

**DE ANZA COLLEGE, FALL 2015
BUSINESS 90: PRINCIPLES of MARKETING**

I. General Course Information

Instructor/ Contact Info: Dr. Richard Brien: Office Hours: **MW 2:55-3:45, Campus Center, or by appointment**
brienrichard@fhda.edu

Section: **BUS 90-01, MW 12:30-2:45 PM, September 21-December 2, 2015, FOR 3**

Text: **Solomon, et al, Marketing: Real People, Real Choices, 6E, Pearson/Prentice Hall, 2009**

SLOs: De Anza College is currently in the process of spelling out Student Learning Outcomes (SLOs) for all courses offered. SLOs are expressions of the core knowledge and skill enhancements our faculty wants—and expects—you to have after completing a particular course. The Business Faculty has set the following SLOs for BUS 90; after completing it you should be able to:

1. Analyze the effectiveness of the marketing mix (product, price, promotion and distribution) for a particular organization.
2. Determine appropriate market segments and target markets (*who* buys) and describe the major components of a complete, though basic, model of consumer behavior (*why* they buy).
3. Identify global forces external to the organization that affect marketing strategies.

Emphasis in the course is on key terminology, critical analysis, strategic concepts and managerial decision-making in marketing as it is conducted today in world-class business firms.

Participation: To achieve the course objectives, you must participate actively in out-of-class assignments, and especially in class discussions and exercises. In that regard, you should know that:

- Class activity may well determine as much as a full letter in your final grade.
- To participate you have to be here; attendance will be taken and **four absences may cause you to be dropped from the course.**
- Any student disrupting class will be asked to leave and will face appropriate disciplinary steps under the College's Student Standards of Conduct.
- Any student caught cheating will be removed from the class, will immediately receive a grade of F for the project or exam involved, and will be reported to the appropriate person(s) in the central administration of the College for further disciplinary action.

Marketing Plan: A team Marketing Plan project will be an important part of this class (it's worth 20% of your course grade). Watch for more on this in a few weeks.

Grading: Your course grade will be determined as follows:

| <u>Overall Weighted Score (OWS) Components</u> | <u>OWS->Letter Course Grade</u> | |
|--|------------------------------------|--|
| Exams 1, 2 & 3 (2 @ 20%)* | 40% | As: 97-100 = A+; 93-96 = A; 90-92 = A- |
| Final Exam | 30 | Bs: 87-89 = B+; 83-86 = B; 80-82 = B- |
| Marketing Plan Project | 20 | Cs: 77-79 = C+; 70-76 = C |
| Class Participation | 10 | Ds: 67-69 = D+; 63-66 = D; 60-62 = D- |
| Total | 100% | F: Below 60 |

***Exams 1-3:** Three exams will be given covering the material designated on the Assignments Calendar below. **(Note: exam dates are subject to change; please stay up to date.) The third exam will be completed out-of-class (take-home); it will be distributed electronically with 2 weeks to complete. The 2 HIGHEST exam scores will be counted in your course grade at 20%. There will be NO MAKE-UP EXAMS.**

DE ANZA COLLEGE, Business 90-01: Fall 2015, Assignments Calendar

| Week | MW Dates | Topics/Text Assignments | |
|---------------|-----------------|---|--|
| 1 SEPT | 21-23 | Ch. 1: | Marketing Background & Basics + Appendix B, pp 544-548 through 'Operating Ratios' |
| 2 | 28-30 | Ch. 2: | Strategic Marketing Planning |
| 3 OCT | 5-7 | Chs. 5, 4: | Consumer Behavior (CB)-B2C; Marketing Research |
| 4 | 12-14 | Chs. 5, 4: | CB-B2C; Marketing Research |
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| 5 MON | 10/19 | EXAM 1: | Chs. 1, 2, 5, 4 |
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| 5 | 21 | Chs. 6, 7: | CB-B2B, Target Marketing, Positioning and CRM |
| 6 | 26-28 | Chs. 8, 9: | Product Development; Product Management |
| 7 NOV | 2-4 | Ch. 9, 11: | Product Management; Pricing |
| 8 MON | 9 | NO CLASS: VETERANS DAY | |
| | 11 | Chs. 7-11: | The Heart of Mktg Strategy: Markets, Products & Pricing |
| 8 | 13 | LAST DAY TO DROP WITH A W | |
| 9 | 16 | Chs. 7-11 | The Heart of Mktg Strategy: Markets, Products & Pricing |
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| 9 WED | 11/18 | EXAM 2: | Chs. 6, 7, 8, 9, 11 |
| | | EXAM 3 (T-H) Distributed Electronically, Due 12/2; Covers Chs. 12-16 | |
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| 10 | 23-25 | Chs. 12, 13, 14: | Promotional Strategy (IMC); Advertising, Sales promotion, Publicity & PR, Impersonal/Personal Channels |
| 11 | 30 | Chs. 15 16: | Distribution Management; Supply Chain, logistics & Distr. Strategy |
| | 12/2 | M-PLAN PRESENTATIONS; Exam 3 (T-H) DUE | |
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| 12 WED | 12/9 | FINAL EXAM | 11:30-1:30 PM, THIS CLASSROOM |

NOTE: Cases, projects or exercises may be assigned in any class session to be prepared for class discussion—or occasionally to hand in—at the next session.