



**Division:** Business  
**Course name:** Business 021 – Principles of Marketing  
**Section:** 1440 / Semester Fall 2015  
August 31, 2015 – December 20, 2015

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**IMPORTANT: OUR COURSE IS FUN, AND REQUIRES A LOT OF WORK.**

### Welcome

Dear Students, WELCOME to OUR Fall 2015 Principles of Marketing Course. I hope you had a FANTASTIC Summer, are feeling energized, motivated and awesome (as you all are), because you deserve it. We will have a GREAT time. The main goal is for you to discover the many facets of the business world, understand what those mean, and learn by doing. The skills you learn here will help you succeed both in and out of class. I believe learning is fun, and by helping one another, we move forward faster and stronger. I believe in each one of you. Be the change you want in your life. I am here for you. Remind this city, and yourself, everyday, why you are here. ☺ Cheers, Gus.

### Course Description

This course presents a practical view of marketing principles and fundamentals. Students will develop an understanding of business marketing opportunities, on and off-line, domestically and internationally with the customer in mind, before, after, left, right and center to everything they think, plan and do. The course covers the ‘4Ps’ (Price, Product, Place and Promotion) as well as many other ‘Ps’ that were proposed after the original four, and much more, such as consumer behavior and ethics. 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. Also, for reference, this is a complete catalogue course description: *This course introduces students to various activities in the field of marketing. It provides a broad understanding of the principles involved in the distribution of commodities from the producer to the user or consumer. It covers the consumer market, consumerism, packaging and brands, pricing, wholesaling, retailing, sales promotion, personal selling, and international marketing.*

### Required Texts

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## Consumer Behavior

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89. Ads of the World: <http://adsoftheworld.com/taxonomy/region/international>
90. A list of small business marketing strategies <http://www.authenticpromotion.com/marketing-plan/list-of-marketing-strategies.html>
91. 120 Marketing Tactics for Blogging Success <http://www.jeffbullas.com/2013/08/23/120-marketing-tactics-for-blogging-success/>
92. Online Marketing Strategies <http://kaiserthesage.com/seo-strategies-resources/>
93. Mobile Marketing <http://www.responsys.com/blogs/nsm/mobile-marketing/mobile-marketing-15-strategies-pay/>
94. Best Practice Case Studies By Year <https://www.marketingsociety.com/the-library/articles/case-studies>
95. International Ecommerce Best Practices <http://www.smartinsights.com/online-brand-strategy/international-marketing/international-ecommerce-best-practices/>
96. 5 Strategies for a Successful Global Brand <http://www.marketingweek.co.uk/analysis/essential-reads/five-strategies-for-a-successful-global-brand/3015220.article>
97. Advertising and Promotions Manager Career - <https://www.mymajors.com/career/advertising-and-promotions-managers/skills/>
98. Stanford Seminar – Dave McClure of 500 Startups <https://www.youtube.com/watch?v=MXuwRICnMW0>
99. *Localization at Startups* <https://www.youtube.com/watch?v=GeO1-IU6Lp4&feature=youtu.be>
100. Richard Branson's Advice for Entrepreneurs  
[http://www.youtube.com/watch?v=VH35Iz9veM0&list=PL00D90FCC90BF89A5&index=1&feature=plpp\\_video](http://www.youtube.com/watch?v=VH35Iz9veM0&list=PL00D90FCC90BF89A5&index=1&feature=plpp_video)
101. Top 100 Best Free Classified AD Posting Websites to Post ads for Online Advertising  
<http://topbestlisted.blogspot.com/2011/08/list-of-top-100-best-free-classifieds.html>
102. Top 100 Advertising Blogs <http://www.blogmetrics.org/Advertising>
103. THE BR200 The web's most influential advertising, marketing, media, PR and digital bloggers  
<http://www.brandrepublic.com/go/br200/>
104. BELCH, George & BELCH, Michael, Advertising and Promotion – An Integrated Marketing Communications Perspective <http://hfs1.duytan.edu.vn/upload/ebooks/5183.pdf> )
105. Stanford Seminar – Dave McClure of 500 Startups <https://www.youtube.com/watch?v=MXuwRICnMW0>
106. *Localization at Startups* <https://www.youtube.com/watch?v=GeO1-IU6Lp4&feature=youtu.be>

107. BRITO, Carlos, *View From the Top*, Presentation @ Stanford University with the CEO of Anheuser-Busch, November 4, 2010. (<http://www.youtube.com/watch?v=OSnWnqq23JU>)
108. GHOSN, Carlos, *Look Ahead, Don't Stand Still*, Presentation @ Stanford Graduate School of Business with the CEO of Nissan/Renault, February 4, 2010. (<http://www.youtube.com/watch?v=yChtop17sd8>)
109. Globalization & The Coca-Cola Company  
[http://www.youtube.com/watch?v=x9PcuZSUxnk&list=PL00D90FCC90BF89A5&index=18&feature=plpp\\_video](http://www.youtube.com/watch?v=x9PcuZSUxnk&list=PL00D90FCC90BF89A5&index=18&feature=plpp_video)
110. Google's Global vs Local Dilemma  
[http://www.youtube.com/watch?v=khgWS4Uy9LU&list=PL00D90FCC90BF89A5&index=19&feature=plpp\\_video](http://www.youtube.com/watch?v=khgWS4Uy9LU&list=PL00D90FCC90BF89A5&index=19&feature=plpp_video)
111. AirPod [http://www.youtube.com/watch?v=0RB11LFUQ4c&list=PL00D90FCC90BF89A5&index=25&feature=plpp\\_video](http://www.youtube.com/watch?v=0RB11LFUQ4c&list=PL00D90FCC90BF89A5&index=25&feature=plpp_video)
112. Air Powered Vehicle  
[http://www.youtube.com/watch?v=NBeky4EuyBc&list=PL00D90FCC90BF89A5&index=26&feature=plpp\\_video](http://www.youtube.com/watch?v=NBeky4EuyBc&list=PL00D90FCC90BF89A5&index=26&feature=plpp_video)
113. Richard Branson's Advice for Entrepreneurs  
[http://www.youtube.com/watch?v=VH35Iz9veM0&list=PL00D90FCC90BF89A5&index=1&feature=plpp\\_video](http://www.youtube.com/watch?v=VH35Iz9veM0&list=PL00D90FCC90BF89A5&index=1&feature=plpp_video)
114. Marketing Strategy with Philip Kotler  
[http://www.youtube.com/watch?v=biOOPuAvTY&list=PL00D90FCC90BF89A5&index=13&feature=plpp\\_video](http://www.youtube.com/watch?v=biOOPuAvTY&list=PL00D90FCC90BF89A5&index=13&feature=plpp_video)
115. McDonalds Global and Local Strategy  
[http://www.youtube.com/watch?v=v6coDUDCJ10&list=PL00D90FCC90BF89A5&index=16&feature=plpp\\_video](http://www.youtube.com/watch?v=v6coDUDCJ10&list=PL00D90FCC90BF89A5&index=16&feature=plpp_video)
116. Starbucks International Corporate Video  
[http://www.youtube.com/watch?v=8Tqt2XAtLF0&list=PL00D90FCC90BF89A5&index=17&feature=plpp\\_video](http://www.youtube.com/watch?v=8Tqt2XAtLF0&list=PL00D90FCC90BF89A5&index=17&feature=plpp_video)

#### Recommended Online Magazines and Websites

- For daily inspiration on innovative trends read '**be Bold**' at <http://flip.it/zD4rY>
- For news on Latin America read '**Flipboard Latin America**' at <https://flipboard.com/@demoner/flipboard-latin-america-eoq4131gy>
- For making sense of/exploring/having fun with numbers read '**Flipboard Numbers**' at <https://flipboard.com/@demoner/flipboard-numbers-sk9u5t02y>
- For legal news read '**Flipboard Law**' at <https://flipboard.com/@demoner/flipboard-law-4i1nm7g0y>
- For improving Startup vocabulary read '**Startup English**' at <https://flipboard.com/@demoner/startup-english-sv50r8uly>
- Business plans from the top biz schools: <http://www.businessplans.org/businessplans.html>
- Creative resumes: <http://www.hongkiat.com/blog/beautiful-resume-design/>

#### Course Objectives

Upon successful completion of this course, students will be able to . . .

- A. Organize company data to provide quality marketing materials.
- B. Understand demographics
- C. Allocate budget effectively
- D. Effectively communicate the “Big Picture” of Marketing

#### Course Student Learning Outcomes (Course SLOs)

- A. Compare and contrast advantages and disadvantages of various media for advertising campaigns.
- B. Analyze and critique advertising messages based on guidelines established in class.
- C. Design, formulate, and develop an advertising and/or public relations campaign based on guidelines established in class.

#### Program Student Learning Outcomes (Program SLOs)

- A. Use a variety of visual and electronic media to create aesthetic appeal and customer desire to purchase product and/or service. (Theme: Marketing Communications)
- B. 2. Develop sales and marketing plans, using buyer trends, patterns, and demographics to target current and emerging (new) markets. (Themes: market trends, demographics)
- C. 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)
- D. 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

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

- B. Communication: Effectively communicate thought in a clear, well-organized manner to persuade, inform, and convey ideas in academic work, family and community settings.
- H. Ethics: Practice and demonstrate standards of personal and professional integrity, honesty and fairness; and, apply ethical principles in submission of all college work.

**Course Requirements and assignment guidelines**

**Exercises and Quizzes**

Exercises and quizzes will be given regularly to ensure that you are keeping up with the readings.

**Essays**

Essays provide you the opportunity to practice and demonstrate skills learned in class.

**Projects:**

- o Business Model
- o Marketing Plan

\*\*\* Important: Late assignments will be reduced by one letter grade every week.

**Grading**

Assignment Category	# of Assign.	Points Per Assignment	Total Points	
<b>Self-Introduction</b>	<b>1</b>	<b>10</b>	<b>10</b>	
<b>Quizzes + Exercises</b>	<b>12</b>	<b>50</b>	<b>600</b>	
<b>Exams</b>	<b>5</b>	<b>60</b>	<b>300</b>	
<b>Essays</b>	<b>5</b>	<b>240</b>	<b>1200</b>	
<b>Business Model Project</b>	<b>1</b>	<b>310</b>	<b>440</b>	
<b>Marketing Plan</b>	<b>1</b>	<b>600</b>	<b>450</b>	
<b>Grand Total</b>	<b>34</b>	<b>-</b>	<b>3000</b>	
900 - 1000 = <b>A</b>	800 - 899 = <b>B</b>	700 - 799 = <b>C</b>	600 - 699 = <b>D</b>	599 and below = <b>F</b>

**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!

**Contacting Me**

E-mail is the best and quickest way to contact me. 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. Use the private message on etudes to contact me online. In case of an academic work only emergency, you can also text me at 818.914.8499.

**Refer to the course website/blog for more information on UMOJA policies.**

## College Policies

### Academic Integrity (Plagiarism)

In accordance with code 9803.28, academic dishonesty is prohibited. Violations of academic integrity include, but are not limited to, the following actions: cheating on an exam, plagiarism, working together on an assignment, 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. 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).

## 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).

**Business 021/Section 1440 – M/W 8am-9:25am – Principles of Marketing Class Schedule – FALL 2015**

**NOTE: This syllabus and class schedule is subject to change if circumstances warrant it (e.g. student performance, etc.). Expect revisions and divergences.**

<b>Week</b>	<b>Content Covered</b>
<b>1, 2 and 3</b> 08/31 – 09/06 09/07 – 09/13 09/14 – 09/20	Chapter 1 – An Overview of Marketing Chapter 2 – Strategic Planning for Competitive Advantage Chapter 3 – Ethics and Social Responsibility Chapter 4 – The Marketing Environment Exam 1
<b>ESSAY 1 IS DUE</b>	
<b>4, 5 and 6</b> 09/21 – 09/27 09/28 – 10/04 10/05 – 10/11	Chapter 5 – Developing a Global Vision Chapter 6 – Consumer Decision Making Chapter 7 – Business Marketing Chapter 8 – Segmenting and Targeting Markets Exam 2
<b>ESSAY 2 IS DUE</b>	
<b>7, 8 and 9</b> 10/12 – 10/18 10/19 – 10/25 10/26 – 11/01	Chapter 9 – Marketing Research Chapter 10 – Product Concepts Chapter 11 – Developing and Managing Products Chapter 12 – Services and Non-Profit Organization Marketing Exam 3
<b>ESSAY 3 IS DUE</b>	
<b>10, 11 and 12</b> 11/02 – 11/08 11/09 – 11/15 11/16 – 11/22	Chapter 13 – Supply Chain Management Chapter 14 – Marketing Channels and Retailing Chapter 15 – Marketing Communications Chapter 16 – Advertising, Public Relations and Sales Promotion Exam 4
<b>ESSAY 4 IS DUE</b>	
<b>13, 14 and 15</b> 11/23 – 11/29 11/30 – 12/06 12/07 – 12/13	Chapter 17 – Personal Selling and Sales Management Chapter 18 – Social Media and Marketing Chapter 19 – Pricing Concepts Chapter 20 – Setting the Right Price Exam 5
<b>ESSAY 5 IS DUE</b>	
<b>16</b> 12/14 – 12/20	Presentations



**THIS ACKNOWLEDGEMENT WILL BE POSTED AS A DISCUSSION ASSIGNMENT, AND ALL OF YOU MUST REPLY TO IT, AFTER READING IT, STATING 'I (ADD YOUR NAME THEN PASTE THE REST OF THE TEXT BELOW).**

**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, etc.

Special needs or circumstances:

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Culver City, \_\_\_/\_\_\_/2015

\_\_\_\_\_  
Student Signature