

Course Syllabus: Marketing 21 Section 8116

Instructor: Charles E. Bray, Jr.

Class Location: Online via Etudes

Contact Info: brayce@wlac.edu Cell: 310-467-3773

Class Time: 24/7

7:00PM

Book: MKTG⁷

Office Hours: Mon. 6:30PM-

Book Authors: Lamb/Hair/McDaniel

ISBN: 978-1-1331-9011-0

Catalog 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.

Student Learning Outcomes & Course Objectives

A. Terminology: As with any introductory course, the mastery of the language of the subject matter is essential to future success. This course moves very fast and there are a lot of definitions. Your mastery of these terms is likely the single largest determinate of your grade. There is no substitute for brute memorization of terms and basic concepts. Don't hesitate – Just Do It!

B. Business Ethics: Given the myriad of market related ethical questions in recent years (Did Buffett/Sokol Commit Insider Trading? Was BP Oil Honest About the Gulf Spill? Did TEPCO act properly in nuclear meltdown?) the importance of a keen understanding of Ethics as it related to marketing is more important than ever. Part of our application of marketing to business concepts will discuss how ethical or unethical choices impact the presentation of "facts" to clients; and its impact upon society. As part of the class, students will submit a 1-2 page paper on ethical decisions relating to marketing that they will implement in their personal lives.

C. Qualitative Analysis: Students must learn to analyze problems by differentiating fact from opinions, using evidence, and sound reasoning to specify multiple solutions and their consequences. Also, we will learn how marketers interpret the subtle nuances in market trends to develop marketing strategies delivering superior financial performance. And, as a follow up to our discussion on ethics, the class will examine how the presentation of "facts" should be based on sound, unbiased reasoning. A 1-2 page paper will be assigned where students will discuss the use of sound objective evidence in

making marketing decisions and the consequences when unfounded opinions take the place of facts.

D. Quantitative Reasoning:Students should be able to identify, analyze, and solve problems that are quantitative in nature. Sound quantitative skills are an essential component of career and/or entrepreneurial success as it relates to marketing.

Therefore, the quantitative reasoning objectives of this course are to:

- * Apply basic math skills to marketing concepts;
- * Demonstrate mastery of math skills to marketing concepts
- * Make decisions using quantitative marketing information
- * Introduce students to the relationship between marketing & financial data

Students will be measured via test questions and assignments. Don't worry if you're not good in a particular area. My role is to teach you marketing, not make it difficult for you to learn. What is most important in this class is that each and every student makes every effort to learn the material. My goal is to award as many A's as possible. However, A's must be earned and based upon college level academic standards.

Week of Topic Text for Reading Assignments

4/14/14	Part 1 – The World of Marketing – Overview, Marketing Strategy, Ethics, Global Marketing	Chapters 1, 2, 3, 4, 5 – Marketing Strategy	Review the Outline of the 5C's and 4P's of Marketing; Take terminology quizzes chapters 1-5 and introductory quiz.
4/21/14	Part 2 – Analyzing Marketing Opportunities – Understanding Consumer Behavior, B2B Marketing, Market Segmentation, Market Research (last date to drop class without W is April 15)	Chapters 6, 7, 8, 9 – Marketing Analysis	Terminology quizzes chapters 6-9
4/28/14	Part 3 – Product Decision— Concepts, Developing & Managing Products, Services and non-Profit Organization Marketing	Chapters 10, 11, 12 – Product Decisions	Terminology quizzes chapters 10-12
5/5/14	Part 4 – Distribution Decisions-- Marketing Channels, Supply Chain	Chapters 13, 14 – Distribution Decisions	Terminology quizzes chapters 13-14

	Management & Retailing		
5/12/14	Part 5 –Promotion and Communication Strategies— Promotion Planning for Competitive Advantage, Advertising & PR, Sales Promotion & Personal Selling	Chapters 15, 16, 17, 18 – Advertising, Personal Selling and Sales Management Social Media and Marketing	Terminology quizzes chapters 15-18 (Ethics Paper Due May 6th)
5/19/14	Part 6 – Pricing Decisions-- Pricing Concepts, Setting the Right Price (last date to drop class with W is May)	Chapters 19, 20– Pricing Concepts and Decisions	Terminology quizzes chapters 19-20
5/26/14	Preparation for Finals	Chapter 1-22- Review	Chapter 21-22 terminology quiz.
6/2-6/8	Finals Week – No Assignment	Wrap Up Course – Take final exam.	FINAL EXAM DUE BY NOON 6/8/14 CLASS OFFICIALLY ENDS!!!

Keys to Success:

1. Keep up with your assignments and turn them in on time. This class is for CSU credit so we must adhere to their standards!
2. Do the homework – Mistakes are allowed – lack of effort is not!
3. If you work consistently and follow steps 1 & 2 – you will succeed!
4. The most important aspect is that you learn the material!!!

Grading Scale:

90% + = A

80 – 89% = B

70 – 79% = C
total):

60 – 69% = D

Below 60% = F

Breakdown (subject to change):

Chapter Quizzes (2200 pts): Approximately 63%

Final Exam (950 pts): Approximately 27%

Paper (350
10%

Total: 100%

Up to 10% of your grade may be given in Extra Credit Points!!!

Course Ground Rules:

Each student is responsible for their enrollment in and withdrawal from the class. Three missed assignments, tests, and/or quizzes and you can be dropped from the class. Plagiarism, online class disruption, etc. will be addressed according to established procedures. (Please review “Standards of Student Conduct” <http://www.wlac.edu/services/documents/StandardsOfConduct-CHIX-ArticleVIII.pdf> top of page 8 for the rules)

Online harassment and/or ridicule of classmates WILL NOT BE TOLERATED and are grounds for suspension from the class and/or cancellation from the section.

Instructor Prerogatives:

1. Please note that the instructor reserves the right to change assignments and dates (with ample advance warning) as necessary to foster class mastery of concepts.
2. Instructor reserves the right to add more assignments to promote student learning. DO NOT TURN IN LATE WORK AS IT MAY SIGNIFICANTLY HURT YOUR GRADE!!!!!!
3. Late Assignments will receive reduced credit, typically reduced 1 letter grade. Instructor may (or may not) extend deadline but this is a RARE occurrence.

Instructor Commitment to Students:

1. I will put in as much extra effort for each and every one of you as I possibly can – if you will do the same – for yourself.
2. You will PASS this class if you work consistently and put forth a good effort.
3. If necessary, I will give you more than 1 chance to demonstrate mastery of a concept if you work consistently and put forth a good effort.
4. I will provide an intellectually safe learning environment so ask your relevant questions.
5. My goal is to award as many A's as possible. However, A's must be earned and based upon college level academic standards.
6. I will help you master the concepts so you can get an A if you really want one.