

**BUS 144 – Principles of Marketing**  
**Spring 2014 Code: 20642**

**Course Information**

Class Hours and Location: R 6:30-9:40p, Room 201

Instructor: Mr. Beckley; Office: 207; Phone: (760) 355-6324

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Office Hours: M: 9:15-10:15a, 4:15-4:45p; T: 4-4:45p; W: 9:30-10:15a; 4:15-4:45p; R: 4:15-4:45p

**Text and Required Course Materials**

Pride and Ferrell, Foundations of Marketing, 5th edition, South-Western/Cengage Learning, 2013 (*Student Copy ISBN: 978-1-111-58016-2*)

**Course Description**

A course of study designed to introduce students to the organization and operation of marketing activities including the study of the marketing mix, markets, promotion and strategic planning. (CSU)

**Course Objectives**

Upon satisfactory completion of the course, students will be able to:

1. Define basic marketing concepts.
2. Describe the marketing environments and turbulence.
3. Explain marketing planning process.
4. Explain product planning process.
5. Describe pricing methods.
6. Describe channels of distribution.
7. Explain the various elements of promotion.
8. Create and develop an effective sales presentation including at least one visual aid, deliver the presentation to the class using appropriate oral communication techniques and defend the presentation by providing relevant answers to questions posed by classmates.
9. Apply and integrate marketing knowledge and skills to specific situations through case studies, appropriate readings and practical projects.
10. Actively participate in team-building and role-playing exercises with classmates in recognition of the increasing importance and use of teams in modern American business.

11. Analyze and contrast major marketing trends affecting small and large business, international business and e-commerce,
12. Analyze and contrast the integration of marketing with the other major business functions including management, organization, human relations, accounting and finance.
13. Describe the impact of government and law on marketing.

### **Student Learning Outcomes**

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to:

1. Create an effective online sales presentation for a fictional product, including the development of an advertisement for the product, and deliver the presentation in an appropriate written format. (ILO1, ILO2, ILO3, ILO4)
2. Deliver a presentation to the class using appropriate oral communication techniques. (ILO1, ILO2, ILO3, ILO4)
3. Defend a presentation by providing relevant answers to questions posed by classmates. (ILO1, ILO2, ILO3, ILO4)
4. Identify and define the steps of the marketing research process and follow the steps to research a simulated business case, including the development of a survey questionnaire (with a minimum of ten questions and at least three of each of the three main types of questions: open-ended, dichotomous, and multiple choice) to test the hypothesis adopted during the process. (ILO1, ILO2, ILO3, ILO4)
5. Evaluate, analyze, and critique an online persuasive presentation and communicate the results demonstrating writing competencies at the college level. (ILO1, ILO2, ILO3, ILO4)

### **Evaluation**

Mid-term Exam	100
Final Exam	100
Homework and Class Exercises	100
Sales Speech	50
Critique	30
Class Participation	20
<b>Total</b>	<b>400</b>

### **Grade Scale**

A=360-400
B=320-359
C=280-319
D=240-279

**Note on Exams:** Each student will need to provide a Scantron (100) and a # 2 pencil for each exam. Once an exam has started, students may not leave the classroom until they have finished the exam. There will be no make-up exams.

**Note on Homework:** Homework will consist of student analysis of marketing case problems. Homework must be turned in on the date assigned to receive full credit. Homework may be turned in one class period late for up to one-half credit. No homework will be accepted that is more than one class period late.

**Note on Sales Speech:** Speech will be an individual presentation required of each student. It must be approximately 5-6 minutes in length and consist of persuasive public speaking. You will make a sales presentation to the class. Details to follow.

**Note on Critique:** Students will be expected to view and then to evaluate, analyze and critique an online persuasive presentation. Details to follow.

### **Attendance Policy:**

A student who fails to attend the first meeting of a class or does not complete the first mandatory activity of an online class will be dropped by the instructor as of the first official meeting of that class. Should readmission be desired, the student's status will be the same as that of any other student who desires to add a class. It is the student's responsibility to drop or officially withdraw from the class. See IVC General Catalog for details.

Regular attendance in all classes is expected of all students. If a student is absent from class, it is the student's responsibility to obtain class notes for that day's lecture. A student whose continuous, unexcused absences exceed the number of hours the class is scheduled to meet per week may be dropped. For online courses, students who fail to complete required activities for two consecutive weeks may be considered to have excessive absences and may be dropped.

Absences attributed to the representation of the college at officially approved events (conferences, contests, and field trips) will be counted as 'excused' absences.

## **Classroom Etiquette**

**Electronic Devices:** Cell phones and electronic devices must be turned off and put away during class unless otherwise directed by the instructor.

**Food and Drink** are prohibited in all classrooms. Water bottles with lids/caps are the only exception. Additional restrictions will apply in labs. Please comply as directed.

**Disruptive Students:** Students who disrupt or interfere with a class may be sent out of the room and told to meet with the Campus Disciplinary Officer before returning to continue with coursework. Disciplinary procedures will be followed as outlined in the General Catalog.

**Children in the classroom:** Due to college rules and state laws, no one who is not enrolled in the class may attend, including children.

## **Academic Honesty**

**Plagiarism** is to take and present as one's own the writings or ideas of others, without citing the source. You should understand the concept of plagiarism and keep it in mind when taking exams and preparing written materials. If you do not understand how to correctly 'cite a source', you must ask for help.

**Cheating** is defined as fraud, deceit, or dishonesty in an academic assignment or using or attempting to use materials, or assisting others in using materials, which are prohibited or inappropriate in the context of the academic assignment in question.

Anyone caught cheating will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Campus Disciplinary Officer, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action. Please refer to the General School Catalog for more information on academic dishonesty or other misconduct. Acts of cheating include, but are not limited to the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment ;(c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment, (e) use of a commercial term paper service

### **Disabled Students Programs and Services:**

Any student with a documented disability who may need educational accommodations should notify the instructor or the Disabled Student Programs and Services (DSP&S) office as soon as possible. The DSP&S office is located in Building 2100, telephone 760-355-6313 if you feel you need to be evaluated for educational accommodations.

### **Student Counseling and Health Services**

Students have counseling and health services available, provided by the pre-paid Student Health Fee. We now also have a fulltime mental health counselor. For information see <http://www.imperial.edu/students/student-health-center/>. The IVC Student Health Center is located in the Health Science building in Room 2109, telephone 760-355-6310.

### **Student Rights and Responsibilities**

Students have the right to experience a positive learning environment and due process. For further information regarding student rights and responsibilities please refer to the IVC General Catalog available online at [http://www.imperial.edu/index.php?option=com\\_docman&task=doc\\_download&qid=4516&Itemid=762](http://www.imperial.edu/index.php?option=com_docman&task=doc_download&qid=4516&Itemid=762)

### **Information Literacy**

Imperial Valley College is dedicated to help students skillfully discover, evaluate, and use information from all sources. Students can access tutorials at <http://www.imperial.edu/courses-and-programs/divisions/arts-and-letters/library-department/info-lit-tutorials/>

### **Tentative Course Outline**

Week 1—Introduction  
Week 2—Chapter 1—Intro to Marketing  
Week 3—Chapter 2—Marketing Management  
Week 4—Chapter 3—The Marketing Environment  
Week 5—Chapter 4—Marketing Research  
Week 6—Chapters 6 and 7—Buying Behavior  
Week 7—Review, Mid-term Exam  
Week 8—Media Day  
Week 9—Chapter 5—Target Markets  
Week 10—Chapter 10—Product

Week 11—Chapter 12—Price  
Week 12—Chapter 14—Place  
Week 13—Speeches  
Week 14—Speeches  
Week 15—Chapters 16 and 17—Promotion  
Week 16—Final Exam

**Final Note**

The above schedule and procedures are subject to change in the event of extenuating circumstances.