



**Division:** Business Administration  
**Course name:** Marketing 021: Principles of Marketing  
**Section:** 7630 / **Semester:** Fall 2014

**Instructor Name:** B. Franks

**School Website:** [www.wlac.edu](http://www.wlac.edu)

**Class Hours:** Monday / Wednesday  
3:15 p.m. – 4:40 p.m.

**Location:** Hamilton High School

**Office Hours:** Monday / Wednesday  
Immediately following class

**Instructor E-mail:** TBD  
**Location:** Business building room T215

## Welcome

Hello students, my name is Brent Franks and I will be your instructor this semester. This semester, you will work to develop and expand your business comprehension, vocabulary, and critical thinking skills. You will also learn and practice recognizing the fundamentals of business marketing. The goal is for you to be more rounded in the world of business by the end of this course. The skills you learn here will help you succeed both in and out of class. However, your education is ultimately YOUR responsibility. YOU determine your level of success. Successful college students are self-motivated, understand the importance of studying the material, come to class prepared and practicing skills learned. YOU CAN DO IT and I'm here to help. 😊

At the end of this course **remember** to give your transcripts to Mr. Navas in order to receive credit.

## Course Description:

Students learn the importance of making decisions with the customer in mind and the need to select target markets for products and services. The course covers decision making relative to product development and management, trademarks, wholesaling, retailing, selling, sales promotion, advertising and pricing. It is the first in a series of courses which lead to the Certificate in Marketing and the AA Degree with a major in marketing.

## Required Texts

The textbook for this course will be provided to you by your counselor.  
Lamb/Hair/McDaniel. MKTG 8. Southwestern, Cengage 2015.  
ISBN: 13: 978 1 285 43268 7

## Required Materials

- 1 three ring binder
- 8 ½ x 11 notebook paper
- #2 pencils, blue or black pens, and highlighters

## Course Objectives:

- Identify businesses that are making decisions with the customer in mind and those that are making decisions with profits in mind.
- Explain each of the four areas of marketing decision-making over which the business has relatively complete control.
- Explain the environmental factors over which the business has no control. Identify the competitive strengths and weaknesses of a business, and the opportunities and threats it faces
- Compare the criteria by which business buying decisions are made to the criteria by which consumer buying decisions are made.
- Identify the three strategies for selecting target markets and provide an example of a product to which each of these strategies have applied
- Locate examples of products that represent adding depth to a product line, width to a product mix and product modifications
- Explain the actions a business can take to reduce the risk of losing its legal rights to its trademark
- Explain the six steps in the New Product Development Process
- Analyze the circumstances a business faces during each of the four phases of the product life cycle.
- Distinguish between intensive distribution selective distribution and exclusive distribution, and provide an example of a product that would lend itself to each.
- Distinguish between and provide examples of possible causes of horizontal and vertical conflict
- Classify retail stores according to ownership, level of service, product assortment and price.
- Explain the characteristics of department stores, specialty stores, supermarkets, drug stores, convenience stores, discount stores and non-store retailing operations.
- Identify product benefits, develop and evaluate advertising appeals, execute the message and conduct post-campaign evaluation.
- Analyze corporate websites and professional and consumer reviews of a specific product.
- Demonstrate ability to prepare a formal marketing report using word processing and proper format
- Relate the processes for generating and qualifying leads, approaching the customer, developing and proposing solutions, handling objections and closing the sale.
- Establish pricing objectives on the basis of profit maximization, satisfactory profits, target return on investment, market share, Sales maximization, status quo, survival and product quality.
- Choose a price strategy using price skimming and penetration pricing.
- Implement procedures for arriving at a final price in consideration of discounts allowances, rebates and value pricing.

## Student Learning Outcomes (SLO)

Compare and contrast advantages and disadvantages of various media for advertising campaigns.

Analyze and critique advertising messages based on guidelines established in class.

Design, formulate, and develop an advertising and/or public relations campaign based on guidelines established in class.

## Course Requirements and assignment guidelines

### Quizzes

Quizzes will be given regularly to ensure that you are keeping up with the readings and attending class. Missed quizzes cannot be made up, even if you arrive late to class.

### Essays

Essays provide you the opportunity to practice and demonstrate skills learned in class. Previous drafts must be attached to final essays. **NOTE: All writing assignments, except those designated as in class writing assignments, must be typed and printed.** (If you do not have access to a computer or printer please let me know after class).

**Other assignments, as listed below, may occur in class and serve to reinforce learning:**

- In Class Writing Responses
- Exams: Midterm and Final

### Late Assignments

No late assignments will be accepted. The instructor has the right to void this agreement for various reasons on a case-by-case basis. If you have an emergency or other personal issue please contact me to make arrangements.

## Grading

Adjustments will be made throughout the semester depending on the number of assignments given. Quizzes beyond the 10th will be extra credit and will allow you to make up points for missed days.

Assignment Category	# of Assign.	Points Per Assignment	Total Points	% of Total Grade
Quizzes	10-14	10	100-140	10%
Exam 1	1	200	200	20%
Exam 2	1	200	200	20%
Exam 3	1	200	200	20%
Homework Assignments	10-15	TBD	50	5%
Group Exercises	5-10	TBD	100	10%
Final	1	200	200	20%
<b>Grand Total</b>	<b>&gt;29</b>	<b>-</b>	<b>1000</b>	<b>100%</b>
900 - 1000 = A	800 - 899 = B	700 - 799 = C	600 - 699 = D	599 and below = F

## Class Policies

### Attendance

Because class discussions and group work are an integral part of this course, attendance is mandatory. Up to 3 absences are allowed. After that, you could be dropped. Students are expected to attend every class meeting, to arrive on time and stay throughout the class period. **Excessive**

**absenteeism will lower your grade, as well as walking in and out of class.** 3 tardies = 1 absence. Students may be dropped from class for excessive tardiness, or for failure to attend class the first day or during the entire first week of the class.

### **Walking In and Out of Class**

When you arrive to class, make sure you have used the restroom, had a chance to eat, check your messages, etc. Walking in and out is rude and disruptive. If you need to leave early, or have some other problem, you need to notify me in advance. **Any student who makes a habit of walking in and out of class may be asked to leave.**

### **Preparedness**

You are expected to arrive on time. You will come to each class session prepared. You will have your books, binder, pens/pencils, any work that is due, and you will be prepared to discuss all readings/assignments.

### **Cell Phones, iPods, etc.**

**Turn them off and put them away when class begins!** Although it may not seem possible, you can survive without talking and texting on your cell phone, or listening to your iPod, for a little over an hour. Talking and texting on cell phones not only distract you, but they are a distraction for me and your peers. Distractions interrupt/disrupt the class and I will not tolerate interruptions. **You will be asked to leave if this occurs.**

### **Etiquette**

You may not agree with the views and opinions expressed by your peers, but you don't have the right to be disrespectful. Personal attacks, profanity, vulgarity and comments that are not productive additions to the conversation may require the instructor to dismiss you from class.

### **Contacting Me**

E-mail is the best and quickest way to contact me. E-mail TBD. Therefore, excuses such as, "I tried to contact you but (fill in the blank)" will not work. **If you have a problem, do not let it snowball.** **Contact me immediately.** Students are expected to ask questions and obtain help from instructor via email and/or during office hours.

**For more information refer to the attached link:**

[http://www.wlac.edu/academics/pdf/WLAC\\_12-14Catalog\\_Policies.pdf](http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Policies.pdf)

## **College Policies:**

### **Academic Integrity (Plagiarism)**

In accordance with code 9803.28, **academic dishonesty is prohibited and will not be tolerated in this class.** Violations of academic integrity include, but are not limited to, the following actions: cheating on an exam/quiz, plagiarism, working together on non-group assignments, paper or project when the instructor has specifically stated students should not do so, submitting the same term paper to more than one instructor, or allowing another individual to assume one's identity for the purpose of enhancing one's grade. Academic dishonesty of any type, such as cheating or knowingly furnishing false information, by a student provides grounds for disciplinary action by the instructor or college. In written work, no material may be copied from another without proper quotation marks, footnotes, or appropriate documentation.

- **Plagiarism will result in a zero for the assignment, possible dismissal from the class and disciplinary action from the college. You will not receive credit for any essay missing previous drafts, citations and/or a Works Cited page.**

## **Student Conduct**

According to code 9803.15, disruption of classes or college activities is prohibited and will not be tolerated. Refer to the catalog and the Standards of Student Conduct in the Schedule of Classes for more information.

## **Recording Devices**

State law in California prohibits the use of any electronic listening or recording device in a classroom without prior consent of the instructor and college administration. Any student who needs to use electronic aids must secure the consent of the instructor. If the instructor agrees to the request, a notice of consent must be forwarded to the Vice President of Academic Affairs for approval (WLAC College Catalog).

**For more information refer to the attached link:**

[http://www.wlac.edu/academics/pdf/WLAC\\_12-14Catalog\\_Policies.pdf](http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Policies.pdf)

## **Campus Resources**

As stated earlier in this syllabus, **if you are having problems, don't let them snowball.** Come and talk with me and check out some of the campus resources available to you.

### **Office of Disabled Student Programs and Services (DSP&S)**

Heldman Learning Resources Center (HLRC), Room 119 | (310) 287-4450.

West Los Angeles College recognizes and welcomes its responsibility to provide an equal educational opportunity to all disabled individuals. The Office of Disabled Students Programs and Services (DSP&S) has been established to provide support services for all verified disabled students pursuing a college education. DSP&S students may qualify for: priority registration, registration assistance, special parking permits, sign language interpreters and assistive technology (WLAC College Catalog).

### **Instructional Support (Tutoring) & Learning Skills Center**

Heldman Learning Resources Center (HLRC) | (310) 287-4486

Improve your reading, language, vocabulary, spelling, math fundamentals and chemistry knowledge with convenient, self-paced computer-aided courses in the Learning Skills Center. Increase your knowledge and learning success: sign up for tutoring in various college subjects (WLAC College Catalog).

### **Library Services**

Heldman Learning Resources Center (HLRC) | (310) 287-4269 & (310) 287-4486

The WLAC Library provides instruction on how to use the online catalog, periodical and research databases. In addition to a large collection of books, periodicals and videos the WLAC Library has course textbooks which students may use while in the Library. Web access is available in LIRL as well as meeting rooms. The upper floors provide a beautiful view ideal for study (WLAC College Catalog).

**For more information refer to attached link:**

[http://www.wlac.edu/academics/pdf/WLAC\\_12-14Catalog\\_Policies.pdf](http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Policies.pdf)

## Course Schedule

Week	Date	Course topics	Assignment (Due Next Class Meeting)
1	Mon. 9/1	<ul style="list-style-type: none"> <li>No Class, Holiday</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
	Wed. 9/3	<ul style="list-style-type: none"> <li>Welcome &amp; introduction</li> <li>Review syllabus and course policies</li> </ul>	<ul style="list-style-type: none"> <li>Read Chapter 1</li> </ul>
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2	Mon. 9/8	<ul style="list-style-type: none"> <li>Introductions &amp; Get Acquainted</li> <li>Generic Discussions about Course and Syllabus Requirements</li> <li>An Overview of Marketing (Chapter 1)</li> </ul>	<ul style="list-style-type: none"> <li>Read Chapter 2</li> </ul>
	Wed. 9/10	<ul style="list-style-type: none"> <li>Strategic Planning for Competitive Advantage (Chapter 2)</li> <li>Quiz 1</li> </ul>	<ul style="list-style-type: none"> <li>Read Chapter 3</li> </ul>
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3	Mon. 9/15	<ul style="list-style-type: none"> <li>Social Responsibility/Ethics/Marketing Environment (Chapter 3)</li> <li>Quiz 2</li> </ul>	<ul style="list-style-type: none"> <li>Read Chapter 4</li> </ul>
	Wed. 9/17	<ul style="list-style-type: none"> <li>Marketing Environment (Chapter 4)</li> <li>Quiz 3</li> </ul>	<ul style="list-style-type: none"> <li>Read Chapter 5</li> </ul>
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4	Mon. 9/22	<ul style="list-style-type: none"> <li>Developing a Global Vision (Chapter 5)</li> <li>Quiz 4</li> </ul>	<ul style="list-style-type: none"> <li>Prepare for Midterm 1</li> </ul>
Week	Date	Course topics	Assignment (Due Next Class Meeting)
4	Wed. 9/24	<ul style="list-style-type: none"> <li><b>Midterm 1 Examination</b> (Chapters 1-5)</li> </ul>	<ul style="list-style-type: none"> <li>Read Chapter 6</li> </ul>
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5	Mon. 9/29	<ul style="list-style-type: none"> <li>Return Midterm</li> <li>Review Midterm Answers</li> <li>Group Exercise 1</li> </ul>	<ul style="list-style-type: none"> <li>Read Chapter 6</li> </ul>

	Wed. 10/1	<ul style="list-style-type: none"> <li>• Consumer Decision Making (Chapter 6)</li> <li>• Quiz 5</li> </ul>	<ul style="list-style-type: none"> <li>• Read Chapter 8</li> </ul>
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6	Mon. 10/6	<ul style="list-style-type: none"> <li>• Segmenting and Targeting Markets (Chapter 8)</li> <li>• Quiz 6</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
	Wed. 10/7	<ul style="list-style-type: none"> <li>• Chapter 8 continued</li> <li>• Group exercise 2</li> </ul>	<ul style="list-style-type: none"> <li>• Read Chapter 9</li> </ul>
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7	Mon. 10/13	<ul style="list-style-type: none"> <li>• Decision Support Systems and Marketing Research (Chapter 9)</li> </ul>	<ul style="list-style-type: none"> <li>• Assignment</li> </ul>
	Wed. 10/15	<ul style="list-style-type: none"> <li>• Chapter 9 continued</li> <li>• Quiz 7</li> <li>• Group exercise 3</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
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8	Mon. 10/20	<ul style="list-style-type: none"> <li>• Midterm 2 Review</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
	Wed. 10/22	<ul style="list-style-type: none"> <li>• <b>Midterm 2 Examination</b> (Chapters 6/8/9)</li> </ul>	<ul style="list-style-type: none"> <li>• Read Chapter 10</li> </ul>
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9	Mon. 10/27	<ul style="list-style-type: none"> <li>• Return Midterm</li> <li>• Review Midterm Answers</li> <li>• Group Exercise 4</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
	Wed. 10/29	<ul style="list-style-type: none"> <li>• Product Concepts (Chapter 10)</li> <li>• Quiz 8</li> </ul>	<ul style="list-style-type: none"> <li>• Read Chapter 11</li> </ul>
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10	Mon. 11/3	<ul style="list-style-type: none"> <li>• Developing and Managing Products (Chapter 11)</li> <li>• Quiz 9</li> </ul>	<ul style="list-style-type: none"> <li>• Read Chapter 13</li> </ul>
<b>Week</b>	<b>Date</b>	<ul style="list-style-type: none"> <li>• <b>In Class Topics</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Assignment (Due Next Class Meeting)</b></li> </ul>
10	Wed. 11/5	<ul style="list-style-type: none"> <li>• Supply Chain Management (Chapter 13)</li> <li>• Group Exercise 5</li> <li>• Quiz 10</li> </ul>	<ul style="list-style-type: none"> <li>• Read Chapter 14</li> <li>• (14-1 to 14-3)</li> </ul>
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11	Mon. 11/10	<ul style="list-style-type: none"> <li>• Marketing Channels (Chapter 14)</li> <li>• Quiz 11</li> </ul>	<ul style="list-style-type: none"> <li>• Read Chapter 14</li> <li>• (14-4 to 14-8)</li> </ul>
	Wed. 11/12	<ul style="list-style-type: none"> <li>• Retailing (Chapter 14)</li> <li>• Quiz 12</li> </ul>	<ul style="list-style-type: none"> <li>• Review Chapters 10/11/13/14</li> </ul>
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12	Mon. 11/17	<ul style="list-style-type: none"> <li>• Midterm 3 Review</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
	Wed. 11/19	<ul style="list-style-type: none"> <li>• <b>Midterm 3 Examination</b> (Chapters 10/11/13/14)</li> </ul>	<ul style="list-style-type: none"> <li>• Read Chapters 16/17</li> </ul>
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13	Mon. 11/24	<ul style="list-style-type: none"> <li>• Thanksgiving NO CLASSES</li> </ul>	<ul style="list-style-type: none"> <li>• Read Chapters 16/17</li> </ul>
	Wed. 11/26	<ul style="list-style-type: none"> <li>• Thanksgiving NO CLASSES</li> </ul>	<ul style="list-style-type: none"> <li>• Read Chapters 16/17</li> </ul>
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14	Mon. 12/1	<ul style="list-style-type: none"> <li>• Advertising, Public Relations &amp; Sales Promotion (Chapter 16)</li> <li>• Personal Selling &amp; Sales Management (Chapter 17)</li> <li>• Quiz 13</li> </ul>	<ul style="list-style-type: none"> <li>• Read Chapter 18</li> </ul>
	Wed. 12/3	<ul style="list-style-type: none"> <li>• Social Media &amp; Marketing (Chapter 18)</li> <li>• Group Exercise 6</li> <li>• Quiz 14</li> </ul>	<ul style="list-style-type: none"> <li>• Read Chapter 19</li> </ul>
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15	Mon. 12/8	<ul style="list-style-type: none"> <li>• Pricing Concepts (Chapter 19)</li> <li>• Quiz 15</li> </ul>	<ul style="list-style-type: none"> <li>• Read Chapter 19</li> </ul>
	Wed. 12/10	<ul style="list-style-type: none"> <li>• Setting the Right Price (Chapter 20)</li> <li>• Quiz 16</li> </ul>	<ul style="list-style-type: none"> <li>• Review Chapters 16-20</li> </ul>
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16	Mon. 12/15	<ul style="list-style-type: none"> <li>• Final Exam Review</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
	Wed. 12/17	<ul style="list-style-type: none"> <li>• <b>Final Exam: Wednesday, December 17<sup>th</sup></b></li> <li>• <b>NOTE: Turn in textbooks</b></li> </ul>	



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**Student Acknowledgment**

(Please return this sheet to the instructor)

“I \_\_\_\_\_, have completely read this syllabus and understand and agree to the course requirements.”

Please indicate below, any special needs or circumstances that may have some impact on your work in this class, and for which you may require special accommodations, including but not limited to physical or mental disabilities, inability to arrive in class on time or need to leave class early, observance of religious holidays, ect.

Special needs or circumstances:

  

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