

BUS 132 Marketing

Welcome to MiraCosta College's on campus offering of Marketing, Business 132. The goal of this course is to give you an overview of the field of Marketing. Whether you are looking at marketing as a career, majoring in or working on a certificate in some other area of business or just trying to become a better consumer I hope you find this course informative and fun.

Course Description

Topics will include market research, buyer behavior, segmenting and targeting, determining marketing mix, product decisions, pricing, distribution, retailing, wholesaling, promotion, advertising, publicity, selling, service and nonprofit marketing, and international issues.

Course Details

Semester:	Fall 2013	Acceptable for Credit:	CSU
Class Number:	1235		
Location:	San Elijo Campus, Rm. 302		
Time:	Monday and Wednesday 11:00 – 12:20		
Class Website:	http://blackboard.miracosta.edu		
Text Companion Website:	http://www.cengagebrain.com		

Instructor Information

Name:	Nina Lovejoy
E-mail:	nlovejoy@miracosta.edu
Phone:	760-331-3173 (cell)
Office Hours:	TBD

Course Objectives and Outcomes

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.

Beyond learning the subject matter, it is also my goal that students will:

- Improve written and oral communication skills.
- Increase their level of marketing and business knowledge through class discussion and/or outside activities.
- Develop skills in analyzing marketing strategies using case studies and real world examples.
- Have an appreciation for various career opportunities in the field of marketing.

Student Learning Outcomes

- Select a target market and develop the marketing mix for a specific product or service.
- Identify primary market research techniques and secondary market research sources to make a product or service marketing decision.
- Determine potential distribution channels for a specific product or service in a global business environment.

Course Materials

Required Text:	<u>MKTG7</u> – Lamb, Hair, McDaniel, 2013-2014 Edition, Cengage Southwestern Publishing. A copy of the text will be on 2 hour reserve at the SEC & OCN libraries.
Class Website:	http://blackboard.miracosta.edu
Text Companion Website:	http://www.cengagebrain.com
Computer Access:	All assignments need to be word processed. The instructor will post grades to the Blackboard system and send e-mail notifications and reminders. In addition, homework assignments will be posted to and turned in via Blackboard. Students should have access to a reliable computer with internet access.

Course Content

Assignments:

Throughout the course each class member will create a marketing plan. The plan may be done for a fictitious product or service or an actual company the student works for or plans to start one day. Students will have the option to do this individually or in a small group (maximum 4 people). The assignment will be built throughout the course and culminate in a final project, a written marketing plan for the product or service chosen. There will be six one page assignments with parts of the marketing plan due throughout the semester.

In addition to the written marketing plan assignments, students (either individual or group) will be required to present one time during the semester. This will be a short (5 minutes max.) presentation to the class. If the assignment is being done as a group, each member of the group must do some portion of the oral presentation. There will be a voluntary sign-up during the first few weeks of class to decide which topic each student or group of students will present and when. If students choose the group option, part of the grade for the marketing plan, its components and the in-class presentation will be peer evaluation by fellow group members.

Reading and assignments are to be done prior to the class for which they are listed on the syllabus. Most chapters will have a chapter summary due, a one page summary of the key concepts from the chapter. Several class meetings will include discussion of a 1-page case study highlighting some component of a company's marketing strategy or Marketing Miscues. These cases and the discussion questions will be posted on Blackboard for students to read in addition to the assigned reading from the text. Students will need to turn in their answers to the cases. Familiarity with the case and pre-class preparation will be necessary for a lively class discussion.

If a student misses a class, he/she must make arrangements in advance to have someone turn in any assignments, send them electronically to the instructor before the class, or drop them in her box at the associate faculty office. It is understandable that circumstances sometimes make it impossible to attend class (travel, work commitments, personal matters, etc). Homework (chapter summaries/cases) needs to be turned in before class via Blackboard to be accepted. Late homework will not be accepted unless arranged in advance of the class in which it is due. Major written assignments are to be turned in at the start of class. Assignments turned in after the class in which they are due will lose a full letter grade and will only be accepted up to one week after the due date. All assignments and homework must be word processed, no handwritten assignments allowed – only exception would be a drawing or illustration for the Marketing Mix - Promotion assignment. At the top of the assignment please include Student Name (first and last) and BUS 132 San Elijo.

Exams:

One quiz, two midterm exams and a final exam will be part of the course. These quizzes/exams cover text and material from class discussions. Students will be allowed to have one page (one-sided) of notes during each quiz/exam.

Extra Credit:

There will be a number of extra credit options throughout the semester. A maximum of 75 extra credit points may be earned over the course of the semester. Students who choose to participate in the Young Entrepreneurs Project will receive 40 points of extra credit automatically. Other special projects or opportunities that come up during the semester may also be available for extra credit.

Course Grading

This is a letter-graded course unless a student chooses the Pass/No Pass option. If a student is not concerned with receiving a letter grade he/she should consider the Pass/No Pass option. The Pass/No Pass petition must be completed and submitted to MiraCosta Admissions and Records by Sept. 23, 2013. If this option is chosen and a student would have received a “C” or better he/she will receive a “Pass.” If not, he/she will receive “No Pass.” Students planning to transfer should check with a counselor before selecting the Pass/No Pass option to ensure it is accepted by his/her intended transfer institution.

Grading Criteria:

150	Marketing Plan Assignments (6 x 30 – Drop the lowest score)
30	Marketing Plan Component Oral Presentation
60	Marketing Channels/Supply Chain Assignment/Mini Marketing Plan (2x30)
130	Homework – Chapter Summaries/Cases (26 x 5)
110	In-Class Activities
30	First Quiz
120	Mid-terms (2 x 60)
60	Final Exam
60	<u>Final Project</u>
750	Total Points

Be sure to check the Online Grade Center regularly. Any claimed errors or discrepancies in the grades must be brought to the Instructor's attention within two weeks of the due date. Point postings are final after that.

Subject to lowering at the discretion of the instructor at the end of the semester, the letter grading will be based on the following:

675-750 = A (90-100%)
600-674 = B (80-89%)
525-599 = C (70-79%)
450-524 = D (60-69%)
449 or below = F (59% or below)

Course Rules and Expectations

Attendance:

Attendance is critical to success in this class. There will be in class activities that count for credit, only those that attend can receive these points. If a student has unavoidable circumstances that make it impossible for him/her to attend please inform the instructor, in advance if possible. If it isn't possible to inform the instructor in advance please call the associate faculty secretary on the day of class and she will get word to the instructor. Her name is Becky Kessab and her phone number is 760-634-7879. If a student misses 2 class meetings in a row he/she risks being dropped from the class.

Classroom Rules:

- Please be respectful of others in the class; that includes the instructor, fellow students and guests. When visitors are in the class please give them the same attention and courtesy you would give the instructor. Make them feel welcome and understand that they are here to help you. Learn from them.
- Please make sure that all communication devices are silenced during class. It is preferred they be turned off completely, but if a student has to take a call for **emergency purposes only**, please be courteous and step outside of the room to take the call. If a student has text capabilities on his/her phone, please refrain from using them during class, it is the same as taking/making a call and will not be tolerated.
- Please make sure to get to class on time. It is disruptive and disrespectful to the rest of the class when a student arrives after class has started. If unavoidable circumstances make it impossible for a student to arrive on time, he/she should try to minimize disruption of the class when entering the classroom. If a student is more than 10 minutes late, it will be counted as an absence.
- In accordance with Mira Costa policy, there is to be no food or drinks in the classroom.

College Policies and Services

Important Dates and Drop Information:

- Aug. 30, 2013 (Friday): Last day to ADD classes.
- Aug. 30, 2013 (Friday): Last day to DROP classes with no grade and no “W”.
- Sept. 23, 2013 (Monday): Last day to file Petition for Degree/Certificate and to file for Pass/No Pass; Consider this option if you do not need a letter grade.
- Nov. 15, 2013 (Friday): Last day to Drop class with “W” grade; Drops after that receive a letter grade; 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. The Instructor must take strong steps to insure all students are “attending” and active. Therefore, the Instructor retains discretion to process a Withdrawal (Drop) for students WITHOUT ADDITIONAL NOTICE for excessive unexcused absences.
- There will be no class on Monday, Sept. 2, 2013 in observance of Labor Day, and Monday, Nov. 11, 2013 for Veteran’s Day.

Plagiarism and Ethics Policy:

Each student agrees to the following statements of student behavior:

- I agree that I, and only I, will be the one completing and submitting class materials (homework, 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, unless approved by the instructor, 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, quiz and/or test.

Verified Disability:

Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class, are encouraged to contact me and/or Disabled Students Programs & Services as soon as possible to ensure that such accommodations are implemented in a timely manner. The DSP&S phone number is 760-795-6658 and they are located in Building 3000-Student Services, Room 3009, adjacent to Parking lot 3C.

Writing Center:

The Writing Center offers help with writing assignments. They can offer feedback on your paper and help you to brainstorm, draft, revise, and more. They offer one-to-one assistance through both drop-ins and appointments. You can stop by the HUB for drop-ins or to make an appointment you can call 760-795-6682

Weekly Schedule

Important Notice: This syllabus/schedule is subject to change at any time at the discretion of the instructor; notice will be given to the students through an announcement in class, by email, or with an announcement on the class Blackboard site.

BUS132 Marketing Course Schedule					
Wk	Topic(s)	Class Date	Reading to be completed before class	Homework Assignment to be turned in by start of class	Test/ In Class Assignment
1	Introduction	8/19			
Part 1 – World of Marketing					
	Overview of Marketing	8/21	MKTG Ch. 1 NetFlix Case	NetFlix Case	
2	Strategic Planning	8/26	MKTG Ch. 2	Chapter 2 Summary	
	Ethics and Social Responsibility	8/28	MKTG Ch. 3 Red Case	Chapter 3 Summary, Red Case	Quiz Review
3	Holiday - No class	9/2			
		9/4	Mini-Marketing Plan Review		First Quiz
4	The Marketing Environment	9/9	MKTG Ch. 4	Chapter 4 Summary	
	No class meeting	9/11	Daimler BMW Case	Daimler BMW Case	
5	Global Vision	9/16	MKTG Ch. 5, Part 1 Marketing Miscue - Nestlé	Mini-Marketing Plan, Chapter 5 Summary	Select a Product or Service
Part 2 – Analyzing Market Opportunities					
	Consumer Decision Making	9/18	MKTG Ch. 6	Chapter 6 Summary	
6	Business Marketing	9/23	MKTG Ch. 7	SWOT Analysis Paper EC - Chapter 7 Summary	SWOT Presentations
	Segmenting and Targeting Markets	9/25	MKTG Ch. 8 Coke Zero Case	Chapter 8 Summary, Coke Zero Case	
7	Marketing Research	9/30	MKTG Ch. 9	Chapter 9 Summary	
	Markets	10/2	Part 2 Marketing Miscue – Four Loko	Target Market Paper	Target Market Presentations
8		10/7	Red Lobster Case	Red Lobster Case	Review
		10/9			Midterm

Wk	Topic(s)	Class Date	Reading to be completed before class	Homework Assignment to be turned in at start of class	Test/ In Class Assignment
Part 3 – Product Decisions					
9	Product Concepts	10/14	MKTG Ch. 10	Chapter 10 Summary	
	Developing and Managing Products	10/16	MKTG Ch. 11	Market Research Paper Chapter 11 Summary	Market Research Presentations
10	Services and Non-profit Organization Marketing	10/21	MKTG Ch. 12, Harmonix Case, Part 3 Marketing Miscue – McAfee	Chapter 12 Summary, Harmonix Case	
Part 4 – Distribution Decisions					
	Supply Chain Management	10/23	MKTG Ch. 13	Marketing Mix – Product Paper, Chapter 13 Summary	Product Presentations
11	Marketing Channels and Retailing	10/28	MKTG Ch. 14, Part 4 Marketing Miscue – Angry Birds	Chapter 14 Summary	
		10/30	Nordstrom Case	Marketing Channel/Supply Chain Assignment Nordstrom Case	Review
12		11/4			Midterm
Part 5 – Promotion and Communication Strategies					
	Marketing Communications	11/6	MKTG Ch. 15, HBO Case	Chapter 15 Summary, HBO Case	
13	Holiday - No class	11/11			
	Advertising, Public Relations and Sales Promotion	11/13	MKTG Ch. 16, Burger King Case	Chapter 16 Summary, Burger King Case	
14	Personal Selling and Sales Management	11/18	MKTG Ch. 17	Marketing Mix – Place/Distribution -Sales Plan or Location, EC Ch. 17 Summary	Place Presentations
	Social Media and Marketing	11/20	MKTG Ch 18, Facebook Case	Chapter 18 Summary, Facebook Case	

Wk	Topic(s)	Class Date	Reading to be completed before class	Homework Assignment to be turned in at start of class	Test/ In Class Assignment
Part 5 – Promotion and Communication Strategies (contd.)					
15	Promotion	11/25	Part 5 Marketing Miscue - Yellow Tail	Marketing Mix – Promotion - Ad, Direct Mail, Web Page, Social Media Campaign, Product Release, Article for Placement	Present Promotion
Part 6 – Pricing Decisions					
	Pricing Concepts	11/27	MKTG Ch. 19	Chapter 19 Summary	
16	Setting the Right Price	12/2	MKTG Ch. 20, Part 6 Marketing Miscue- 6PM.COM	Chapter 20 Summary	
		12/4	Integrated Case American Airlines	Final Marketing Plan Due	
17		12/9			Final Review
	10:30 a.m (½ hour earlier than regular class time)	12/11			Final