

Basic Course Information

Semester:	SPRING 2020	Instructor Name:	Guillermo Salgado
Course Title & #:	BUS 144 Principles of Marketing	Email:	Guillermo.salgado@imperial.edu
CRN #:	20832	Webpage (optional):	WWW.CENGAGE.COM
Classroom:	212	Office #:	Student Services - Building #100
Class Dates:	February 20 – June 11, 2020	Office Hours:	Monday – Friday 8am to 5pm.
Class Days:	Thursday	Office Phone #:	760-355-5746
Class Times:	06:30PM – 09:40PM	Emergency Contact:	760-554-9081
Units:	3		

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.

(MEASURABLE COURSE OBJECTIVES AND MINIMUM STANDARDS FOR GRADE OF "C").

Lecture Outline

Week #1 February 20. Ch.1: Customer-Driven Strategic Marketing - 2

Week #2 February 27. Ch. 2: Planning, Implementing, & Evaluating Marketing Strategies - 25

Week #3 March 5. Ch. 3: The Marketing Environment, Social Responsibility, & Ethics - 48

Week #4 March 12. Ch. 4: Marketing Research and Information Systems - 80

Week #5 March 19. Ch. 5: Target Markets: Segmentation and Evaluation - 109

Week #6 March 26. Chapter 6: Consumer Buying Behavior - 134

Week #7 April 2. Ch. 7: Business Markets and Buying Behavior - 162

Week #8 April 9. Ch. 8. Reaching Global Markets – 183. Midterm Exam (Chapter 1 – 8).

Week #9 April 16 – Vacation

Week #10 April 23. Ch. 9. Digital Marketing and Social Networking - 213

Week #11 April 30. Ch.10. Product, Branding, and Packaging Concepts - 242

Week #12 May 7. Ch.11. Developing and Managing Goods and Services - 273

Week #13 May 14. Ch.12. Pricing Concepts and Management - 303

Week #14 May 21. Ch.13. Marketing Channels and Supply-Chain Management – 332

Week #15 May 28. Ch.14. Retailing, Direct Marketing, and Wholesaling – 364

Ch. 15. Integrated Marketing Communications - 392

Week #16 June 4. Ch. 16. Advertising & Public Relations – 416

Ch. 17. Personal Selling & Sales Promotion - 442

Week #17 June 11. Final Exam (Chapter 9 - 16) & Marketing Plan & Presentations are due.

Textbooks & Other Resources or Links

- Pride & Ferrell 2017. *Foundations of Marketing* 7th. Cengage Learning
ISBN-10: 1-305-40576-5
ISBN-13: 978-1-305-40576-9
- Refer to the current textbook list and syllabi

Course Requirements and Instructional Methods

INSTRUCTIONAL METHODOLOGY:

In Class Lecture supported by Power Point Presentations
(Audio & Visual)

Computer Assisted Instruction and Assignments via Cengage
platform (Publisher)

In Class Discussion – based on Lectures

Group Activity – Marketing Plan & Presentation (option of partnering
with one classmate).

ASSIGNMENTS:

Out-of-class

(Special Project / Marketing Plan) 150 points

Marketing Plan: Create and develop an effective Marketing Plan
(**promotion strategy**) for a hypothetical product. Due at end of
course (word document with power point presentation) after
Marketing Plan Presentation, on June 11. 150 points.

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. Evaluate the American Marketing Association's Statement of Ethics: Ethical Norms and Values for Marketers. Write a 1 page analysis on how it applies and served as a guideline to your business model, product, Marketing Plan. Submit with Marketing Plan, on June 11. 10 points.

150 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).

In Class & Assignments that are due

Participation / In Class Group Activities

(12 class activities) valued at 5 points each = 60 points

Chapter Review Discussion Question

17 assignments In total valued at 10 points each = 170 points

Case Analysis – Video

17 assignments in total valued at 10 points each = 170 points

****all assignments are due the following class session, prior to 11:59pm on Thursday, day of class session. Late assignments will not be permitted.***

Marketing Plan Presentation. 50 points.

Oral Presentation:

*Power Point Presentation not needed, but encouraged, and use of projector and computer is an option. It is ideal to have some form of visual aid, whether it be a page handout to class, or something to show on projector.

* It is ideal if you assume the role of the Marketing Consultant or the Marketing Manager for a BUSINESS, in which you are presenting in front of top executives of that particular business (classmates), ensuring you express how your marketing plan makes sense. Since the presentations evolve around your start up business idea, you can deliver it as the Business Owner or Marketing Director, pitching your Marketing Plan to investors, to partners, or to whomever that may be considered a valued potential partner with your company, product / service, etc.

* Guidelines on how presentation will be graded. 5 – 7 minute presentation. Student may include Q&A at end of presentation in order to fulfill this time requirement.

1. 30 % or delivery of presentation / overall execution and time taken to complete (5 – 7 minutes). Ability to engage audience (classmates) and address any feedback provided by those in attendance for presentation (Q&A).

2. 50 % for substance, marketing related topics incorporated into presentation and covering all of the 13 sections of Marketing Plan, as listed above.

3. 20 % for Format of Presentation, Visuals and Supporting Documents, Data, Stats, Graphs, derived from other sources and applied to Presentation.

Midterm Exam

75 multiple choice questions valued at 2 points each

2 Questions - Essay (2 paragraph minimum) valued at 25 pts each

=200 points

Final Exam

75 multiple choice questions valued at 2 points each

2 Questions - Essay (2 paragraph minimum) valued at 25 pts each

=200 points

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

Participation/ Group Activities in Class (12)	= 60 points
Case Analysis- Video Assignment (170)	= 170 points
Chapter Discussion Review Assignment (17)	= 170 points
Marketing Plan (1)	= 150 points
Marketing Plan Presentation (1)	= 50 points
Midterm Exam (1)	= 200 points
<u>Final Exam (1)</u>	<u>= 200 points</u>
Total Points	= 1000 points

Attendance

[Required Information: *The below information is the IVC attendance policy. Use this information in addition to any specific attendance policies you have for your course.]*

- A student who fails to attend the first meeting of a class or does not complete the first mandatory activity of an online class will be dropped by the instructor as of the first official meeting of that class. 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.

Classroom Etiquette

[Required Information: *Describe your policies regarding classroom conduct. The below is suggested language and may be modified for your course.]*

- Electronic Devices: Cell phones and electronic devices must be turned off and put away during class, unless otherwise directed by the instructor.
- Food and Drink are prohibited in all classrooms. Water bottles with lids/caps are the only exception. Additional restrictions will apply in labs. Please comply as directed by the instructor.
- Disruptive Students: Students who disrupt or interfere with a class may be sent out of the room and told to meet with the Campus Disciplinary Officer before returning to continue with coursework. Disciplinary procedures will be followed as outlined in the [General Catalog](#).
- Children in the classroom: Due to college rules and state laws, only students enrolled in the class may attend; children are not allowed.

Online Netiquette

[Required Information for web-enhanced, hybrid and online courses: Describe your policies regarding netiquette. The below is suggested language and may be modified for your course.]

- 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

[Required language.]

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.

Additional Student Services

[Suggested Language.]

Imperial Valley College offers various services in support of student success. The following are some of the services available for students. Please speak to your instructor about additional services which may be available.

- **CANVAS LMS.** Canvas is Imperial Valley College's main Learning Management System. To log onto Canvas, use this link: [Canvas Student Login](#). The [Canvas Student Guides Site](#) provides a variety of support available to students 24 hours per day. Additionally, a 24/7 Canvas Support Hotline is available for students to use: 877-893-9853.
- **Learning Services.** There are several learning labs on campus to assist students through the use of computers and tutors. Please consult your [Campus Map](#) for the [Math Lab](#); [Reading, Writing & Language Labs](#); and the [Study Skills Center](#).
- **Library Services.** There is more to our library than just books. You have access to tutors in the [Study Skills Center](#), study rooms for small groups, and online access to a wealth of resources.

Disabled Student Programs and Services (DSPS)

[Required language.]

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. The DSP&S office is located in Building 2100, telephone 760-355-6313. Please contact them if you feel you need to be evaluated for educational accommodations.

Student Counseling and Health Services

[Required language.]

Students have counseling and health services available, provided by the pre-paid Student Health Fee.

- **Student Health Center.** A Student Health Nurse is available on campus. In addition, Pioneers Memorial Healthcare District provide basic health services for students, such as first aid and care for minor illnesses. Contact the IVC [Student Health Center](#) at 760-355-6128 in Room 1536 for more information.
- **Mental Health Counseling Services.** Short-term individual, couples, family and group counseling services are available for currently enrolled students. Services are provided in a confidential, supportive, and culturally sensitive environment. Please contact the IVC Mental Health Counseling Services at 760-355-6310 or in the building 1536 for appointments or more information..

Veteran's Center

[Required language.]

The mission of the [IVC Military and Veteran Success Center](#) is to provide a holistic approach to serving military/veteran students on three key areas: 1) Academics, 2) Health and Wellness, and 3) Camaraderie; to serve as a central hub that connects military/veteran students, as well as their families, to campus and community resources. Their goal is to ensure a seamless transition from military to civilian life. The Center is located in Building 600 (Office 624), telephone 760-355-6141.

Extended Opportunity Program and Services (EOPS)

[Required language.]

The Extended Opportunity Program and Services (EOPS) offers services such as priority registration, personal/academic counseling, tutoring, book vouchers, and community referrals to qualifying low-income students. EOPS is composed of a group of professionals ready to assist you with the resolution of both academic and personal issues. Our staff is set up to understand the problems of our culturally diverse population and strives to meet student needs that are as diverse as our student population.

Also under the umbrella of EOPS our CARE (Cooperative Agency Resources for Education) Program for single parents is specifically designed to provide support services and assist with the resolution of issues that are particular to this population. Students that are single parents receiving TANF/Cash Aid assistance may qualify for our CARE program, for additional information on CARE please contact Lourdes Mercado, 760-355- 6448, lourdes.mercado@imperial.edu.

EOPS provides additional support and services that may identify with one of the following experiences:

- Current and former foster youth students that were in the foster care system at any point in their lives
- Students experiencing homelessness
- Formerly incarcerated students

To apply for EOPS and for additional information on EOPS services, please contact Alexis Ayala, 760-355-5713, alexis.ayala@imperial.edu.

Student Equity Program

[Required language.]

- The Student Equity Program strives to improve Imperial Valley College's success outcomes, particularly for students who have been historically underrepresented and underserved. The college identifies strategies to monitor and address equity issues, making efforts to mitigate any

disproportionate impact on student success and achievement. Our institutional data provides insight surrounding student populations who historically, are not fully represented. Student Equity addresses disparities and/or disproportionate impact in student success across disaggregated student equity groups including gender, ethnicity, disability status, financial need, Veterans, foster youth, homelessness, and formerly incarcerated students. The Student Equity Program provides direct supportive services to empower students experiencing insecurities related to food, housing, transportation, textbooks, and shower access. We recognize that students who struggle meeting their basic needs are also at an academic and economic disadvantage, creating barriers to academic success and wellness. We strive to remove barriers that affect IVC students' access to education, degree and certificate completion, successful completion of developmental math and English courses, and the ability to transfer to a university. Contact: 760.355.5736 or 760.355.5733 Building 100.

- The Student Equity Program also houses IVC's Homeless Liaison, who provides direct services, campus, and community referrals to students experiencing homelessness as defined by the McKinney-Vento Act. Contact: 760.355.5736 Building 100.

Student Rights and Responsibilities

[Required language.]

Students have the right to experience a positive learning environment and to due process of law. For more information regarding student rights and responsibilities, please refer to the IVC [General Catalog](#).

Information Literacy

[Required language.]

Imperial Valley College is dedicated to helping students skillfully discover, evaluate, and use information from all sources. The IVC [Library Department](#) provides numerous [Information Literacy Tutorials](#) to assist students in this endeavor.

Anticipated Class Schedule/Calendar

[Required Information – Discretionary Language and Formatting: The instructor will provide a tentative, provisional overview of the readings, assignments, tests, and/or other activities for the duration of the course. A table format may be useful for this purpose.]

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 1 February 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. Case Analysis & Chapter 1 Discussion Review Assignment due by February 26 at 11:59pm.

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 2 February 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. Case Analysis & Chapter 2 Discussion Review Assignment due by March 4 th at 11:59pm.
Week 3 March 5	Chapter 3 - The Marketing Environment, Social Responsibility, & Ethics. Case Analysis– TOMS. Chapter 3 Discussion Review Assignment.	Lecture on Chapter 3, Pages 48 – 78. Case Analysis & Chapter 3 Discussion Assignment due by March 11, 11:59pm.
Week 4 March 12	Chapter 4 - Marketing Research and Information Sys. Case Analysis – Baby Boomer Generation Chapter 4 Discussion Review Questions	Lecture on Chapter 4, Pages 80 – 108. Case Analysis & Chapter 4 Discussion Review Assignment due by March 18, 11:59pm.
Week 5 March 19	Chapter 5 –Target Markets:Segmentation &Evaluation. Case Analysis – Mike Boyle Strength & Conditioning. Chapter 5 Discussion Review Assignment.	Lecture on Chapter 5, Pages 109- 132. Case Analysis & Chapter 5 Discussion Review Assignments due by March 18, 11:59pm.
Week 6 March 26	Chapter 6 - Consumer Buying Behavior. Case Analysis – Starbucks. Chapter 6 Discussion Review Assignment.	Lecture on Chapter 6, Pages 134 – 161. Case Analysis & Chapter 6 Discussion Review Assignments due by April 1, 11:59pm.
Week 7 April 2	Chapter 7 - Business Markets and Buying Behavior Case Analysis - Dale Carnegie Chapter 7 Discussion Review Assignment.	Lecture on Chapter 7, Pages 162 – 182. Case Analysis & Chapter 7 Discussion Review Assignment due by April 8, 11:59pm.
Week 8 April 9	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. Case Analysis & Chapter 8 Discussion Review Assignment due by April 15, 11:59pm. Midterm today from 8:10 - 9:40PM.

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 9 April 16	Vacation – Spring Break	No class. Read Chapter 9
Week 10 April 23	Chapter 9 - Digital Marketing and Social Networking. Case Analysis – Zappos Chapter 9 Discussion Review Assignment	Lecture on Chapter 9, Pages 213 - 241. Case Analysis & Chapter 9 Discussion Review Assignment due by April 29, 11:59pm.
Week 11 April 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. Case Analysis & Chapter 10 Discussion Review Assignment due by May 6, 11:59pm.
Week 12 May 7	Chapter 11 - Developing and Managing Goods and Services. Case Analysis –AXE Chapter 11 Discussion Review Assignment	Lecture on Chapter 11, 273 – 302. Case Analysis & Chapter 11 Discussion Review Assignment due by May 13, 11:59pm.
Week 13 May 14	Chapter 12 - Pricing Concepts and Management. Case Analysis – Urban Farms Chapter 12 Discussion Review Assignment	Lecture on Chapter 12, 303 – 331. Case Analysis & Chapter 12 Discussion Review Assignment due by May 20, 11:59pm.
Week 14 May 21	Chapter 13 - Marketing Channels and Supply-Chain Management. Case Analysis– TAZA Chocolate Chapter 13 Discussion Review Assignment	Lecture on Chapter 13, 332 – 364. Case Analysis & Chapter 12 Discussion Review Assignment due by May 27, 11:59pm.
Week 15 May 28	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. CH. 14 Case Analysis: L.L Bean, CH. 14 Discussion Review Assignment, CH. 15 Case Analysis, CH. 15 Discussion Review Assignment, All due by June 3, 11:59pm.

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 16 June 4	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. Case Analysis: Scripps, Case Analysis: Nederland, Chapter 16 & 17 Discussion Review Assignment, All due by June 10, 11:59pm.
Week 17 June 11	Final Exam covering Chapters 9 thru 17 Marketing Plan Presentations	Final Exam, 6:30 – 8:00pm Marketing Plan Presentation, 8:15 – 9:40.

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