



Bus 146 Marketing-Online Course

Instructor: Dr. D. Michael Campbell

<http://www.cuyamaca.edu/michael.campbell/>

Required Text:

Solomon, Marshall & Stuart (2008) *Marketing: Real People, Real Choices. 5th Edition.* Pearson/ Prentice Hall Publishing.

Course Description:

This course focuses on the function of marketing in an organization by examining the essential elements of a marketing strategy: product, promotion, distribution, price, the effect of the business environment on marketing decisions, consumer behavior, identification of markets and current issues in marketing.

Designed to be taught through text and supplemental readings, students will have the opportunity to work online with their peers to share their insights on marketing theory and practice. Participation in online course activities, doing the required reading and completing course assignments, quizzes, and exams developed by the instructor will help students achieve the following learning goals:

Upon completion of this course, students will be able to:

- 1) Describe the complete marketing process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.
- 2) Compare and contrast the various types of marketing options for different needs and determine which would be the most effective in each scenario.
- 3) Analyze consumer behavior in relation to which marketing efforts to recommend.
- 4) Distinguish between the managerial viewpoint in marketing as compared to the employee or sales perspective.

Requirements:

Students are expected to have periods of reliable, uninterrupted use of a computer with a stable Internet connection. (DSL and cable connections are recommended). Additionally, a full-featured word processing program such as Microsoft Word, or

WordPerfect is required. (Note: Adobe Acrobat® must be installed on your computer. Please visit my website to download this free product.

<http://www.cuyamaca.edu/michael.campbell/>

Students must also have access to the correct edition of the text. Various editions will differ in chapters and material.

Disabled Students:

Students with disabilities who may need accommodations in this class are encouraged to notify the instructor and contact Disabled Student Programs and Services (DSP&S) early in the semester so that reasonable accommodations may be implemented as soon as possible. Students may contact DSP&S in person in room 110 or by phone at (619) 644- 7112 (voice) or (619) 644-7119 (TTY for deaf).

Highly Recommended Supplements:

An updated dictionary and a reference guide for grammar, punctuation, and formatting are highly recommended. Suggestions: APA Manual for Publication (American Psychological Association) or Raimes, Ann, *Keys for Writers*, Second Edition (Boston, MA: Houghton Mifflin, 1999)

Grading:

Grading will be based on a point system that may be checked on Blackboard under the "Grades" prompt. As you take exams, quizzes, and turn in papers you will accumulate points toward your point total. If you are curious what your grade is at any given instance divide your points by the amount of points you are responsible for at the time. Discussion board assignments are awarded points based on your original post and for participation (responses to peer posts if stated in the assignment)

Overview:

- 1. Quizzes:** There will be a total of five (5) open book quizzes over the course of the semester. These quizzes will be largely based (with the exception of one) on the chapters in the Solomon, Marshall & Stuart text. Quizzes are available on Blackboard only for the week it is posted. Late quizzes receive zero points. Please see dates listed below for the weeks when quizzes are given. In order to prevent one-off exceptions on quiz questions if more than 80% of the class miss the same question on any particular quiz, that question

will be thrown out (up to 2 questions max per quiz). Total points would then be based on the updated number of questions.

2. Exams: There will be a total of two (2) open book exams over the course of the semester. Each exam will cover the assigned chapters in the Solomon, Marshall & Stuart text. Each exam will be available on Blackboard only for the week it is posted. Late exams will receive zero points with the exception of a reasonable excuse such as documented severe illness. Please see dates listed below for further information. In order to prevent one-off exceptions on exam questions if more than 80% of the class miss the same question on any particular exam, that question will be thrown out (up to 2 questions max per exam). Total points would then be based on the updated number of questions. Students will have one attempt to complete the exams.

3. Final Paper: By the last day of class each student must submit (via email) a 5-7 page, double spaced paper, integrating at least one concept or term in the Solomon, Marshall & Stuart text with at least one concept or term from the online articles. Students are expected to be able to personally relate the information in the text to the information in the article(s). Papers that are generic in nature (lack personal applicability) will receive lower scores. Each paper should have an introduction, main body, and conclusion sections. Students wishing to receive an A+ should strive to be creative and thoughtful on this assignment, leverage specifics in the text and articles, and display appropriate spelling and grammar. (Please always “spell-check” and reread your written products!)

When grading final papers, the following questions will assist the instructor in determining points awarded:

- 1. Has the student displayed knowledge of the material by clearly stating a concept and its source?*
- 2. Does the paper clearly take a concept from the text and show how this connects to the same or similar concept in an article?*
- 3. Does the student support their connection through examples in the text and article (such as quotes) to prove there is a connection? Are they citing their source?*
- 4. Has the student taken their time to check for grammar and spelling?*

5. *Does the paper have a clear introduction paragraph introducing the concept and stating why/how it connects to an article, then has a set of paragraphs proving this and summarizing the point in a conclusion?*
6. *Was the paper submitted according to proper subject line labeling instructions and requested file format?*

4. Short Marketing Activity: One creative and practical activity will be assigned during the course of the semester. This assignment will be a “hands-on” experiment using the material in the text and readings up to that point. Instructions for this activity will be found on Blackboard under “Assignments”. Late submissions will receive zero points.

5. Discussion Board Assignments: A large portion of each student’s grade will be based on the quality and timeliness of online discussions and assignments. Late posts will receive zero points. Students responding to the discussion boards with timely and perceptive commentary will be given full points.

When grading online participation the following questions will assist the instructor in determining an online participation grade:

- (1.) *Has the student displayed knowledge of the material in their online postings?*
- (2.) *Is the student’s response an attempt to share insights with other students for further learning?*
- (3.) *Does the student post his/her response in a timely manner?*
- (4.) *Has the student taken their time to check for grammar and spelling?*
- (5.) *Has the student participated in discussions with other students (if stated in the weekly assignment to respond to a peer’s post)?*

Lateness Policy:

Quizzes, exams, and discussion postings are due the week they are assigned. **No late assignments, quizzes, exams or papers will be accepted!** Only documented severe illness or other grave circumstances will be considered valid reasons for allowing make-up work. Please remember to check over the syllabus for the day, time and week that assignments and the readings are due. I recommend printing out the syllabus.

Office Hours:

Since this is entirely an online class, I will not be holding any face-to-face office hours. Instead, please feel free to email me at cmik731@hotmail.com or call me at home between the hours of 8am-6pm at 619-600-9420.

PLEASE PRINT OUT THESE PAGES FOR EASY REFERENCE FOR DUE DATES OVER THE 16 WEEK SEMESTER!

Please Note: All non-text reading assignments are located under "Assignments" in the Blackboard System. Additionally, each online week begins on a Sunday morning (9:01am) and ends on the following Sunday at 9:00 am!

Course Term:

From: January 23, 2012

To: May 21, 2012

Times: Online

Sessions:

Week 1: Jan 23 -Jan 29

Due 9am

Orientation & Class Overview: Familiarity with the Blackboard Online System; update user information (such as email address) & review the syllabus.

Read: Chapter 1- Solomon, Marshall & Stuart

Blackboard: Introduce Yourself Online (Discussion Board)

Read: Article #1-"What Is Marketing"

(Found on Blackboard under "Week 1 - Assignments.")

Week 2: Jan 29-Feb 5

Due 9am

Read: Chapters 2- Solomon, Marshall & Stuart

Blackboard: **Read:** Online Article # 2 - "Strategic Marketing: The How To! *(Found on Blackboard under "Week 2 - Assignments.")*+ Answer Discussion Questions

Take: **Quiz #1** (Covers Chapters 1& 2)

Week 3: Feb 5-12

Due 9am

Read: Chapters 3 & 4- Solomon, Marshall & Stuart

Blackboard: **Read:** Online Article # 3 *(Found on Blackboard under "Assignments.")*+ Answer Discussion Questions

Week 4: Feb. 12-19

Due 9am

President's Holiday

Review: Chapters 3 & 4 for Quiz #2

Week 5: Feb. 19-26

Due 9am

Read: Chapter 5- Solomon, Marshall & Stuart
Review for Exam 1- (Covers Chapters 1-5)
Blackboard: **Take Quiz # 2** (Covers Chapters 3 & 4)

Week 6: Feb 26-Mar 4

Due 9am

Read: Chapter 6 & 7 Solomon, Marshall & Stuart
Blackboard: No Assignments this week
Review: Short Marketing Assignment: Think of Ideas! For
Details Please See "Week 8 Assignments" in Blackboard.
Review: Chapters 1-5 for Exam #1
Do Your Best to Plan Ahead!

Week 7: Mar 4-18

Due 9am

Take Exam I (Covers Chapters 1-5)

Week 8: Mar 18-25

Due 9am

Short Marketing Activity Due!
For Details Please See "Assignments" Link in Blackboard.
Read: Chapter 8- Solomon, Marshall & Stuart
Blackboard: No Assignments this week

Week 9: Mar 25-Apr 1

Due 9am

Review : Chapters 6-8 for Exam II
Blackboard: **Read:** Online Article # 4 (*Found on Blackboard
under "Assignments."*) + Answer Discussion Questions

Week 10: Apr 1 -Apr 8

SPRING RECESS

Week 11: Apr 8-15

Due 9am

Blackboard: Take Exam II (Covers Chapters 6-8)

Week 12: Apr15-22

Due 9am

Read: Chapter 9- Solomon, Marshall & Stuart
Blackboard: **Read:** Online Article # 5 (*Found on Blackboard under "Assignments."*) + Answer Discussion Questions.

Week 13: Apr 22- 29

Due 9am

Read: Chapters 10 & 11- Solomon, Marshall & Stuart
Blackboard: **Take Quiz # 3** (Covers Chapter 9)

Week 14: Apr 29- May 6

Due 9am

Read: Chapter 12- Solomon, Marshall & Stuart
Blackboard: **Read:** Online Article # 6 (*Found on Blackboard under "Assignments."*) + Answer Discussion Questions

Week 15: May 6-13

Due 9am

Read: Chapter 13- Solomon, Marshall & Stuart
Start to Work on Final Paper Outlines.
Blackboard: **Read:** Online Article Instructions (*Found on Blackboard under "Assignments."*) + Answer Discussion Questions

Week 16: May 13-20

Due 9am

Work on Final Papers!
Blackboard: **Take Quiz # 4** (Covers Chapters 12-13)

Final Papers Due by May 21th @ 12:00 noon. Your email should include your **name** and **course number** (BUS 146) in the subject line along with your **first** and **last name**. Please submit to cmik731@hotmail.com as a Microsoft Word attachment. 15% will get deducted if document is not viewable as a Word attachment.