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:
Supplemental Resources: Various business periodicals, newspapers, other publications, Internet, relevant web sites, video case studies, Internet and Blackboard course web site.

ASSIGNMENTS: (NO CREDIT FOR LATE WORK)
1. Marketing Project 100 Points
2. Two Written Test (Midterm and Final 100 Points each) 200 Points
3. Individual/Group Assignments/Quizzes/Participation 200 Points
   TOTAL 500 Points

POLICIES AND PROCEDURES:
Semester Grade to be determined in 10% increments of total points possible.

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<th>GRADE</th>
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<td>A</td>
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Absences and Lateness will hinder progress and negatively influence your grade. It is your responsibility to review the college catalog and student handbook for summary of student responsibilities and college regulations.
**Group and Individual Assignments** will be used to test your knowledge of the subject matter. All assignments will cover the class activities, videos, and the reading assignments for each part of the textbook.

**Class Format Accelerated Short-term:** Includes lecture, individual and/or group participation. Please be prepared to participate by keeping up with assigned reading and video case studies, homework, Internet, Blackboard course web site, and thinking! Use of cell phones, pagers, and other communication and recording devises are prohibited in the classroom. **Please turn your devices OFF or to SILENT mode before entering the classroom.** Persons with disabilities should see the instructor or DS-PS for reasonable accommodation consideration.

**Quizzes/Exams:** All quizzes and exams will be online and used to test your knowledge of the subject matter. The quizzes and exams will cover lectures, course assignments and activities, video case studies, and reading assignments.

**Drop Class?** If necessary, **students must officially drop** online or through the Admissions and Records Office by the applicable drop deadline published in the college Schedule of classes to avoid receiving a substandard grade for the course.

**VIDEO DESCRIPTION:**
*Concepts in Marketing* consists of 18 half-hour video case study lessons (see Broadcast schedule on page 1 of this syllabus), each integrating a company or organization case study with core learning objectives. As each case study unfolds, students will learn general concepts, definitions of terms, products or service history, and the latest in marketing trends. The study guide reinforces the textbook and video case study lessons content and provides drill and practice exercises for an all-inclusive learning experience.

**LIBRARY RESOURCES:**
Case Study video lessons on DVD may be viewed at the Saddleback College Library AUDIO-VISUAL DESK (949) 582-4847, located on the second floor. There are also a **limited** number of DVD’s, available for library checkout.

The textbook and study guide are on reserve at the CIRCULATION DESK (949) 582-4523, and may be used in the library for up to two hours. Reserve textbook and study guide are not available for checkout or removal from the library.

**VIDEO COURSE TAPE RENTAL:**
Video Streaming and DVD may be available for this course. Contact Coast Learning Systems online at www.coastlearning.org or 800-547-4748. **Request:** *Concepts in Marketing, 2nd Edition is a study guide for use with Marketing: The Core 3rd Edition.*

PLEASE PLAN TO DOWNLOAD all video case study lessons at the beginning of the course or VIEW/RECORD CASE STUDY LESSONS DURING THE FIRST BROADCAST this way, if technical difficulties occur, you will still have ample opportunity to watch/download/record one of the subsequent broadcasts. If you record a lesson, remember to check to be sure lessons were recorded properly.

**IF YOU EXPERIENCE TECHNICAL DIFFIICULTIES:** Report the problem immediately to the BROADCAST OFFICE at (949) 582-4502. Leave a voice mail message. You will receive a call back regarding re-broadcast. Generally, if there is an equipment problem and a program is not aired, it will be shown at its normally scheduled time on Friday, Saturday, and Sunday of the same week. Lessons may be viewed at Saddleback College Library, if desired.

**CLASS PREPARATION:**
Follow the **STUDY GUIDE** instructions for the CASE STUDY LESSONS and TEXTBOOK READING assignments to be completed prior to viewing the case studies lessons.
EXAM INFORMATION:
Exams and quizzes will be given Online using the Blackboard Course site. Exam and quiz will cover related textbook chapters, video case studies, reading activities, homework and other assignments and activities. Grades will be posted online in the BUS135 Blackboard course site. Instructions to access Blackboard are found online at: http://socccd.blackboard.com. Click “User Login” then click “Saddleback College Online Instructions and Video Clips.”

Exam Make-up Policy: Only the Mid-Term Exam can be scheduled to be made due to extenuating circumstances may be scheduled for make up. Students WILL NOT be permitted to make up quizzes or the FINAL EXAM.

NOTE: Refer to page 1 of this syllabus or to COX COMMUNICATIONS Channel 39 Broadcast Schedule for specific broadcast dates and times. Free online video streaming available starting the first broadcast. All testing is online using Blackboard. Details are available during orientation. Make-up testing is NOT permitted.