

SADDLEBACK COLLEGE
BUSINESS SCIENCE DIVISION COURSE SYLLABUS
BUS 135 MARKETING
FALL 2010-Ticket 19575 Tues 6-9
INSTRUCTOR: GAIL HIDUKE
EMAIL: GHIDUKE@SADDLEBACK.EDU (PLEASE USE EMAIL TO CONTACT ME)

COURSE DESCRIPTION:

This course is an introduction to the marketing function and how marketing relates to profit and nonprofit organizations, and to the overall economy. Course provides analysis of marketing strategies necessary to develop and market, as well as, provides ways of handling product and service development, pricing, distribution, promotion and uses of new technologies, including e-commerce. Stimulate problem solving with case studies.

COURSE OBJECTIVES:

Upon completion of this course, the student will be able to:

1. Describe and illustrate the functions and processes of contemporary marketing environments.
2. Describe the functions of marketing technology and applications and the new economies.
3. Recognize and define marketing problems.
4. Obtain information or needed resources for contemporary market research and marketing strategic planning.

RESOURCES

Required Text:

1. Marketing the Core, Roger A. Kerin, Steven W. Hartley and William Rudelius, 2009th, 3rd edition, McGraw Hill Irvine.
2. Various business periodicals, newspapers, other publications, Internet, relevant web sites, broadcast lessons video tape series.

ASSIGNMENTS and TESTING

SYLLABUS IS SUBJECT TO CHANGE

All assignments, information, and test information will be posted online. You are responsible for checking your email and online on Blackboard several times a week. If you do not have reliable Internet access, you will find taking this course difficult.

Just as the focus of the course is wide enough to include the world and business within, the coursework and assignments are broad enough to include various forms of student evaluation including writing, and critical thinking often facilitated by classroom participation.

ALL CHAPTERS ARE TO BE READ BEFORE CLASS

Please review the terms from the end of the chapters and the excellent reviews in each chapter before coming to class.

CLASS PARTICIPATION/ATTENDANCE/CURRENT EVENTS

During the semester you will be asked to bring a current event/or another small assignment to almost each class. On your current event you should write some short notes working the article through the 4 P's and the uncontrollable variables. Be prepared to present your current event to your small group or to the entire class. Due to the volatility of marketing, I will ask you in class, through email, or blackboard

postings to watch a video clip and comment, read an article and comment, or complete a quick assignment for class.. Attendance will be taken each class. Please bring your text to each class period as we go through terms oftentimes and it really helps to have the book in hand.

POLICIES AND PROCEDURES

Absences will hinder progress and influence your grade. Also, please see college catalog and student handbook for a summary of student responsibilities and college regulations. All regulations specified in the college catalog and the student handbook are hereby incorporated by reference into this syllabus and apply to all students enrolled in this class. Violation(s) of the "Code of Conduct" outlined in the Saddleback College Student Handbook will be subject to the disciplinary actions described therein.

Students with disabilities please discuss with me within the first two weeks of class possible accommodations that might be useful. All information will remain confidential. Also, see special services **immediately** if you have not done so in the Student Services Center. They will help you and I through any issues.

Please respect the instructor and your fellow students when they have the floor. Silence all cell phones when entering class, no texting or browsing during class, and if coming late (which I discourage) or leaving early please do so quietly and respectfully.

Dropping the class is YOUR responsibility and if you do not do so, you will receive an F for the course on your permanent record. This is a college rule.

Place your name cards on your desks during each class so I can get to know your name and your fellow students can as well. Put your name on both the front and the back of the card. Please take the time to get to know those sitting by you and others in the class.

The better prepared you are for class, the more engaged you are in class discussions, and the more work you complete outside the classroom, studying, preparing for exams, doing homework and looking for current events the more you will get out of the class. This class is a work in progress and thus we will all be learning together about our changing business world and marketing. Examples of changes occurring in your lives and those of others you know and care about bring the real life examples which illustrate the terms and the concepts and make them become real and oftentimes memorable.

If while watching TV, youtube.com, or reading on the Net, you come across something which you think the class or I would learn from as it applies to the subject matter, please forward to ghiduke@saddleback.edu and I'll look it over. Some of the very best things I show each semester come from my students.

We are set for another adventure this semester. Hang on!

WEEK	REQUIRED READING	TOPICS
8/24	Chapters 3 & 18	What is Marketing? Changing world Changing world
8/31	Chapters 3 & 1	Changing world Changing world
9/7	Chapters 1 & 2	Relationships
9/14	Chapter 9	Segmenting Markets Collage DUE
9/21	Chapter 8	Marketing Research
9/28	Chapter 4	Ethics and Social Responsibility
10/5	Chapter 4/5	Consumer Behavior/Neuromarketing
10/12	Chapter 7	Global Marketing
10/19	Chapter 10	Product Development
10/26	Chapter 11	Product and Brand Mgmt
11/2	Chapter 15 & 16	Promotion
11/9	Chapter 15 & 16	Promotion
11/16	Chapter 17	Sales
11/23	Chapter 13 & 14	Distribution
11/30	Chapter 14 & 12	Distribution/Pricing
12/7	Chapter 12 & 7	Pricing/Buying Organizations
12/14	FINAL	FINAL

ADDITIONAL ASSIGNMENTS THROUGHOUT THE SEMESTER WILL BE ADDED