

Syllabus for Fall Semester 2014'
Marketing 001 "Principles of Selling" **Section 8116** / Online
West Los Angeles College 9000 Overland Avenue, Culver City, California 90230
Todd Matosic, Instructor, BA, MBA Email: matosit@wlaac.edu
(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 September 1st	(Read Chapter 1, Quiz 1 On Chapter 1)
Week of September 8th	(Quiz 2 on Chapter 2, Discussion Questions due)
Week of September 15th	(Quiz 3 on Chapter 3, Discussion Questions due)
Week of September 22nd	(Quiz 4 on Chapter 4, Discussion Questions due)
Week of September 29th	(Quiz 5 on Chapter 5, Discussion Questions due)
Week of October 6th	(Quiz 6 on Chapter 6, Discussion Questions due)
Week of September 13th Due)	(Discussion Questions due), 1st Marketing Plan
Week of September 20 th Chapters 1-6)	(Discussion Questions due, Midterm Exam on
Week of September 27th	(Quiz 7 on Chapter 7, Discussion Questions due)
Week of November 3rd	(Quiz 8 on Chapter 8, Discussion Questions due)
Week of November 10th	(Quiz 9 on Chapter 9, Discussion Questions due)
Week of November 17th	(Quiz 10 on Chapter 10, Discussion Questions due)
Week of November 24th	(Chapter 11 Discussion Questions due)
Week of December 1st	(2nd Marketing Plan Due)
Week of December 8th	Week 16 (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.**

ADA Reasonable Accommodations: In support of the Americans with Disabilities Act (ADA), reasonable accommodation will be provided to any student who is registered with Disabled Student Services and who requests accommodation. Students must contact the DSP&S or call them @ 310-287-4450.