

Business 90

Principles of Marketing

Course Overview and Syllabus

Fall 2005
Michele Fritz
5 Units

Section 61 Meets:	Mondays and Wednesdays from 5:30-7:40 PM in room G-7.
Call Number:	0319
Office Hours:	Mondays from 1:30-2:30 PM; Wednesdays from 4:15-5:15 PM; and Tuesdays and Thursdays from 2:00-3:00 PM
Office Location:	F-51J. (Building F-5 is near the Forum.)
Email Address:	FritzMichele at deanza.edu (Also, note that my name is spelled with only one "L".)
Telephone:	(408) 864-8615 (Please use email for urgent messages.)
Web Site:	http://www.deanza.edu/faculty/fritz/ My web site contains course documents, a frequently updated list of homework assignments, and many tools and resources for students.
Faculty Mail Box:	To submit written correspondence outside of class, you may use the homework drop box in Campus Center near the Fireside Dining Room. Mail is collected from the box and delivered to faculty twice each school day.

Course Objectives:

The purpose of this course is to learn the fundamentals of marketing. Students will be introduced to the marketing environment, market research, segmentation, consumer behavior, product planning, branding, promotion, pricing, and distribution. Students will examine a broad range of firms to learn how marketing concepts are used and why they are essential to a firm's success.

Advisories:

English Writing 100B and Reading 100 (or Language Arts 100), or English as a Second Language 172 and 173; Math 200 or 210.

Required Materials:

- **Text:** Armstrong/Kotler, *Marketing: An Introduction*, 7th ed., Pearson Prentice Hall, 2005.
- **Test supplies:** A hot pink (8 ½" x 11") ParScore Answer Form for each exam and several #2 pencils.

- **Technology:** You will need a computer to access the Internet and to prepare assignments. If you do not have these resources you are welcome to use the Open Media Lab in the basement of the Learning Center West building. The Advanced Technology Center is reserved for other courses.

Course Requirements:

- **Class Participation:** This is an **active participation** class. Each class will consist of discussions, lecture and group exercises. A significant portion of your grade (100 points) will depend upon your ability to communicate your understanding of course concepts. Business professionals are often called upon to provide their analysis and insights in meetings, so this is one way you will practice career skills in this course. Consistent, diligent preparation of material before class is the key to success in class participation. I expect each student to do the following:
 - **Read the assigned chapter(s) in the text prior to class.** You should prepare some notes on the material to bring with you to class. Students in each session will be selected to describe and/or elaborate on assigned material. If you miss a class, you should check the assignments posted on the instructor web site to prepare for the next class. The *Weekly Homework Assignments* file contains detailed instructions regarding what is due for each class.
 - **Be present in class on time and avoid unnecessary absences.** Students who miss a lot of classes don't get the same chances to participate, and generally do poorly. There is also an attendance bonus for good attendance (see **Extra Credit** below).
 - **Read and analyze the assigned case study.** A case study is a summary of a real business situation. Case studies are very effective for practicing how you would respond to a real world situation. You should read the case, and prepare the assigned questions based on what you have learned. Your recommendations should be based on a thorough marketing analysis of the facts presented in the case. You will also have an opportunity to turn in your answers on several of the cases (see **Homework** below). Regardless of whether you turn in a particular case study or not, you should bring your notes and answers to the case questions so that you can effectively contribute to the discussion in class.
- **Examinations:** There will be three exams which test your ability to apply the material you have learned. You can expect multiple choice questions on the exams. The exams cover material from the textbook, cases and lectures. There is also a review sheet containing key terms on my website. If you miss a lecture, you may want to get the notes from one of your classmates, since the text doesn't cover everything.

The lowest exam score will be dropped from the calculation of your grade. There will be no make-up opportunities. If you are sick or need to miss a exam, then that will be the one that is dropped. The schedule is:

- **Exam 1** (80 points) covers chapters 1,2,3,4,5 and class discussions. It is scheduled for 10/19.
 - **Exam 2** (80 points) covers chapters 6,7,8,10,11 and class discussions. It is scheduled for 11/09.
 - **Final Exam** (80 points) covers chapters 9,12,13,15,16, supplementary articles, and class discussions. It is scheduled for *Wednesday, 12/14 at 6:15 pm.*
- **Homework:** Each student will select three of the case studies from each part of the course to turn in as homework. Refer to the [*Weekly Homework Assignments*](#) file on the instructor web site

for more detailed instructions. You should read the case and prepare the assigned questions based on what you have learned, explaining your rationale fully. Make certain to use professional writing skills, including proper sentence structure and grammar. One word answers and bullet format lists are not recommended. Type up your answers (**handwritten answers will not be accepted**), and make a copy for yourself to use in our class discussion as well. *Homework will be collected in the first five minutes of class, and will not be accepted after the discussion has started.* It is to your advantage to select early assignments to turn in, since grading standards will grow more strict as the quarter progresses. Each homework assignment is worth 40 points.

- **Homework 1** can be selected from: Dunkin' Donuts case, Dunkin' Donuts environment scan, Nike case, or Nextel case.
 - **Homework 2** can be selected from: Marriott case, Accenture case, eGo case, or Federated Stores case.
 - **Homework 3** can be selected from: Snapple case, AFLAC case, or Starbucks scan & case.
- **Extra Credit:** There are two opportunities to earn extra credit in this class. Neither of these opportunities will be available at the end of the quarter, so please plan accordingly.
 - **A Good Attendance Bonus** of 5 points will be allocated to students who have 2 or fewer absences during the quarter. Attendance will be taken at the start of the class and you must be present at that time to get credit for attendance. Attending class means that you are in the class until the instructor concludes that session. Students who come late or leave early will be given 1/2 an absence.
 - **Practice Quizzes** are available on the textbook web site, which is linked to my web site. I have found that students who do the practice quizzes generally score better on the exams, so I would like to encourage you to take advantage of this valuable resource. Practice quizzes are due at any time prior to the day of the exam which covers that chapter (or prior to the last day of class for the chapters on the final exam). The two practice quizzes (*Concept Check* and *Concept Challenge*) for each chapter together are worth 1 extra credit point. Click on the "Jump to..." drop down box at the top of the screen to select the chapter. Please note that the quizzes can be taken repeatedly, so you can review the answers that you missed. Once you have earned 80% (B) or better, you should email both quizzes to me (fritzmichele@deanza.edu) in order to receive your extra credit. I recommend that you take the practice quizzes after reading the chapter or after we go over the chapter in class, so that you can determine your level of comprehension. Since we will be covering 15 chapters in this class, you may earn up to a total of 15 points in this manner.

Academic Integrity:

Students who submit the work of others as their own or cheat on exams will receive a failing grade in the course and will be reported to college authorities.

Dropping the Class:

Students are responsible for completing the appropriate forms in order to drop the class during the first 8 weeks. Students who remain registered in the class will receive the grade that they have earned.

Grading Policy:

Your Evaluation in this course will be divided as follows:		
Course Requirement	Point Value	Percentage
2 Exams (Lowest one of 3 dropped)	160 Points	42%
3 Homework Assignments	120 Points	32%
Class Participation	100 Points	26%
Total Available	380 Points	100%

Assignment of Grades:

Grades will be assigned to students based on the total points they earned. Plus / minus grades are being submitted, but they will not appear on your transcript.	
If Your Total Points Are	Resulting Grade
90 to 100% of Total Available	A
80 to 89% of Total Available	B
70 to 79% of Total Available	C
60 to 69% of Total Available	D
0 to 59% of Total Available	F

Syllabus:

Please refer to the Weekly Homework Assignments file for detailed assignment instructions.	
Week	Class Topic
1	Course Overview; Introduction to Marketing
2	Marketing Planning; The Marketing Environment;
3	Marketing Information; Consumer Buying Behavior
4	Business Buying Behavior; Segmentation and Targeting
5	Positioning; Products, Services and Branding
6	Product Management; Distribution Channels
7	Retailing and Wholesaling; Integrated Marketing Communications
8	Advertising, Sales Promotion, Public Relations, and Personal Selling
9	Direct Marketing
10	Pricing
11	International Marketing; Societal Marketing
12	Final Exam