

**SADDLEBACK COLLEGE  
BUSINESS SCIENCE DIVISION  
BUS 135 ELEMENTS OF MARKETING  
ONLINE- Internet Based Accelerated 6-Week Course  
SYLLABUS**

**Instructor:** Dr. Newell

**Phone:** (949) 582-4470

**Email:** [lnewell@saddleback.edu](mailto:lnewell@saddleback.edu)

**Blackboard Course Online Access Available:** 05/24/2010

**05/24/2010 – 07/04/2010**

**Semester:** SUMMER 2010

**Ticket No:** 80015

**Location:** ONLINE-Internet

*Prior to course access, completion the required Online Access Instructions at: [www.saddleback.edu/de/faq.html](http://www.saddleback.edu/de/faq.html) and review Student Technical Support at: <http://www.saddleback.edu/de/help1.html>. **No On-Campus Orientation***

**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.

**RESOURCES:**

**Required Text:** *Marketing: The Core (soft cover version)*; by Roger A. Kerin, Steven W. Hartley, and William Rudelius, 2009; 3rd ed.; McGraw-Hill/Irwin. Contact Saddleback College Bookstore for textbook purchase and rental.

**Supplemental Resources:** Note: Audio CDs to accompany textbook may be available for students, but are not required. Special order Audio CDs through Saddleback College Bookstore. Various business periodicals, newspapers, other publications, relevant web sites, video case studies, Blackboard Course Web Site and Internet may be used.

**ASSIGNMENTS:**

Assignments focus on introducing marketing concepts, functions, processes, issues, and marketing plan elements and provide evaluative opportunities of students' written and thinking skills using individual and/or group participation and collaboration.

**Prior to first week of class, students are required to complete the Online Access Instructions at: [www.saddleback.edu/de/faq.html](http://www.saddleback.edu/de/faq.html) and Student Technical Support at: [www.saddleback.edu/de/help1.html](http://www.saddleback.edu/de/help1.html) to ensure your computer system and software meet technical requirements for the course and understand how to navigate the Blackboard course site. Students are required to complete reading, writing, viewing assignments and to post and/or submit relevant assignments in preparation of individual, group and/or class discussions. See tentative Assignment Schedule and details posted in each assignment (subject to change). **Late work will not be accepted or receive credit.****

1. Written Quizzes/Exams*	100 Points
2. Individual and/or Group Assignments and Participation	100 Points
TOTAL POINT	200 Points

***\*Note: All testing is Online using Blackboard. Make-up testing is not permitted.***

**POLICIES AND PROCEDURES:**

**Semester Grade** to be determined in 10% increments of total points possible.

**SEMESTER FINAL GRADE POINT EQUIVALENT**

<b><u>GRADE</u></b>	<b><u>POINTS</u></b>
A	180-200
B	160-179
C	140-159
D	120-139
F	Less than 120

**Absences and Non-participation** will hinder progress and negatively influence your grade. Students are required to access the course regularly to keep up with and participate in course assignments.

It is your responsibility to review the college catalog and student handbook for summary of student responsibilities and college regulations including deadlines and process for officially dropping the course.

**Assignments** will be used to test your knowledge of the subject matter. All assignments will cover the course materials, video case studies, and the reading and writing assignments.

**Class Format:** **Accelerated Short-term** including lecture, video case studies, individual and/or group participation. Please be prepared to participate in course assignments and discussions by keeping up with assigned reading, homework, textbook and Blackboard course website, and thinking!

**Quizzes and/or Exams** will be used to test your knowledge of the subject matter. Quiz/Exam covers textbook, lectures, assignments, discussions, video case studies, and other instructional materials.

**Communication:** All students are assigned a Saddleback/Irvine Valley College personal email account at time of registration. Your email address is located on your registration fee receipt. Email accounts include the first letter of your first name, last name, a number, followed by @saddleback.edu. Students are **required** to use their Saddleback/Irvine Valley College assigned email account and include the course and ticket number in the subject to email instructor. **Note: Email is the most effective way to contact instructor. Emails received for non-Saddleback/Irvine Valley College email accounts will not receive a response. All emails must include student's complete name, course title and ticket number.**

**Drop Class?**

*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. You will need your USER NAME: first letter of your first name, last name and the number following your last name in your Saddleback/Irvine Valley College assigned email address and PASSWORD to log in (refer to Online Access Instructions at: <http://www.saddleback.edu/de/faq.html>). If you do not know your assigned User Name and Password contact the Admissions and Records Office.*

If you find it necessary to drop the class, **you must officially drop** through Admissions and Records Office by the applicable drop deadline published in the current Saddleback College Schedule of classes to avoid receiving a substandard grade in the course.

**All quizzes and/or exams are posted on the BUS1 Blackboard Course Site. To receive credit, all assignments, quizzes and exams must be received prior to the due dates and times. (Note: Due Dates and times represent Pacific Standard Times (PST). Late work will not be accepted or receive credit.**

***This document is subject to change.***