

**BUS 144—Principles of Marketing**  
**Spring 2013 Code: 20041**

**Course Information**

Class Hours and Location: R 6:30-9:40p, Room 412

Instructor: Mr. Beckley; Office: 207; Phone: (760) 355-6324

Email: [jeff.beckley@imperial.edu](mailto:jeff.beckley@imperial.edu)

Office Hours: M & W: 7:50-8:35a, 4:15-4:45p; T: 8:05-8:35a; R: 8:05-8:35a, 6-6:30p

**Text and Course Materials**

Course Materials will be distributed to students on a week-to-week basis.

**Course Description:** See IVC Catalog

**Course Objectives/Student Learning Outcomes:**

Upon completion of this course, the student will be able to:

1. Create an effective sales presentation for a product, including the development of an advertisement for the product, and deliver the presentation to the class.
2. 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.
3. Evaluate, analyze, and critique an online persuasive presentation and communicate the results demonstrating writing competencies at the college level.

**Evaluation**

|                              |            |
|------------------------------|------------|
| Mid-term Exam                | 100        |
| Final Exam                   | 100        |
| Homework and Class Exercises | 100        |
| Sales Speech                 | 50         |
| Critique                     | 30         |
| Class Participation          | 20         |
| <b>Total</b>                 | <b>400</b> |

**Grade Scale**

|           |
|-----------|
| A=360-400 |
| B=320-359 |
| C=280-319 |
| D=240-279 |

**Note on Exams:** Each student will need to provide a Scantron (100) and a # 2 pencil for each exam. There will be no make-up exams.

**Note on Homework:** Homework must be turned in on the date assigned to receive full credit. Homework may be turned in one class period late for up to one-half credit. No homework will be accepted that is more than one class period late.

**Note on Sales Speech:** Speech will be an individual presentation required of each student. It must be approximately 5-6 minutes in length and consist of persuasive public speaking. You will make a sales presentation to the class. Details to follow.

**Note on Critique:** Students will be expected to view and then to evaluate, analyze and critique an online persuasive presentation. Details to follow.

**Attendance Policy:** Students are expected to be in class and to contribute to the learning environment. If a student is absent from class, it is the student's responsibility to obtain class notes for that day's lecture. Please see the IVC General Catalog for additional details on attendance requirements. These requirements will be followed in this class. Please turn off cell phones when in class. Cheating will not be tolerated.

**Note from Disabled Students Programs and Services:**

Any student with a documented disability who may need educational accommodations should notify the instructor or the Disabled Student Programs and Services (DSP&S) office as soon as possible at: DSP&S, Room 2117, Health Sciences Building, (760) 355-6312.

**Tentative Course Outline**

- Week 1—Introduction
- Week 2—Part 1—Intro to Marketing
- Week 3—Part 2—Marketing Management
- Week 4—Part 3—The Marketing Environment
- Week 5—Part 4—Marketing Research
- Week 6—Part 5—Buying Behavior
- Week 7—Review, Mid-term Exam
- Week 8—Media Day
- Week 9—Part 6—Target Markets
- Week 10—Part 7—Product
- Week 11—Part 8—Price and Place
- Week 12—Spring Break
- Week 13—Speeches
- Week 14—Speeches
- Week 15—Part 9—Promotion
- Week 16—Review
- Week 17—Final Exam

**Final Note**

The above schedule and procedures are subject to change in the event of extenuating circumstances.