

**SADDLEBACK COLLEGE  
BUSINESS SCIENCE DIVISION  
COURSE SYLLABUS  
BUS 135 ELEMENTS OF MARKETING- Internet- Based  
Accelerated 8-Week Course**

**Instructor:** Dr. Newell  
**Phone:** (949) 582-4470  
**Email:** [lnewell@saddleback.edu](mailto:lnewell@saddleback.edu)  
**Blackboard Course Online Access Available:** 01/11/10  
**Completion required prior to 01/11/10: Online Access Instructions at:** [www.saddleback.edu/de/faq.html](http://www.saddleback.edu/de/faq.html)

01/11/10-03/10/2010  
**Semester:** SPRING 2010  
**Ticket No:** 19355  
**Location:** Online Internet

**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. It stimulates 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.

**STUDENT RESOURCES:**

**Required Text:** *Marketing: The Core*, by Roger A. Kerin, Steven W. Hartley, and William Rudelius, 2009, 3rd ed., McGraw-Hill/Irwin

**Supplemental Resources:** Course website, Internet, business periodicals, newspapers, other publications, relevant web sites, and case studies.

**ASSIGNMENTS: (NO CREDIT FOR LATE WORK)**

1. Written Test (Quizzes and Final Exam)	200 Points
2. Assignments/Discussions/Participation	300 Points
<b>TOTAL</b>	<b>500 Points</b>

**POLICIES AND PROCEDURES:**

**Communication:** *During the first week of class, each student is required to login to the Blackboard course site, complete the ONLINE ORIENTATION and STUDENT SURVEY. Submit the completed STUDENT SURVEY to the instructor through Blackboard to avoid being dropped from the class. Click "SUBMIT" at the end of the survey to submit it through Blackboard.*

Students **must** use their Saddleback/Irvine Valley College assigned email account to email instructor. Students may email instructor within the Blackboard course site. Emails received from Saddleback/Irvine Valley College non-assigned accounts will **not** receive responses.

**Semester Final Grade Point Equivalent:** to be determined in 10% increments of total points possible

<u>LETTER GRADE</u>	<u>TOTAL POINTS</u>
A	450-500
B	400-449
C	350-399
D	300-349
F	Less than 300

**Assignments** will be used to test your knowledge of the subject matter. Assignments will cover textbook and supplemental materials, case studies, and discussions.

**Class Format** is Internet Based. NO ON-CAMPUS class meetings. Prior to accessing the class, students **must** login to and complete the Saddleback College Online Access Instructions at [www.saddleback.edu/de/documents/BBInfoandFAQ.pdf](http://www.saddleback.edu/de/documents/BBInfoandFAQ.pdf). Video case studies integrate marketing examples of companies or organizations with core learning objectives. As each case study unfolds, students will learn general concepts, definitions of terms, products or service history, and various marketing trends.

**Drop Class?** If it is necessary to drop the class, you **must** officially drop online or through the Saddleback College Admissions and Records Office by the applicable drop deadline published in the current Saddleback College Schedule of Classes.

**LIBRARY RESOURCES:** The required textbook is on reserve at the Saddleback College Library AUDIO-VISUAL DESK (949) 582-4847 and CIRCULATION DESK (949) 582-4523 located on the second floor of the library. The textbook may be used in the library for up to **two hours**. **Reserved textbooks are not available for checkout or removal from the library.**

**CLASS PREPARATION and PARTICIPATION:** Students are required to read all assigned material and announcements to keep up to date in preparation of assignments and online participation. Assignments, quizzes, and test **must** be completed and submitted through Blackboard prior to the deadlines. Written assignments **must** be submitted in **Microsoft Word** format within the Blackboard Course Site. Students are required to adhere to the Saddleback College policy regarding plagiarism. **Late work will not be accepted.**

**QUIZ/EXAM INFORMATION: All testing is completed online using Blackboard.** Exams and quizzes will be given online using Blackboard Course site. To test your knowledge of the subject matter, each exam and quiz will cover instructional materials from related textbook chapters, case studies, PowerPoint presentations, and reading and writing assignments. Test scores will be posted in the Blackboard course site. **Exam Make-up Policy:** Students **will not** be permitted to make up quizzes or exams.

**Students with disabilities should see the instructor or DS-PS for reasonable accommodation consideration.**