

PRINCIPLES OF MARKETING
MARKETING 113 #40458 - FALL 2017
ONLINE

Class Time: Online
 Class location: Canvas
 Required Text: **No textbook required. All material on Canvas**

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 Hours: See Canvas
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Course Description: This is an introductory course in marketing. The course provides an overview of the elements of the marketing plan including conception, pricing, promotion and distribution of ideas, goods & services to create exchanges that satisfy consumer and organizational objectives.

Course Objectives: Upon completion of this course each student will demonstrate a detailed understanding of marketing. All students will benefit by acquiring a general knowledge of marketing that will enhance their career.

Due Dates and Instructions This is a 100% online class. That means it is VERY important to follow the instructions and read the directions VERY carefully. I try to send reminders for the more important deadlines, but it is on YOU to meet the deadlines and follow the Syllabus **and** Canvas instructions for when to post discussions and when to submit assignment and when the Quizzes are due. You also ought to read/listen/study the material (books, links, assignments) based on the schedule on your own and try not to fall behind.

Canvas Discussions For all discussions - you must create a thread prior to being able to join the discussion and see the other student comments. You are required to post on at least two (2) other students' comments to receive up to full credit for the discussion.

SCHEDULE	Discussions (for due dates refer to class Canvas)	Reading Assignments	Quizzes and Assignments (for due dates refer to class Canvas)
Aug 28 - Week 1	Post Discussion 1 by Tues. Aug 29th, 11:00pm	Succeeding with Waymaker/What is Marketing	Quiz: What is Marketing
Sept 4 – Week 2	Discussion 2	Marketing Function	Quiz: Marketing Function
Sept 11 – Week 3		Segmentation & Targeting	Quiz: Segmentation & Targeting
Sept 18 – Week 4	Discussion 3	Marketing Strategy	Quiz: Marketing Strategy
Sept 25 – Week 5		Ethics and Social Responsibility	Quiz: Ethics and Social Responsibility ASSIGNMENT 1 OPENS
Oct 2 – Week 6	Discussion 4	Marketing Information and Research	Quiz: Marketing Information and Research
Oct 9 – Week 7		Consumer Behavior	Quiz: Consumer Behavior ASSIGNMENT 1 DUE: Oct 14th, by 11:00pm
Oct 16 – Week 8	Discussion 5	Positioning	Quiz: Positioning

Oct 23 – Week 9		Branding	Quiz: Branding
Oct 30 – Week 10	Discussion 6	Product Marketing	Quiz: Product Marketing
Nov 6 – Week 11		Pricing Strategy	Quiz: Pricing Strategy
Nov 13 – Week 12	Discussion 7	Place: Distribution Channels	Quiz: Place: Distribution Channels
Nov 20 – Week 13 Happy Thanks Giving		Promotion: Integrated Marketing Comm.	Quiz: Promotion: Integrated Marketing Comm. ASSIGNMENT 2 OPENS
Nov 27 – Week 14	Discussion 8	Marketing Globally	Quiz: Marketing Globally
Dec 4 – Week 15		Marketing Plan	Quiz: Marketing Plan
Dec 11 – Week 16		Review	ASSIGNMENT 2 DUE: Dec 15th by 11:00pm
Participation & Attendance	<u>Last days to drop:</u> Sept 10 – without fees Sept 10 – without a “W” Nov 19 – with a “W”	Participation in discussions and in-class activities are important to understanding the material covered in the text and in the lectures. Each student will be expected to participate to the best of their abilities. Missing Three (3) consecutive tasks will result in a drop if permissible, or a maximum of a “D” Missing Four (4) total tasks will result in a drop if permissible, or a maximum of a “D” It is the STUDENT’S RESPONSIBILITY to drop the class. If there has been no drop, and the student has missed more than 4 tasks, an “F” grade may be assigned.	
Honesty Policy	A student caught cheating on any exam or assignment will receive no credit for that exam or assignment. Additional disciplinary actions may result as per the policies found in the SAC student handbook.		
Accommodation for disabilities	Any student with verifiable disabilities who wishes to request accommodations is responsible for notifying the instructor and Disabled Students Programs and Services (DSPS) within the first two weeks of class. To arrange for accommodations, contact DSPS by phone 714.564.6260 or 714.564.6384 TDD. Or visit DSPS in U-103.		
Tests & Grading	The course consists of 2 Assignments: 100 point each Total: 200 points 15 quizzes: 20 points each Total: 300 points 8 Discussions: 50 points each Total: 400 points Participation: 100 points		A = 900 to 1000 B = 800 to 899 C = 700 to 799 D = 600 to 699 F = 599 or lower
Disclaimer	Please note that the syllabus may be updated at any point through the semester at the instructor’s discretion.		