

WEST LOS ANGELES COLLEGE

Marketing 21

Section 8101 SYLLABUS Rev. 1.01

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Spring Semester 2015
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COLLEGE SLO

Critical Thinking: Analyze problems by differentiating fact from opinions, using evidence, and using sound reasoning to identify specific solutions to business problems.

Quantitative Reasoning: Identify, analyze, and solve problems that are quantitative in nature.

PROGRAM SLO

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

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

COURSE SLO

Upon successful completion of Marketing 21, the student will be able to:

Provide a descriptive overview of the world of marketing

Analyze market opportunities

Explain product decision making process

Present examples of successful and not successful distribution decisions

Convey promotion and communication strategies

Demonstrate an understanding of pricing decisions

REQUIRED MATERIALS:

Marketing 8, 8th Edition Lamb, Charles W., Hair, Joe F. McDaniel, Carl ISBN-13: 9781285432625
4320Pages | Paperbound | (c) 2015 | Publisher: Cengage Learning

Web access: [Companion Site](#)

GRADE COMPOSITION:

Module quizzes	600 points
Reflections	200 points
Project	200 points
TOTAL	1000 points

Letter Grade

A = 1000-900 points
B = 899-800 points
C = 799-700 points
D = 699-600 points
F = >600 points

Quizzes

There will be module quizzes that will contain questions derived from the readings for each module. Those questions will consist primarily of materials contained within the text. The quizzes should take no longer than thirty minutes to complete but **must be completed within one hour of starting**. There are no timeouts. These will be multiple choice or fill-in questions for which grades will be available upon completion of the exam. Each module quiz will be open for a specific period of time. You will have approximately five days to complete the module quiz. **After the closing date, no further submissions for that module will be allowed.** You will be allowed to take each exam one time and the exam must be completed during the open period. Failure to complete the exam within the time frame allotted will result in no credit for that exam.

Reflections

Reflection questions will be posted for ten (10) modules. Reflections are due at the end of each module before the close of that module. Reflections are your synthesis of the material covered in the module with real world examples. In order to receive the full amount of credit for each **Reflection question student responses should consist of at least one response to the basic question and another response to a fellow classmates answer.** Extremely brief answers such as "I agree" or "Right" are not acceptable and will earn no credit. Failure to submit a reflection before the close of the module will result in no credit for that module.

CLASS PARTICIPATION:

Class participation will be the final component used to further gauge your understanding of the general material and ability to converse on topics contained therein. A measure of class participation will be the level of on-line participation in discussion groups and informed debate.

Your grade starts with the assumption of full credit for reflections and discussions. Failure to fully participate will result in loss of points for these sections. You are expected to make a substantive contribution in at least ten (10) modules. Substantive contribution involves more than just agreeing with a fellow students post. You must contribute something original either as a response to the reflection question or to another student's response.

You are starting with zero points for quizzes. You earn points as you successfully complete the chapter assessments.

ATTENDANCE:

Regular on-line sign on is a requirement for successful completion of this course as modules must be completed when due. Modules, quizzes and reflections will open sequentially during the course period and close approximately one week later.

Office hours are on-line on Thursdays at 7:30 PM. Detailed instructions for login are contained in a class announcement. Attendance, while not mandatory, is strongly recommended. Students whose performance is below a passing level, must attend Office Hours or make other arrangements to develop a corrective action plan. **Extra credit points may be earned through attendance at Office Hours.** This will be the only opportunity to earn extra credit in the course.

ASSIGNMENTS:

All assignments have a posted opening date and due date. Assignments include quizzes, reflections and any other assignment type that may be posted. Quizzes are posted in the Task, Tests and Surveys section in E-tudes. There are 12 separate and combined module quizzes each worth 50 points. You will generally have at least five days to submit your quiz but only have **one hour** to complete the assessment once you start. Reflections are posted in the Discussions and Private Messages section. There are 10 Reflection topics, each worth 20 points, posted with the topic question appearing beneath. You are to respond to the topic question or respond to an entry by one of your classmates. Other assignments may be posted through Announcements. Late assignments will not be accepted or graded. A missed assignment earns zero points.

FINAL PROJECT:

There will be a final project for this class which will be due by the last day of class, 8 June 2015 at 23:59 (11:59 PM). Available topics for the paper will be posted by the 8th week of class and you will be expected to make and notify me of your selection by the following week. The project may be in any demonstrable and replicable format but if written should be at least five (5) pages in length, double spaced, one inch margins all around and in Courier or Time Roman font. Neither the cover page nor the reference page is counted as a page. **Failure to follow these requirements exactly will result in significant points being deducted from your project's score.** Additional details pertaining to the project along with a scoring rubric will be posted by the 8th week of class.

HOMEWORK:

Each module for the course will be tied to specific chapters within the text. There are review questions contained within the chapter as well as an on-line review quiz available at the web support site for the text. An effective study strategy would involve a review of questions in the text and completion of the practice questions for that chapter. These are not required homework assignments but assigned chapter readings should be completed to assist in your studies. **You should expect to devote between TWO and FOUR hours per week on home study for this class.** If your schedule does not permit you to invest this amount of time for this class you should not take the class.

STUDENT CONDUCT:

Please refer to the following link excerpted from the West Los Angeles College catalog regarding student conduct:

http://www.wlac.edu/academics/pdf/WLAC_12-14Catalog_Policies.pdf

STUDENTS WITH DISABILITIES:

Students with disabilities who believe they may need accommodations in this class are encouraged to contact Disabled Students Programs and Services located in HRLC 119, phone number 310-287-4450 as soon as possible to better ensure such accommodations are implemented in a timely fashion.

CLASS SCHEDULE

WEEK	SUBJECT & READING	MODULE	LEARNING OBJECTIVE
Feb 9	An Overview of Marketing (Chapter 1)	4	Define what marketing is, examine marketing philosophies, difference between sales and market orientation, ask "Why study marketing?"
Feb 16	Strategic Planning for Competitive Advantage (Chapter 2)	5	Examine the nature of strategic planning, strategic business units, define the business mission, conduct a situation analysis, setting marketing plan objectives, describe the target market, examine the marketing mix, effective strategic planning
Feb 23	Ethics and Social Responsibility (Chapter 3) The Marketing Environment (Chapter 4)	6	Examine determinants of a civil society and the concept of ethical behavior and how it works in business, present arguments pro and con for corporate responsibility. Examine the external marketing environment, reviewing social, demographic, economic and technological factors
Mar 2	The Marketing Environment (Chapter 4) Developing a Global Vision (Chapter 5)	7	Growing ethnic markets, examining political and legal factors in marketing, delving into competitive factors. What are the rewards of global marketing? Multinational firms are, do what? External environmental factors, global marketing mix
Mar 9	Consumer Decision Making (Chapter 6) Business Marketing (Chapter 7)	8	Explain the importance of understanding consumer behavior, examine the consumer decision making process, cultural influences, explain what is business marketing, define relationship marketing and strategic alliances
Mar 16	Business Marketing (Chapter 7) Segmenting and Targeting Markets (Chapter 8)	9	Major categories of business customers, business vs. consumer markets, business buying behavior, define market segmentation and its importance, criteria and basis for successful segmentation, CRM as a targeting tool
Mar 23	Marketing Research (Chapter 9)	10	Examine the role of market research, review the steps in a market research project, the Internet and market research, what is scanner based research, when should market research be conducted, what is competitive intelligence
Mar 30	Product Concepts (Chapter 10)	11	Define what a product is, explore product items, lines and mixes, what is branding, what is packaging, global issues in branding and packaging, product warranties
Apr 6	SPRING BREAK		
Apr 13	Developing and Managing Products (Chapter 11)	12	Describe the importance of new products, examine the new product development process, learn why some product succeed and others fail, examine global issues in new product development, what are product life cycles
Apr 20	Services and Non-profit Organization Marketing (Chapter 12)	13	Learn the importance of services and how services differ from goods, what differentiates service quality, marketing mixes and relationship marketing for services, non-profit organization marketing
Apr 27	Supply Chain Management (Chapter 13)	13	Examine supply chains and supply chain management, explore the key processes of supply chain management, how supply chain functions impact company success, sustainable supply chain management, trends in supply chain management
May 4	Marketing Channels and Retailing (Chapter 14)	14	Discover marketing channels and channel intermediaries, examine channel structures and types of channel relationships, define the role of retailing, explore classes of retail operations and retail marketing strategy
May 11	Marketing Communications (Chapter 15) Advertising, Public Relations and Sales Promotions (Chapter 16)	15	Examine the role of promotion in the marketing mix, marketing communication, goals of promotion, factors affecting the promotional mix, the effects of advertising, major types of advertising, creative and media decisions, public relations

May 18	Personal Selling and Sales Management (Chapter 17) Social Media and Marketing Chapter 18)	16	Examine personal and relationship selling, CRM, discern the steps in the selling process, explore sales management, explore what are social media, creating and leveraging a social media campaign, social media tools and mobile technology
May 25	Pricing Concepts (Chapter 19) Setting the Right Price (Chapter 20)	17	Examine the importance of price, determine pricing objectives, discover the demand determinant of price, examine the power of dynamic pricing and yield management systems, discover how to set the price of a product, legality and price setting
Jun 8	Final Project		The final term project is due

SCHEDULE SUBJECT TO CHANGE THROUGHOUT THE SEMESTER