be assigned a letter grade.

### **Student Conduct:**

- Students are expected to conduct themselves in a responsible manner. 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 or freedom to learn of others will be removed from class.

### **\*Ethics:**

- 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, you will take part in discussions based on the topics covered in the text. In order to receive credit for discussion boards, you 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 (five posts total per 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 deducted for going 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 Canvas system. There should be a link to submit each individual assignment. Do not e-mail your instructor assignments. These will not be accepted. Assignments will not be accepted late.

Course Resources: 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 cell phone for recording. Either way is fine.

Grading: Your grade displayed on Canvas may be inaccurate. It may or may not be including assignments you missed that will lower your overall grade. Make sure you are calculating your grade and include any assignments you've missed.

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