

**SADDLEBACK COLLEGE
BUSINESS SCIENCE DIVISION**

**Business 135: Elements of Marketing
Syllabus**

Instructor:	Jim Jackle	Ticket 23515
Email/Telephone:	jjnow@sbcglobal.net / 714-577-8820	Semester: Fall 2009
Office Hours:	by appointment	
Instruction:	Classroom: Tuesdays, 6-8:50 pm, in BGS 200	

NOTE: Every student is assigned a college email account and pin number (password). Do not change your email address. If you prefer to receive email at another address, go to URL: <http://www.saddleback.edu>, click on "MySite" and then on "Email" and "Web Email (Options)" and follow the instructions to automatically **forward** your messages to the address of your choice.

COURSE DESCRIPTION

Focuses on evaluating the benefits of all aspects of marketing. Course surveys principles of small business for managing, marketing, and financing a sole proprietorship, partnership, and/or small corporation. Will provide guidance to develop a business plan.

COURSE OBJECTIVES

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

1. Identify and analyze the risk/reward relationship of entering into a business as an entrepreneur.
2. Evaluate the managing, financing, and other personal responsibilities of a small business operation.
3. Compare and contrast the desired individual capabilities for successfully managing a small business vs. the student's personal capabilities.
4. Assess the required basic elements of the various types of business organizations for success.

STUDENT RESOURCES

Textbooks: **Marketing: The Core** by Kerin, Hartley and Rudelius
3rd Edition, ISBN: 978-007-338106-0

The telephone number for the **Saddleback College Bookstore** is **949-582-4715** or reach them online at **www.saddleback.bkstr.com**. The textbook and study has been placed on reserve at Saddleback College Library (See "LIBRARY RESOURCES" section below for further information.)

STUDENT/INSTRUCTOR CONTACT (INSTRUCTIONAL ENRICHMENT HOURS)

Contact me by email or telephone as shown above when you need course information or assistance. If I am unavailable when you telephone, please leave your name, number, course ID and ticket no. (BUS 135, 23515) and the best times for me to reach you and I will return your call.

LIBRARY RESOURCES

The textbook is on reserve at the **CIRCULATION DESK (949-582-4523)** and may be used in the library for up to one hour. Due to budgetary constraints, we do not have copies available for checkout.

Saddleback College Library hours are:

Monday through Thursday:	8 am to 9 pm
Friday:	8 am to 4 pm
Saturday:	11 am to 5 pm

Library hours are subject to change; please call 582-4523 verify hours.

COURSE ASSIGNMENTS

1. **TEXT READING** assignments to be completed prior to class.
2. Midterm Exam = 100 points
3. Final Exam = 100 points
4. **MARKETING PLAN** = 100 points. (will be discussed later)
5. **HOMEWORK**=100 points
6. **ARTICLES (2)**= 50 points
7. Participation= 50 points
9. Complete 5 homework assignments (20 points per assignment) 5 x 20 = 100 points.
The * indicates homework-discussion questions-Due the following week)

Total Possible Points=500 **NOTE: NO CREDIT GIVEN FOR LATE HOMEWORK**

ARTICLES- Present to class a 3-5 minute summary on a current marketing event. Type a 1 page double-spaced paper along with article to turn in.

EXAM INFORMATION

Reviews and Exams will take place during regularly scheduled class meetings.

Please bring the following items to the exams:

- Two # 2 pencils with erasers
- Lined Paper

NOTE: Bookstore Hours: 7:30am to 7:30pm Monday - Thursday, **closes at 4 pm on Fridays and is not open** on Saturdays. Hours subject to change.

MAKE-UP EXAMS: Make-up exams must be pre-arranged with the instructor; contact information on page 1.

IF YOU MISS AN EXAM, **please contact your instructor.** If you fail to take the midterm, and do not contact your instructor, you may be dropped from the class.

GRADING SCALE AND PERTINENT INFORMATION

500-450	A	=	90 - 100.%
449-400	B	=	80 - 89%
399-350	C	=	70 - 79%
349-300	D	=	60 - 69%
299-below	F	=	Below 60%

***** IMPORTANT GRADE INFORMATION *****

The Family Rights and Privacy Act of 1974 restricts the release of certain student information such as grades.

IF YOU DECIDE TO DROP THIS COURSE . . .

YOU MUST GO TO THE OFFICE OF ADMISSIONS & RECORDS in the STUDENT SERVICES BUILDING.

IF YOU DROP on or **BEFORE 9/25/09**, no notation will appear on your records. IF YOU DROP after

After 9/5 but on or **BEFORE 11/5/09**, you will receive a "W" on your academic record/transcript.

IF YOU FAIL TO OFFICIALLY DROP and do not complete the course, **YOU WILL RECEIVE AN "F" ON YOUR PERMANENT RECORD.**

POLICIES AND PROCEDURES:

Class meets every TUESDAY from 6 pm to 8:50 pm in BGS 200

Semester Grade: to be determined in 10% increments of the 500 total points possible.

Absences will hinder progress and negatively influence your grade. It is your responsibility to review the college schedule/catalog and student handbook for a summary of student responsibilities and college regulations.

Exams will be used to test your knowledge of the subject matter. The tests will cover the class activities, videos and the reading assignments.

The class format is lecture, group and class discussions. Please be prepared to participate in class activities and discussions by keeping up with the viewing, assigned reading, homework, and thinking! Use of cell phones or other electronic communication devices are prohibited in the classroom. **Please turn your devices OFF or to SILENT mode before entering the classroom.**

Students with disabilities, please discuss with me possible accommodations that might be helpful.

COURSE OUTLINE

MODULE I:	Initiating The Market Process
Lesson 1	An Introduction to marketing
2	Marketing Strategy
3	Environmental Scanning
4	Ethics & Social Responsibility
MODULE II:	Understanding Buyers & Markets
5	Consumer Behavior
6	The Organizational Buying Process
7	Global Marketing
MODULE III:	Targeting Market Opportunities
8	Marketing Research
9	Segmenting & Targeting Markets
MODULE IV:	MARKETING YOUR PRODUCT OR SERVICE
10	New Product & Service Development
11	Managing Products & Services
12	Pricing Products & Services
13	Marketing Channels & Supply Chains

14	Retailing & Wholesaling
15	Integrated Marketing Communications
16	Advertising, Sales, Promotion, & Public Relations
17	Personal Selling & Sales management
18	Interactive & Multi-channel Marketing

CLASSROOM SCHEDULE - BUSINESS 135

Date	Preparation	Topic/Activity
8/25		Orientation & Course Introduction
9/1	Chapter 1	DUE*(HOMEWORK-CHPT. 1 DISCUSSION)
9/8	Chapter 1 Chapter 2	
9/15	Chapter 3 Chapter 4	
9/22	Chapter 5*	DUE (HOMEWORK-CHPT. 5 DISCUSSION)
9/29	Chapter 6 Chapter 7	
10/6	MID-TERM (CHAPTER 1-7)	
10/13	Chapter 8	
10/20	Chapter 9* Chapter 10	DUE (HOMEWORK—CHPT, 9 DISCUSSION)
10/27	Chapter 11	
11/3	Chapter 12*	DUE (HOMEWORK-CHPT. 12 DISCUSSION)
11/10	Chapter 13	
11/17	Chapter 14 Chapter 15*	DUE (HOMEWORK-CHPT. 15 DISCUSSION)

11/24	Chapters 16*	
12/1	Chapter 17*	MARKETING PLANS ARE DUE TODAY!
12/8	Chapter 18	
12/15	Chapter 19*	FINAL EXAM 6:00 PM (CHAPTER 8-19)

MARKETING PLAN OUTLINE AND GRADING ALLOCATION

- 10% a) **Executive Summary:** Outline of marketing strategy and goals, including market share, sales forecast (unit and dollars), projected growth. (1 page)
- 10% b) **Product/Services Description:** A complete description of product/service to be offered, including an explanation of any competitive advantages. (2 pages)
- 10% c) **Target Market:** A complete description of the target market, including size, growth, and important characteristics. Should include an explanation of why the target market is attractive. Should also include a description of the possible risks. (4 pages)
- 10% d) **Competitors/Substitutes:** Should include a comprehensive list of current and potential competitors and substitutes. This list could be organized by industry or company type or by actual firm. Should include information on the likely strategies of each competitor relating to the proposed product/service. (2 pages)
- 10% e) **Price:** Proposed pricing structure for the product/service. Should include any special offers or discounts. (2 pages)
- 10% f) **Channels of Distribution:** A description of the proposed channel strategy for the product/service. Should include information about the sales force (if any) and wholesale and retail channels, including selection, compensation, and management. (2 pages)
- 10% g) **Advertising, Sales Promotions, PR Plans:** A description of the proposed promotional activities for the product/services. (2 pages)
- 10% h) **Budget for 3 Years:** (1 page)
Forecast Revenue (units sold x price)
Assume Product Costs

Cost of Marketing Activities
How much will we make?

- 20% I) **Writing Quality**
Spelling, Grammar, Punctuation
Structure