



Basic Course Information

Semester:	Spring 2021	Instructor Name:	Guillermo Salgado
Course Title & #:	BUS 144 - Principles of Marketing	Email:	Guillermo.salgado@imperial.edu
CRN #:	20832	Webpage (optional):	www.imperial.edu
Classroom:	Online	Office #:	n/a
Class Dates:	February 16 – June 11	Office Hours:	M to F, 8AM – 5PM
Class Days:	Online	Office Phone #:	760-554-9081
Class Times:	Online	Emergency Contact:	760-554-9081
Units:	3	Class Format:	Online

Course Description

A course of study designed to introduce students to the organization and operation of marketing activities including the study of the marketing mix, markets, promotion and strategic planning. (CSU)

Course Prerequisite(s) and/or Corequisite(s)

None.

Student Learning Outcomes

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to:

1. Create an effective online sales presentation for a fictional product, including the development of an advertisement for the product, and deliver the presentation in an appropriate written format. (ILO1, ILO2, ILO3, ILO4)
2. Deliver a presentation to the class using appropriate oral communication techniques. (ILO1, ILO2, ILO3, ILO4)
3. Defend a presentation by providing relevant answers to questions posed by classmates. (ILO1, ILO2, ILO3, ILO4)
4. Identify and define the steps of the marketing research process and follow the steps to research a simulated business case, including the development of a survey questionnaire (with a minimum of ten questions and at least three of each of the three main types of questions: open-ended, dichotomous, and multiple choice) to test the hypothesis adopted during the process. (ILO1, ILO2, ILO3, ILO4)
5. Evaluate, analyze, and critique an online persuasive presentation and communicate the results demonstrating writing competencies at the college level. (ILO1, ILO2, ILO3, ILO4)

Course Objectives

Upon satisfactory completion of the course, students will be able to:

1. Define basic marketing concepts.
2. Describe the marketing environments and turbulence.
3. Explain marketing planning process.
4. Explain product planning process.
5. Describe pricing methods.
6. Describe channels of distribution.
7. Explain the various elements of promotion.
8. Create and develop an effective sales presentation including at least one visual aid, deliver the presentation to the class using appropriate oral communication techniques and defend the presentation by providing relevant answers to questions posed by classmates.
9. Apply and integrate marketing knowledge and skills to specific situations through case studies, appropriate readings and practical projects.
10. Actively participate in team-building and role-playing exercises with classmates in recognition of the increasing importance and use of teams in modern American business.
11. Analyze and contrast major marketing trends affecting small and large business, international business and e-commerce,
12. Analyze and contrast the integration of marketing with the other major business functions including management, organization, human relations, accounting and finance.
13. Describe the impact of government and law on marketing.

Textbooks & Other Resources or Links

Title: Foundations of Marketing

1. **Edition:** 7th
2. **ISBN:** 9781305405769
3. **Author:** Pride
4. **Publisher:** Cengage South-Western
5. **Copyright Year:** 2017

Course Requirements and Instructional Methods

Weekly Class Lecture supported by Power Point Presentation via recorded 1 hour zoom session (audio & visual). This is supplemental to student's learning experience in an online course, and is not a requirement. Video will be posted on CANVAS platform for student to access, every Monday at 10am of each semester week. Optional.

Exams - Midterm Exam & Final Exam, each valued at 200 points. Exams will be conducted / administered via CANVAS – Quiz Tab. Timed Exams, 4 hour window to complete each Exam. Multiple Choice format. 100 – 150 questions, each question valued 1 to 2 points (to be determined). **A total of 400 points (40% of grade).**

Assignment – Video Case Questions: These set of questions are found at end of every Chapter, consisting of 3 questions. Choose 2 out of the 3 questions, to answer in paragraph format, well written full statements, incorporating text book material and or real world business news or experience in order to attain full credit. Answer must be 1 - 2 paragraph per question in order to be eligible for full credit. In addition to a Paragraph Minimum for full credit (20% of grade based on length of response and paragraph structure), student must include the following in response: 1. Relevant Textbook information (40% of grade) 2. Relevant Personal Experiences, Insight or Opinion / Perspective (40% of grade). There are 17 Chapters in textbook, yet only 10 Chapters will pose a Discussion Questions, valued at 20 points each. **A total of 10 Chapters: 2, 3, 4, 5, 7, 9, 10, 11, 12, & 13. Every Chapter Video Case = 20 points. A total of 200 possible points (20% of overall grade).**

Assignment – Issues for Discussion & Review Questions: These set of questions are found at end of every Chapter, consisting of approximately 10 to 20 questions. **Choose only 10 to answer.** Every answer must be well written, with full statements and text book information and or real world experience for full credit. Submit via Word Document, via Drop box on Canvas, or send in to Guillermo.salgado@imperial.edu prior to due date (before Sat., 11:59pm-end of Week). **A total of 10 Chapters: 2, 4, 6, 8, 10, 12, 14, 15, 16, & 17. Every Chapter Issues for Discussion & Review Questions = 20 points. A total of 200 possible points (20% of overall grade).**

Assignment – Marketing Plan / Final Project: Create and develop an effective Marketing Plan (**promotion strategy**) for a hypothetical product. Due at end of course, on or before the Saturday of Finals Week. (Microsoft Word document, supplemental Power point presentation / slides is not required of student, but is suggested to further illustrate / convey marketing ideas). **A total of 200 points (20% of overall grade).** Detailed Rubric / Grading system will be shared during class. Information below will provide a basic understanding of what will be expected in order to be eligible for full credit.

Point Distribution for Marketing Plan / Promotion Strategy:

1. The Company & Mission Statement / Overview. 10 Points.
2. The Product or Service. 10 Points.
3. Competition. 10 points
4. Target Market. 10 points
5. SWOT Analysis. 20 points
6. Positioning Strategy / Competitive Advantage: 10 points.
7. Marketing Program / Promotional Strategy. Include Projected Investments in this Section and what you hope to experience as a return on investment. 20 points
8. The 4 P's. 10 points.
9. Marketing Objectives. 10 points
10. Financial Objectives. 10 points
11. Research / Supporting Documents or Statistics (data) on Target Markets. Articles, Surveys / Research. 10 points.
12. Cover Page: Visual of Logo, Branding, Slogan, & supporting images to depict product / service positioning. 10 points.

13. *Identify and define the steps of the marketing research process and follow the steps to conduct your own research for your Marketing Plan, which will include the development of a survey questionnaire (with a minimum of ten questions and at least three of each of the three main types of questions: open-ended, dichotomous, and multiple choice) to test the hypothesis adopted during the process. In short, conduct research by means of creating a survey, and have a sample group to complete survey. Details relating to this final requirement will be shared during semester. 50 points.

200 points in total for completing all of the sections above.

Grade will be based on 1. Completing Sections, Factoring in Marketing Terms and Concepts found in textbook and other sources shared in class, quality of writing, and ability to present plan in a manner that is easy to read (refer to Marketing Plan example to be shared during Week 2).

Course Grading Based on Course Objectives

Overall Points : 1,000

1000 - 900 points = A

800 - 899 points = B

700 - 799 points = C

600 - 699 points = D

0 - 599 point = F

Assignments

Video Case Questions (10)	= 200 points
Issues for Discussion & Review Questions (10)	= 200 points
Marketing Plan (1)	= 200 points
Midterm Exam (1)	= 200 points
<u>Final Exam (1)</u>	<u>= 200 points</u>
Total Points	= 1000 points

Course Policies

ATTENDANCE:

- A student who does not complete the first mandatory activity of an online class will be dropped by the instructor, therefore those students who do not submit any work for end of Week 1, nor communicate with instructor of intent to complete work late, will be notified by instructor during Week 2 that if no work is submitted during Week 2, then the potential outcome could be the administrative drop of

student due to inactivity. **See words in bold, on next bullet point.** Should readmission be desired, the student's status will be the same as that of any other student who desires to add a class. It is the student's responsibility to drop or officially withdraw from the class. See [General Catalog](#) for details.

- Regular attendance in all classes is expected of all students. A student whose continuous, unexcused absences exceed the number of hours the class is scheduled to meet per week may be dropped. **For online courses, students who fail to complete required activities for two consecutive weeks may be considered to have excessive absences and may be dropped.**
- Absences attributed to the representation of the college at officially approved events (conferences, contests, and field trips) will be counted as 'excused' absences.

ONLINE ETTIQUITE = NETIQUITTE:

- What is netiquette? Netiquette is internet manners, online etiquette, and digital etiquette all rolled into one word. Basically, netiquette is a set of rules for behaving properly online.
- Students are to comply with the following rules of netiquette: (1) identify yourself, (2) include a subject line, (3) avoid sarcasm, (4) respect others' opinions and privacy, (5) acknowledge and return messages promptly, (6) copy with caution, (7) do not spam or junk mail, (8) be concise, (9) use appropriate language, (10) use appropriate emoticons (emotional icons) to help convey meaning, and (11) use appropriate intensifiers to help convey meaning [do not use ALL CAPS or multiple exclamation marks (!!!)].

ACADEMIC HONESTY:

Academic honesty in the advancement of knowledge requires that all students and instructors respect the integrity of one another's work and recognize the important of acknowledging and safeguarding intellectual property.

There are many different forms of academic dishonesty. The following kinds of honesty violations and their definitions are not meant to be exhaustive. Rather, they are intended to serve as examples of unacceptable academic conduct.

- Plagiarism is taking and presenting as one's own the writings or ideas of others, without citing the source. You should understand the concept of plagiarism and keep it in mind when taking exams and preparing written materials. If you do not understand how to "cite a source" correctly, you must ask for help.
- Cheating is defined as fraud, deceit, or dishonesty in an academic assignment, or using or attempting to use materials, or assisting others in using materials that are prohibited or inappropriate in the context of the academic assignment in question.

Anyone caught cheating or plagiarizing will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Campus Disciplinary Officer, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action. Please refer to the [General Catalog](#) for more information on academic dishonesty or other misconduct. Acts of cheating include, but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test



information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment; (e) using a commercial term paper service.

Other Course Information

OUTLINE for required readings PER SEMESTER WEEK:

Week #1: Ch.1: Customer-Driven Strategic Marketing - 2

Week #2: Ch. 2: Planning, Implementing, & Evaluating Marketing Strategies - 25

Week #3: Ch. 3: The Marketing Environment, Social Responsibility, & Ethics - 48

Week #4: Ch. 4: Marketing Research and Information Systems - 80

Week #5: Ch. 5: Target Markets: Segmentation and Evaluation - 109

Week #6: Chapter 6: Consumer Buying Behavior - 134

Week #7: 7: Business Markets and Buying Behavior - 162

Week #8: Ch. 8. Reaching Global Markets – 183. Midterm Exam (Chapter 1 – 8).

Week #9: Vacation

Week #10: Ch. 9. Digital Marketing and Social Networking - 213

Week #11: Ch.10. Product, Branding, and Packaging Concepts - 242

Week #12: Ch.11. Developing and Managing Goods and Services - 273

Week #13: Ch.12. Pricing Concepts and Management - 303

Week #14: Ch.13. Marketing Channels and Supply-Chain Management – 332

Week #15: Ch.14. Retailing, Direct Marketing, and Wholesaling – 364. Ch. 15. Integrated Marketing Communications - 392

Week #16: Ch. 16. Advertising & Public Relations – 416. Ch. 17. Personal Selling & Sales Promotion - 442

Week #17: Final Exam (Chapter 9 - 16) & Marketing Plan & Presentations are due.

IVC Student Resources

IVC wants you to be successful in all aspects of your education. For help, resources, services, and an explanation of policies, visit <http://www.imperial.edu/studentresources> or click the heart icon in Canvas.



Anticipated Class Schedule/Calendar

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 1 Feb 16-20	Syllabus & Introduction Chapter 1 - Customer-Driven Strategic Marketing Case Analysis Video Assignment CH.1 – New Belgium Chapter 1 Discussion Review Assignment	Lecture on Chapter 1, Pages 2 – 24. No homework assigned.
Week 2 Feb 22-27	Chapter 2 - Planning, Implementing, & Evaluating Marketing Strategies Case Analysis Video Assignment CH.2 – Mi Hola Chapter 2 Discussion Review Assignment	Lecture on Chapter 2, Pages 25 – 47. Homework: 1.Video Case Questions 2. Issues for Discussion & Review Questions *due by Feb. 27 at 11:59pm.
Week 3 March 1-6	Chapter 3 - The Marketing Environment, Social Responsibility, & Ethics. Case Analysis– TOMS. Chapter 3 Discussion Review Assignment.	Lecture on Chapter 3, Pages 48 – 78. Homework: 1. Video Case Questions *due by March 6 at 11:59pm.
Week 4 March 8-13	Chapter 4 - Marketing Research and Information Sys. Case Analysis – Baby Boomer Generation Chapter 4 Discussion Review Questions	Lecture on Chapter 4, Pages 80 – 108. Homework: 1.Video Case Questions 2. Issues for Discussion/Review *due by March 13 at 11:59pm.
Week 5 March 15-20	Chapter 5 –Target Markets:Segmentation &Evaluation. Case Analysis – Mike Boyle Strength & Conditioning. Chapter 5 Discussion Review Assignment.	Lecture on Chapter 5, Pages 109- 132. Homework: 1.Video Case Questions *due by March 20 at 11:59pm.
Week 6 March 22-27	Chapter 6 - Consumer Buying Behavior. Case Analysis – Starbucks. Chapter 6 Discussion Review Assignment.	Lecture on Chapter 6, Pages 134 – 161. Homework: 1.Video Case Questions 2. Issues for Discussion & Review Questions *due by March 27, at 11:59pm.



Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 7 March 29-April 3	Chapter 7 - Business Markets and Buying Behavior Case Analysis - Dale Carnegie Chapter 7 Discussion Review Assignment.	Lecture on Chapter 7, Pages 162 - 182. Homework: 1.Video Case Questions *due by April 3, at 11:59pm.
Week 8 April 5-10	Vacation - Spring Break.	No Class.
Week 9 April 12-17	Chapter 8 - Reaching Global Markets. Case Analysis - EVO. Chapter 8 Discussion Review Assignment Midterm Exam on Chapters 1 thru 8	Lecture on Chapter 8, Pages 183 - 212. Homework: Issues for Discussion & Review Questions *due by April 17, at 11:59pm.
Week 10 April 19-24	Chapter 9 - Digital Marketing and Social Networking. Case Analysis - Zappos Chapter 9 Discussion Review Assignment	Lecture on Chapter 9, Pages 213 - 241. Homework: 1.Video Case Questions *due by April 24, at 11:59pm.
Week 11 April 26-30	Chapter 10 - Product, Branding, and Packaging Concepts. Case Analysis - Ga Ga Sherbetter Chapter 10 Discussion Review Assignment	Lecture on Chapter 10, Pages 242 - 272. Homework: 1.Video Case Questions 2. Issues for Discussion & Review Questions *due by April 30, at 11:59pm.
Week 12 May 3-8	Chapter 11 - Developing and Managing Goods and Services. Case Analysis - AXE Chapter 11 Discussion Review Assignment	Lecture on Chapter 11, 273 - 302. Homework: 1.Video Case Questions *due by May 8 at 11:59pm.
Week 13 May 10-15	Chapter 12 - Pricing Concepts and Management. Case Analysis - Urban Farms Chapter 12 Discussion Review Assignment	Lecture on Chapter 12, 303 - 331. Homework: 1.Video Case Questions 2. Issues for Discussion & Review Questions *due by May 15, at 11:59pm.



Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 14 May 17-22	Chapter 13 - Marketing Channels and Supply-Chain Management. Case Analysis– TAZA Chocolate Chapter 13 Discussion Review Assignment	Lecture on Chapter 13, 332 – 364. Homework: 1.Video Case Questions *due by May 22, at 11:59pm.
Week 15 May 24-29	Chapter 14 –Retailing, Direct Marketing, &Wholesaling. Case Analysis - L.L. Bean Chapter 14 Discussion Review Assignment Chapter 15 - Integrated Marketing Communications. Case Analysis – Frank Pepe’s Pizzeria Chapter 15 Discussion Review Assignment	Lecture Chapters 14 & 15, pages 365 – 415. Homework: Issues for Discussion & Review Questions for Chapter 15 *due by May 29, at 11:59pm.
Week 16 May 31 – June 5	Chapter 16 - Advertising & Public Relations Case Analysis – Scripps Networks Interactive Chapter 16 Discussion Review Assignment Chapter 17 - Personal Selling & Sales Promotion Case Analysis– Nederlander Organization Chapter 17 Discussion Review Assignment	Lecture on Chapter 16 & 17 Pages 416 – 470. Homework: 1.Issues for Discussion & Review Questions for Chapter 16 2. Issues for Discussion & Review Questions for Chapter 17. *due by June 5, at 11:59pm.
Week 17 June 7-12	Final Exam covering Chapters 9 thru 17 Marketing Plan Presentations	Final Exam , to be assigned Monday of finals week, June 7 th . Timed Exam. Marketing Plan , due by June 12 th .

*****Tentative, subject to change without prior notice*****



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