

Syllabus for Fall Semester 2015 Marketing 001

“Principles of Selling” Section 8116 / Online

West Los Angeles College 9000 Overland Avenue, Culver City, Ca. 90230

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(Virtual Office Hours Wed 1:30-2:30pm private messaging/Etudes)

COURSE DESCRIPTION: Marketing 001

Catalog: CSU (3 units)

This course provides covers creating effective selling presentations and persuasive communications.

COURSE TEXT: Text: “Sell 3”, by Ingram ISBN-9781133188322 Publisher: Cengage.

Available at the at the campus bookstore and online from select online book vendors.

See >

<http://wlaac.verbacompare.com/comparison?id=8411>

<http://www.Chegg.com>

Course SLOs (Student Learning Outcomes):

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

Program SLOs (Student Learning Outcomes):

1. Use a variety of visual and electronic media to create aesthetic appeal and customer desire to purchase product and/or service. (Theme: Marketing Communications)
2. Develop sales and marketing plans, using buyer

trends, patterns, and demographics to target current and emerging (new) markets. (Themes: market trends, demographics)

3. Plan and organize daily work activities including the allocation of budget constraints that promote the development of a realistic and effective marketing and sales strategy. Theme: (Marketing Implementation; Budget Constraints)

4. Investigate and assess the overall business model and industry position of an organization, including articulation of its' marketing strategy and marketing implementation approach. (Theme: Business Strategy, Marketing Strategy)

Institutional Learning Outcomes:

Critical Thinking: Analyze problems by differentiating fact from opinions, using evidence, and using sound reasoning to specify multiple solutions and their consequences.

Communication: Effectively communicate thought in a clear, well-organized manner to persuade, inform, and convey ideas in academic, work and family and community settings.

Ethics: Practice and demonstrate standards of personal and professional integrity, honesty and fairness; apply ethical principles in submission of all college work.

ACADEMIC HONESTY: Academic honesty is highly valued at West Los Angeles College, just as it is at all colleges and universities. A student must always submit

work that represents his or her original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, the student must cite all relevant sources. The student should also make it clear to what extent such source(s) was used.

ATTENDANCE: Coming to class is crucial to your learning experience. The expectation is that you will be present every week. Any student who fails to routinely access the Etudes site can be dropped from the class. The instructor will be monitoring your time spent online through the **Activity Meter**.

GRADING AND EVALUATION

The class will be composed of chapter readings, chapter exercises, classroom group discussion exercises, exams/quizzes homework/Internet assignments.

You can obtain as many as 1000 Points in this class.

A=900 points or more, **B=800-899** points, **C=700-799** points, **D=600-699** points, **F=599** points or below

COURSE ASSIGNMENTS: 10 Quizzes (200 points), Midterm Exam (200 pts), Final Exam (200 points), Marketing Discussion Questions (200 points), Marketing Plans (2) 100 points each.

INCOMPLETE: If you want to request an "I" (Incomplete), you must advise me as soon as possible and discuss the terms for getting it and for its removal.

FINAL GRADE: The final grade will be determined by adding points received for attendance, quizzes, exams, projects, and all work required during the semester. See above for description of point values for

grades A-F.

Week of Sep 7th (Read Chapter 1, **Quiz 1** On Chapter 1)

Week of Sep 14th (**Quiz 2** on Chapter 2, **Discussion Questions** due)

Week of Sep 21st (**Quiz 3** on Chapter 3, **Discussion Questions** due)

Week of Sep 28th (**Quiz 4** on Chapter 4, **Discussion Questions** due)

Week of Oct 5th (**Quiz 5** on Chapter 5, **Discussion Questions** due)

Week of October 12th (**Quiz 6** on Chapter 6, **Discussion Questions** due)

Week of October 19th (**Work on Mktg Plan #1**)

Week of Oct 26th (**1st Mktg Plan** due, **Mterm Exam** on Ch 1-6)

Week of Oct 2nd (**Quiz 7** on Chapter 7, **Discussion Questions** due)

Week of Nov 9th (**Quiz 8** on Chapter 8, **Discussion Questions** due)

Week of Nov 16th (**Quiz 9** on Chapter 9, **Discussion Questions** due)

Week of Nov 23rd (**Quiz 10** on Chapter 10)

Week of Nov 30th (**Chapter 11 Discussion Questions due**)

Week of Dec 7th (**2nd Marketing Plan due**)

Week of Dec 14th (**Review Chapters 1-11**)

(Final Exam on Chapters 1-11)

***This is a 16-week course and it is all-online. It takes place in a virtual classroom setting (Etudes website); there are no actual meetings in person.**