

# Principles of Marketing: BUS 90

## DeAnza College

**Instructor:** Emanuele (Manny) Cappello

**E-mail:** [cappelloemanuele@fhda.edu](mailto:cappelloemanuele@fhda.edu)

### Required Texts:

1. *Principles of Marketing v.2* by John F. Tanner, Jr. and Mary Anne Raymond

This is an open textbook available free online at

<http://www.saylor.org/books/>

or you may order a hardcopy for \$49.95 at

<https://students.flatworldknowledge.com/course/1479999>

### Course Description:

This course explores the fundamentals of marketing with emphasis on product planning, development, pricing strategies and marketing channels. Students will distinguish and discuss the relationships among markets, people, and money. They will evaluate the social, cultural, diversity and psychological influences on buyer behavior. Students will examine and identify methods of marketing research as well as evaluate and explain the importance of promotion objectives and how the communication process affects promotion planning

### Student Learning Objectives (SLOs):

1. Analyze the effectiveness of the marketing mix (product, price, promotion and distribution) for a particular organization.
2. Determine appropriate market segments and target markets and explain consumer behavior.
3. Identify global forces external to the organization that affect marketing strategies.

**Course Requirements:** Students are required to have access to a computer with Internet capability for course material, homework assignments, quizzes and the final exam. Students must also have a Catalyst account and knowledge of how to log in and navigate the system. If the student is unable to obtain regular access to a computer, there are computer labs on campus for this purpose. Please contact me if assistance is needed

**Participation and Attendance:** Participation and attendance are mandatory. Attendance will be taken at the beginning of class. If you have 3 recorded absences, you may be dropped from the course. Two tardies are considered an absence. You will be graded on participation in the course, not on how often you've attended. Of course, you need to attend class in order to participate. Students are expected to complete the assigned readings before each session and come prepared to discuss the topics in class. Your grade will reflect your participation.

**Quizzes:** There will be five equally weighted quizzes spaced evenly throughout the quarter. Each one will cover material in the assigned reading as well as topics discussed in class. These

quizzes may include, but are not limited to, multiple choice, matching, True/False, short and medium answer questions. Of the 5 quizzes, 4 will count and your lowest quiz score will be dropped. There will be no make-ups for a missed quiz.

**Homework/Assignments:** There are 10 homework assignments each worth 10 points that cover topics presented in the *Principles of Marketing* text. Students must submit responses in Catalyst that answers the questions and/or provides opinion(s) to the prompts on the date they are due. If a student has an excused absence from class, they may submit (again via Catalyst) up until 11 PM on the date it is due. Late submissions will not be accepted and the student will receive a zero for that assignment.

**Final Exam:** The final exam will be the same format as quizzes but will be comprehensive. Students are required to be in attendance and bring a computer or equivalent device capable of accessing Catalyst and answering questions on the exam.

**Grading:**

- Participation:** 200 pts.
- Quizzes:** 400 pts. (100 pts. each)
- Homework Assignments:** 100 pts.
- Final Exam:** 300 pts.

**Points associated with letter grades**

Points	Grade	Points	Grade
970-1000	A+	760-799	C+
930-969	A	700-759	C
900-929	A-	660-699	D+
860-899	B+	630-659	D
830-859	B	600-629	D-
800-829	B-	0-599	F

**Classroom Policies:**

**Technology in the Classroom:** Cell phone (smart phone, text messaging, etc.) use is strictly prohibited. Laptops and tablet style computers are allowed but only for referencing the text and accessing Catalyst.

**Make-up Quizzes and Extensions:** There will be no make-ups for quizzes or final exam. If you miss a quiz, you will receive a zero grade for that quiz and this would likely be one of the five dropped. There will be no extensions for homework assignments. If you have an excused absence and are unable to attend class on the day a homework assignment is due, you may submit your paper via Catalyst until 11 PM on the day it is due. The final exam must be taken during the scheduled time and in the assigned classroom. You are required to have access to a computer in the classroom during the final. If this is a problem, please contact me to make other arrangements.

**First Week of Attendance:** Students must be present every day for the first week of classes to reserve their space in the classroom. If a student misses a class during the first week and does not contact the instructor by the next day, s/he may be dropped.

**Dropping:** It is your responsibility to drop or withdraw from this course. If you wish to take a “W” for the class, you must do so on or before the withdrawal date. There are various deadlines to keep in mind. Please refer to the academic calendar on My Portal for all official dates.

**Disruptive Classroom Behavior:** Disruptive classroom behavior includes, but is not limited to, talking when it does not relate to the discussion topic, sleeping, reading other material (e.g. newspapers, magazines, textbooks from other classes), eating or drinking, electronic socializing (e.g. Facebook, Twitter, etc), monopolizing discussion time, refusing to participate in classroom activities, leaving on cellular phones and pagers, and engaging in any other activity not related to the classroom activity. Students who engage in disruptive classroom behavior will be approached by the instructor and may receive a lower participation grade. If the disruptive behavior continues, students may be dropped from the course.

**Academic Honesty:** Communication of any kind during quizzes or exams between students or others is not allowed and is considered cheating. This includes any verbal, written or other communication. All quizzes and exams are to be the work of the individual student only. If you have a question during a quiz or exam, you are only allowed to talk to the instructor. If a student is observed cheating on a quiz, they will receive a grade of zero on that assignment and be reported to DeAnza Administration. If a student is caught cheating on the final exam, they will automatically receive a grade of F for the course.

**Methods of Instruction:**

- Lecture and visual aids
- Discussion of assigned reading
- Discussion and problem solving performed in class
- Homework and extended projects
- Collaborative learning and small group exercises
- Collaborative projects

## Course Schedule & Assignments:

Wk	Date	Reading Assignments <i>Principles of Marketing</i>	<i>Assignments/Activities</i>
1	6-Jan	None	Complete in class <i>Brand Name or Generic Game</i>
	8-Jan	Ch. 1 - What is Marketing	Complete Assignment 1 Chapter 1 – Marketing Yourself p.20
2	13-Jan	Ch. 2 – Strategic Planning	Complete Assignment 2 Chapter 2 – “My M&Ms” p. 43
	15-Jan	<b>Quiz 1 Chs. 1-2</b>	
3	20-Jan	<b>Holiday-No Class</b>	
	22-Jan	Ch. 3 – Consumer Behavior	Complete Assignment 3 Chapter 3 – Low and High Involvement Decisions p. 65
4	27-Jan	Ch. 4 – Business Buying Behavior	
	29-Jan	Ch. 5 – Mkt Segmenting, Targeting & Positioning	Complete Assignment 4 Chapter 5 – New Product Targeting and Positioning p.117
5	3-Feb	<b>Quiz 2 Chs. 3-5</b>	
	5-Feb	Ch. 6 – Creating Offerings	Complete Assignment 5 Chapter 6 – Augmented Products p. 136
6	10-Feb	Ch. 7 – Developing and Managing Offerings	Complete Assignment 6 Chapter 7 – Combining Offerings p. 155
	12-Feb	<b>Quiz 3 Chs. 6-7</b>	
7	17-Feb	<b>Holiday-No Class</b>	
	19-Feb	Ch. 8 – Using Marketing Channels to Create Value for Customers	Complete Assignment 7 Chapter 8 – Market Channels p. 180
8	24-Feb	Ch. 9 – Using Supply Chains to Create Value for Customers	
	26-Feb	Ch. 10 – Gathering and Using Information	Complete Assignment 8 Chapter 10 – Problems with Market Research p. 228
9	3-Mar	<b>Quiz 4 Chs. 8-10</b>	
	5-Mar	Ch. 11 – Integrated Marketing Communications	Complete Assignment 9 Chapter 11 – Unique Selling Proposition p. 259
10	10-Mar	Ch. 14 – Customer Satisfaction Loyalty and Empowerment	
	12-Mar	Ch. 15 – Price, the Only Revenue Generator	Complete Assignment 10 Chapter 15 – Bundle Pricing p. 337
11	17-Mar	<b>Quiz 5 Chs. 11, 14 &amp; 15</b>	
	19-Mar	Ch. 16 –The Marketing Plan	Final Exam Review Game
12	27 Mar	<b>Final Exam - Thurs, March 27 @ 11:30am</b>	