

BUS 132-1193: Marketing

MiraCosta College, Tue / Thurs 3:00 – 4:15 pm, OC4802, Fall 2017



Welcome to BUS 132, Marketing. The goal of this course is to give you an overview of the field of marketing. Whether you are considering marketing as a career, majoring in or working on a certificate in some other area of business, or just trying to become a more informed consumer, I hope you find this course informative and fun. My goal is to make class as engaging as possible so that you learn by doing, which is why I tailor this course around those industries and companies that are of most interest to my customers (you!). This course gives you the opportunity to apply what you are learning by writing a formal marketing plan.

Please print a hard copy of this Syllabus for easy reference. This Syllabus is also posted on Canvas under "Syllabus".

Course Description

This course introduces students to the principles of marketing. Topics include segmenting, targeting, market research, buyer behavior, distribution, retailing, advertising, selling, and international issues. Students gain an understanding of the marketing mix (product, distribution, promotion, and price) for a defined target market.

This course is designed to give students an overview of the principles of marketing. Students should come away with a general knowledge of marketing, its role in society, its role in the business world, career opportunities available in marketing and how marketing affects one's life.

Course Details

Semester: Fall 2017: August 22 – December 12, 2017

Class Number: 1193

Units: 3

Prerequisites: None

Acceptable for Credit: CSU

Meeting Times: Tuesday and Thursday, 3:00 pm – 4:15 pm; Oceanside Campus, Room 4802

Class Canvas Web Site: <https://miracosta.instructure.com>

Student Learning Outcomes (SLOs) & Course Objectives

Business Department Mission Statement: The Business and Accounting programs educate, develop and prepare students to successfully meet the multidisciplinary, technological and ethical challenges of a dynamic global business environment.

To achieve this mission, the Business Administration faculty has identified eight outcomes that you should be competent in as a result of your studies in this class. They are:

- 1) Relate fundamental marketing terms, concepts, and principles to their real-world applications.
- 2) Explain how the marketing function fits within an organization; evaluate ethical issues and corporate social responsibility initiatives within organizations.
- 3) Research and apply market segmentation techniques to define and quantify a target market.
- 4) Identify and apply market research techniques to make informed marketing decisions.
- 5) Examine the product life cycle, innovation, and steps in the product development process.
- 6) Discuss principles of marketing distribution and supply chain management; evaluate potential distribution channels for a specific good or service.
- 7) Analyze effective communication strategies for developing a promotional mix.
- 8) Distinguish among pricing strategies and evaluate the factors for setting price.

Instructors' Information

Name: Cheryl Wadson

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Voicemail: 760-757-2121 x1361

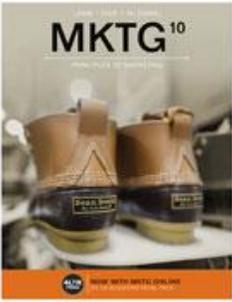
Office hours: Tuesdays and Thursdays from 4:30 – 5:00 PM in Oceanside T432 and by appointment.

Background: MBA from Pepperdine University and BA from USC

Home Page: <http://www.miracosta.edu/home/cwadson/>

Mobile Phone: 760-440-8721 (text OK but please identify yourself and class)

Course Materials



Required Text: MKTG10 – Lamb, Hair, McDaniel, 10th Edition, Cengage Southwestern Publishing. A copy of the text will be on 2 hour reserve at the SEC & OCN libraries. It sells new and used at a variety of prices both at the MiraCosta bookstore and online. You can also rent it at various sites. **It pays to shop around online.** We do **not** use the online companion website for this text but one is available with the purchase of a new, original text.

Access to the text is required in the first two weeks of class in order to complete your first assignments. PDF versions of the first two chapters we will read, chapters 1 and 2, are posted on Canvas under “Files.”

Computer Access: This is a **paperless** class. That means assignments are posted in Canvas, submitted by students via Canvas, and all grades/comments are recorded in Canvas. Assignments can be submitted by typing them directly into Canvas, copy and pasting into Canvas, or uploading into Canvas in either Word (.doc) or PDF (.pdf) file formats. Students must have access to a reliable computer with internet access.

Major Assignments

The Marketing Plan: A marketing plan is a written document that describes the strategies and activities involved in helping a business grow. Done properly, the marketing plan identifies everything from who your target customers are, to how you will reach them, to how you will retain your customers so they repeatedly buy, and it is the roadmap to revenue growth. During the semester you will gather market research in order to write a marketing plan that includes the following components: 1) a situational analysis of the competitive landscape; 2) your target market(s) and market potential; 3) a description of your product or service including its features and benefits and unique selling proposition; 4) distribution strategies; 5) pricing strategies; and 6) promotional methods (that you will use to educate, inform, and motivate your customers to buy.) The plan may be done for a real or fictitious product or service. It will be written and submitted in sections throughout the course, for which you will receive feedback, and culminates in a final marketing plan. The marketing plan may be done individually or preferably in a group (with groups assigned by the instructor unless requested otherwise.) It should be no less than 8 pages and no longer than 14 pages in length, typed, with proper citation. You will also present this plan to the class. The project makes up 43% of your grade. *The marketing plan project gives you an opportunity to learn by doing, develop your critical thinking skills, and build confidence in your presentation skills.*

Homework: In order for you to actively participate in class and make progress on your marketing plan deliverables, reading and homework are done **prior** to the class for which they are listed on the syllabus. Homework assignments are posted on Canvas and consist of answering a few critical thinking exercises. Each homework assignment is worth 10 points. Homework makes up 24% of your grade. This is a college level assignment and will be graded for spelling and grammar. *The purpose of homework assignments is to ensure that all students have read the assigned materials so that productive classroom discussion can occur.*

Quizzes: I will administer 6 in-class quizzes throughout the semester. This includes the final exam, which has the same point value as a quiz. Most quizzes typically cover between 2 - 4 chapters, and include a mix of multiple choice and short answer questions. The final quiz is comprehensive and consists of short-answer questions. Quizzes are closed book, and cover both class readings and lecture material. Students are responsible for learning reading material whether or not it is covered in the lectures and class discussions. With **advance approval** from the instructor, make-up quizzes can be made available at the Academic Proctoring Center. Quizzes represent 22% of your grade. *The purpose of quizzes is to ensure that you are retaining the key information points that we are learning.*

Class Participation: We will do a significant number of activities, such as in-class surveys, group projects, in-class writing and peer evaluations. Points for these activities may not be made up if you miss class, and participation is worth 11% of your grade. To earn the *maximum* number of participation points requires not just exemplary attendance (since you must be present in order to participate in the activities) and being prepared, but being a *contributor*, meaning someone who proactively speaks up and shares meaningful insights with the class, adding value to the discourse, and makes a meaningful contribution in team activities. To earn the *maximum* number of participation points, it is not enough to come to class and just sit and listen to the instructor or other students.

Course Grading

Course Evaluation:

| | | |
|---|------------------|------------|
| Marketing Plan Outline and Section Drafts (7 x 25 points) | 175 points | 20% |
| Completed Marketing Plan | 150 points | 17% |
| Marketing Plan Presentation | 50 points | 6% |
| Homework (20 @ 10 points) | 200 points | 24% |
| Quizzes (6 @ 30 points) | 180 points | 22% |
| Class Participation | <u>95 points</u> | <u>11%</u> |
| Total | 850 points | 100% |

Extra Credit: In my 20 year business career, I've never once seen a boss tell an employee, "Don't worry that you missed that deadline, you can just do extra credit to make up for it." That doesn't exist in the real world, which is why it doesn't exist in this course.

Be sure to check the Canvas Gradebook regularly. Any claimed errors or discrepancies in the assignment grades must be brought to the Instructor's attention within **two weeks** of when the grade was posted. Point postings are final after that.

Subject to adjustment by Instructor in her sole discretion at the end of the semester, the letter grading will be: (percentage of total possible points)

- A (Excellent): 90% +
- B (Good) 80-89%
- C (Average) 70-79%
- D (Below Average) 60-69%
- F (Failure) less than 60%

Incomplete Grade: Incompletes will only be considered for emergency or other unforeseeable justifiable reasons at the end of the term, and only upon agreement of clear conditions for completing coursework. Incompletes are *rarely* granted and only if the emergency or other unforeseeable justifiable reason occurs after the date for dropping the class. Work, vacation, family concerns, class schedules, time management problems, and other normal issues all students deal with do not qualify.

Pass/ No Pass Grading Option: You have the option to choose Pass/No Pass grading for this class. If you choose this option, you must submit a Petition for Pass/No Pass to Admissions & Records before 30% of the class has elapsed. This option for grading is nonreversible once selected. The petition form is available online, or from Admissions & Records. Students planning to transfer should consult with a counselor before opting for Pass/No Pass to ensure this option is accepted by their intended transfer institutions. Check the MiraCosta College catalog or schedule for more detailed information.

Course Rules & Expectations

Class Rules: My intent is to have a relaxed atmosphere in class. Having said that, this is a *business* course, so it's important that we model business behaviors. Thus, much of what we do and how we interact in the course will replicate "real world" business norms. Here is what that looks like:

- **Suit up, show up and come prepared to play.** I don't literally mean wear a suit. I mean show up on time, prepared, and proactively contribute. So as not to distract from the learning experience, please refrain from texting or browsing online. What would happen in the work place if you repeatedly arrived late and didn't contribute or ignored your work because you were texting? If traffic or other issues cause you to be late, please quietly take a seat near the door.
- **Create a "working together" culture.** In the global economy, we increasingly work with/sell to/buy from people of diverse ages, cultures, and backgrounds. Success in business has a lot to do with your interpersonal skills – being able to work well with others. Therefore, we do many activities in class to hone our interpersonal skills, collaborate, share our experiences, and create a "working together" culture.
- **Grades are earned.** As in many companies, the better your performance and the more you contribute to the company's results, the more you earn. The roadmap to success in this course is clearly outlined and also reviewed in detail at our first meeting. Success is not an accident; good planning and time management on your part are essential.

- **Show initiative and take personal responsibility.** Businesses want employees who are curious, take initiative, and are self-reliant problem solvers. In this course, you are responsible for utilizing Canvas and following the syllabus to ensure you stay current with assignments. What would happen in the workplace if you lacked responsibility and missed deadlines? When in doubt, please reach out, but it's far better to reach out with a question about the material that you may need help understanding, than to reach out with a basic question you could have answered if you'd taken the initiative to look at Canvas or the syllabus.
- **Take what you do seriously, but don't take yourself too seriously.** To do well in the long-term in your career and in life, you must find balance. Work hard, play hard, spend time with your loved ones, and mind your health.

Attendance: The Business Department has developed general expectations for attendance because we know regular attendance at each class session is important. You are responsible for getting the notes from class from another student if you miss a session. Be sure not to miss **any classes during the first two weeks**, and not miss **more than four total classes** for the semester. My intention is to meet students' learning objectives and not "police" attendance; therefore, no distinction will be made between "excused" and "unexcused" absences. **More than 4 absences will result in being dropped from the class.**

Academic Integrity: In this course I utilize turnitin.com, an automated system for the detection of plagiarism that instructors can use to quickly and easily compare each student's assignment with billions of web sites, as well as an enormous database of student papers that grows with each submission. You will submit assignments online via Canvas. I receive a report from turnitin.com that states if and how another author's work was used in the assignment. It is acceptable if small amounts of material from other sources are used as part of any class assignment, **as long as you properly cite the source**. Failing to do so constitutes plagiarism, which is a violation of the MiraCosta Student Code of Conduct and is reported to the Vice President of Student Discipline. For a more information on turnitin.com, visit http://www.turnitin.com/en_us/features/originalitycheck

Expectations of Faculty: I will be prepared; grade student submissions promptly; be available during office hours and by appointment, meet with students in person and via phone; be responsive to email messages; and I will hold high standards for all of us. Faculty and students together are responsible for creating and sustaining a safe environment that facilitates learning, openness, personal growth, and mutual trust and respect. I am committed to the success of each student.

Online Course Components: This class has a significant on-line component. **You are expected to check Canvas and read your email several times a week for informational updates.** Assignments will only be accepted online in Canvas.

Late Work Policy: Just as it can be career-damaging in the workplace to miss deadlines, late work is generally not accepted. If you must miss a class, please ensure you still submit your assignment on time in Canvas. I understand that sometimes things happen to inhibit your ability to complete assignments (work, personal matters, etc.) This is why every student gets **one** "mulligan"/"get out of jail free card"/"late pass" – which means I will accept **one** late *homework* assignment from you without penalty as long as it is turned in within a week of the due date. **This cannot apply to any of the marketing plan sections or the final marketing plan.** Everything else needs to be turned in on time or it will not be accepted. (To be clear, this is not a class you can routinely skip and just submit your assignment in Canvas. As noted, more than 4 absences in the semester will result in being dropped from the class.)

Class Withdrawal Rules: You are responsible to complete all necessary paperwork if you decide to withdraw from class. I must take strong steps to insure all students are attending and active. Therefore, I retain complete discretion to process a Withdrawal (Drop) for students for any of the following (unless discussed with me and approved in advance)

- Failure to complete any assignment during the first two weeks of the semester
- Failure to complete two or more consecutive assignments
- Missing ANY class during the first two weeks
- **Missing 2 consecutive classes or more than 4 total classes during the term**
- Failure to contribute to or submit two Marketing Plan sections

College Policies & Services

Disability Accommodations: Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class, are encouraged to contact Disabled Students Programs & Services as soon as possible to ensure that such accommodations are implemented in a timely manner. Their phone number is 760-795-6658 and they are located in Building 3000-Student Services, Room 3009, adjacent to Parking lot 3C. Appointments are also available on the San Elijo campus on Mondays and Tuesdays.

Important Dates and Drop Information:

- **September 1, 2017 (Friday – week 2): Last day to ADD classes, and last day to DROP classes with no “W” and receive a refund.**
- September 22, 2017: Last day to file Petition for Degree/Certificate and to file for Pass / No Pass. Consider this option only if you do not need a letter grade.
- November 17, 2017: Last day to Drop class with “W” grade. Drops after that receive a letter grade (generally an “F”). **If you discover this course is not for you, make sure to drop by this date.** Students are responsible to complete all necessary paperwork if they decide to withdraw from class.

Academic Honesty: You are responsible for performing academic tasks in such a way that honesty is not in question. Unless an exception is specifically defined by an instructor, you are expected to maintain the following standards of integrity:

- All tests, papers, oral and written assignments, recitations, and all other academic efforts are to be your work.
- Any use of wording, ideas, or findings of other persons, writers, or researchers requires the explicit citation of the source; use of the exact wording requires a “quotation” format.

Plagiarism and Ethics Policy: By enrolling in this class, you agree to the following statements of student behavior:

- I agree that I, and only I, will be the one completing and submitting class materials (homework, quizzes, exams, written projects, etc.) in my name.
- I agree that I will not directly copy or plagiarize material from books, publications, the Internet, other students’ work, or any other source. I am familiar with, and I agree not to violate, copyright laws. If small amounts of material from other sources are used as part of any class assignment, I agree to clearly indicate such and properly cite the source.
- I agree that any projects submitted for this class have been prepared for this class only and have not been, and never will be, submitted for any other class at MiraCosta or any other school.
- I agree that, unless approved by the instructors, I will not share answers to homework assignments, quizzes, exams, or any other course material with fellow classmates.
- **I acknowledge that failure to comply with any of the above statements may result in failure of an assignment, removal from the course, failure in the course, and discipline action deemed appropriate by the instructors in their sole discretion and/or policies and procedures set forth by the Board of Trustees of the MiraCosta Community College District, fully described in the College Catalog.**

The Writing Center: At the Writing Center, you can get assistance at any stage of any writing assignment. Whether you’re brainstorming ideas, revising what you’ve written so far, or making a few final edits, they offer thirty-minute, one-to-one, same-day or future appointments, as well as online assistance. They can even assist you with reading and grammar issues! Their trained writing consultants are good writers and friendly people who enjoy working with students. You can learn more here: <http://www.miracosta.edu/studentservices/writingcenter/appointment.html>. You may also call 760-795-6861, or stop by the Writing Center, on the first floor of the Hub. These people are here to help you – take advantage!

Library Resources: The MiraCosta College faculty librarians assist students with their research questions, whether academic or personal. This resource is crucial for your understanding of proper source citation. Students may obtain assistance from librarians either one-on-one at the reference desk, through class orientations, group workshops, individual appointments, or online. I strongly encourage you to take advantage of library resources. More information regarding the library may be found at their webpage: www.miracosta.edu/library.

For the semester long Marketing Plan assignment, you have two options: do it as a solo project, or work on a team. There are pros and cons to consider:

Groups require more coordination and out of class meetings, but allow the team to share the workload (which is significant), creates a support network, and provides valuable experience that employers are seeking. In my experience, I've found that the highest grades are typically earned by teams due the benefit of getting a variety of perspectives. Conversely, working solo ensures that you have complete control of the project, but no one to share the load with or collaborate. Once you make your choice, you cannot opt out and quit your team, or later decide you'd like to join a team. However, **non-performers can be fired by their team.** Team line-ups are determined by the instructor by the fourth class. I do my best to build teams with complementary skill sets. For example, pairing someone who is strong in math with someone who is creative and conceptual. Additionally, I ask you for your schedule availability so I can attempt to also build teams who have similar availability for team meetings (typically before or after class.) If your schedule does not allow for this commitment, do not choose the team option.

If you choose the team option, here are the ground rules:

Each student must meaningfully contribute to the project and teams will resolve any conflicts amongst themselves.

At the end of the term, students complete a confidential assessment of each member's contribution to the project. The feedback is taken seriously and will impact your class participation grade.

I commit to you that I will enforce class attendance and participation policies, so as not to saddle any group with unreliable team members.

Each student must submit the marketing plan assignments in Canvas to receive credit. One version per team, but EACH team member is individually responsible for submitting it in order to receive credit. Each person on the team receives the same grade for the work (as long as they submitted the assignment.) In other words, if someone didn't contribute to a section, you don't do your team any favors if you provide them with a copy to be nice just so they have something to submit. (This is called "rewarding bad behavior", and usually ensures you'll only get more of the same, so don't do it!) If someone fails to upload the assignment, that individual will receive a "0" -- this usually helps prevent "free-loader" problems.

If issues arise within a team, addressing them candidly, promptly and professionally will usually resolve the situation. Not addressing them will cause them to grow.

Team members who miss meetings, deadlines, don't communicate or provide meaningful contributions, can and should be fired by their team. First, teams must attempt to resolve issues by taking the following actions: 1st time – team has face to face discussion with the underperformer; 2nd time – team talks with the underperformer and also sends an email documenting the specific problems and copies the instructor on the email; 3rd time – team meets with instructor and gets approval to fire the person. Unless those conditions are met, you cannot fire anyone. Further, you cannot fire someone simply because you don't care for their personality, or disagree with their ideas. This is not a personality contest. In the workplace you have to be able to work with all kinds of personalities!

If you are fired from your team, your **termination will reduce your final course grade by one full letter grade** and you will have to complete the project alone.

To succeed as a team, do this: schedule a standing meeting once a week for at least 30 minutes and get together every week, be responsive to group communications and respectful of one another's time, clearly define roles and responsibilities, set deadlines and meet them, and hold one another accountable. Teams who try to manage the process through texts and don't regularly meet face to face outside of class almost always run into trust and communication breakdowns that cause the process to become stressful and frustrating, and detrimental to the work.

Marketing Plan Project Timeline:

| | | | |
|-------|----------------------------------|-------|---|
| 8/31 | Teams announced | 10/31 | Distribution Section due |
| 9/12 | Marketing Plan Proposal due | 11/16 | Promotion Section due |
| 9/21 | Situational Analysis Section due | 11/28 | Pricing Section due |
| 10/3 | Target Market Section due | 12/5 | Class Presentation (presentations continue on 12/7) |
| 10/17 | Product Section due | 12/7 | Completed Marketing Plan due |

BUS 132 Marketing Class Schedule Fall 2017

| Class | Date | Topics | Pre-Class Reading | Assignments Due before Class | In Class Activity |
|---------------------------------------|----------|--|---------------------|--|---------------------------|
| 1 | T 8/22 | Intro to Course | -- | | Survey |
| THE WORLD OF MARKETING | | | | | |
| 2 | TH 8/24 | Overview of Marketing | Ch 1 | Ch 1 homework | |
| 3 | T 8/29 | Strategic Planning for Competitive Advantage | Ch 2 | Ch 2 homework | |
| 4 | TH 8/31 | Ethics and Social Responsibility | Ch 3 | Ch 3 homework | Announce Teams Networking |
| 5 | T 9/5 | The Marketing Environment | Ch 4 | Ch 4 homework | |
| 6 | TH 9/7 | The Naked Brand | Review Chapters 1-4 | | Quiz Ch 1 - 4 |
| ANALYZING MARKET OPPORTUNITIES | | | | | |
| 7 | T 9/12 | Consumer Decision Making | Ch 6 | Submit Marketing Plan Outline , Ch 6 homework | |
| 8 | TH 9/14 | Business to Business Marketing | Ch 7 | Ch 7 homework | Library Visit |
| 9 | T 9/19 | Segmenting and Targeting Markets | Ch 8 | Ch 8 homework | |
| 10 | TH 9/21 | Marketing Research | Ch 9 | Submit Situational Analysis section , Ch 9 homework | |
| 11 | T 9/26 | Target Market Section Prep | | | Quiz Ch 6 - 9 |
| PRODUCT DECISIONS | | | | | |
| 12 | TH 9/28 | Product Concepts | Ch 10 | Ch 10 homework | |
| 13 | T 10/3 | Developing and Managing Concepts | Ch 11 | Submit Target Market Section , Ch 11 homework | |
| 14 | TH 10/5 | Services and Non-Profits | Ch 12 | Ch 12 homework | |
| 15 | T 10/10 | Product Section Prep | Review Ch 10-12 | | Quiz Ch 10 - 12 |
| 16 | TH 10/12 | Finding Your Purple Cow | | | |
| DISTRIBUTION DECISIONS (PLACE) | | | | | |
| 17 | T 10/17 | Planet Money | Ch 13 | Submit Product Section , Ch 13 homework | Game |
| 18 | TH 10/19 | Retailing (Distribution Channels) | Ch 14 | Ch 14 homework | |
| 19 | T 10/24 | Supply Chain Management | | | Guest Speaker |

| Class | Date | Topics | Pre-Class Reading | Assignments Due before Class | In Class Activity |
|-------------------------------------|----------|---|-------------------|--|------------------------|
| 20 | TH 10/26 | Distribution Section Prep | Review Ch 13-14 | | Quiz Ch 13-14 |
| PROMOTION AND COMMUNICATIONS | | | | | |
| 21 | T 10/31 | Marketing Communications | Ch 15 | Submit Distribution Section , Ch 15 homework will be done in-class | |
| 22 | TH 11/2 | Advertising, Public Relations, and Sales Promotions | Ch 16 | Ch 16 homework | |
| 23 | T 11/7 | Personal Selling and Sales Management | Ch 17 | Ch 17 homework | |
| 24 | TH 11/9 | Social Media | Ch 18 | Ch 18 homework | |
| 25 | T 11/14 | Promotion Section Prep | Review Ch 15-18 | | Quiz Ch 15-18 |
| PRICING DECISIONS | | | | | |
| 26 | TH 11/16 | Pricing Concepts | Ch 19 | Submit Promotion Section and Ch 19 homework | |
| 27 | T 11/21 | Setting the Right Price | Ch 19 | In-class homework | Schedule Presentations |
| | TH 11/23 | No Class – Happy Thanksgiving | | | |
| 28 | T 11/28 | Guest Speaker | | | Guest Speaker |
| PUTTING IT ALL TOGETHER | | | | | |
| 29 | TH 11/30 | Planning Session | | Submit Pricing Section | |
| 30 | T 12/5 | Marketing Plan Presentations | | Submit Evaluation homework | MP Presentations |
| 31 | TH 12/7 | Marketing Plan Presentations | | Submit Final Marketing Plan | MP Presentations |
| 32 | T 12/12 | Final Quiz | | | |

For students working in a team:

Each student must upload the marketing plan assignments (listed in bold) to receive credit. One version per team, but EACH team member is individually responsible for uploading it.