



Marketing 21

COURSE SYLLABUS AND SCHEDULE

(Subject to Change)

COURSE ACCESS WILL BE ENTIRELY THROUGH "CANVAS"

MARKETING 21 SPRING 2019 SECTION 11059

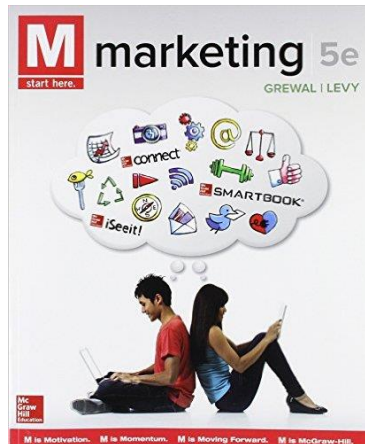
Online February 4 through June 3, 2019

Instructor: LORENZO YBARRA, MBA, CPA, ASSISTANT PROFESSOR

Email: through the Canvas system or if unavailable use ybarralf@wlaac.edu

This is a sixteen-week course--please plan sufficient time for this course. We recommend approximately 7 hours per week for most students for this course. In my experience as an instructor, **this course is easy and fun if you do all the work as scheduled**, but it is hard if you fight doing the work.

TEXTBOOK AND ASSIGNMENT-EXAM SYSTEM:



M: Marketing, by Grewal and Levy; **Fifth Edition**; published by McGraw-Hill Irwin. You also must have a valid "Connect" system code. The assignments and exams will be in the "Connect" system, which is to be accessed through the "Connect" tab in Canvas. An e-book is within the Connect access.

Publisher's "Connect" help telephone is **800-331-5094**.

WLAC Distance Learning Office telephone is 310-287-4269 or 310-287-4486.

WLAC Distance Learning Site: <http://www.wlac.edu/online/login.asp>

COURSE OBJECTIVES

PROMOTING THE STUDENT LEARNING OUTCOMES

The following is the course description rewritten from the WLAC *Catalog*:

To introduce the student to various activities in the field of marketing.

To provide a broad understanding of the principles involved in the distribution of commodities from the producer to the user or consumer.

To cover the consumer market, consumerism, packaging and brands, pricing, wholesaling, retailing, sales promotion, personal selling, and international marketing.

To use various presentations, case studies and video tapes to accomplish the above.

GENERAL TOPICAL ORGANIZATION, MARKETING 21

Also, see Schedule

1. Assessing the marketplace
2. Understanding the marketplace
3. Targeting the marketplace
4. Value creation
5. Value capture
6. Value delivery: designing the channel and supply chain
7. Value communication

MARKETING 21 STUDENT LEARNING OUTCOMES (SLOs)

SLO 1. Compare and contrast advantages and disadvantages off various media for advertising campaigns.

SLO 2. Analyze and critique advertising messages based on guidelines established in class.

ASSESSMENTS. Our objective is to achieve at least a 70% success rate with each SLO.

W.L.A.C. INSTITUTIONAL STUDENT LEARNING OUTCOMES (ISLOs)
(Modified for this Course)

The course will address the learning outcomes of the students through the following pathways (with specific assessment tasks shown in italics):

A. CRITICAL THINKING: The analysis of problems by differentiating fact from opinions, using evidence and logic to reach conclusions and their consequences. *Students will be given assignments requiring the selection of appropriate material and the discarding of inappropriate material for various problems at hand.*

B. COMMUNICATION: The understanding of the process and promotion of information from the issuer to the receiver. *The students will study examples of business communications to observe and experience the conveying of information.*

C. QUANTITATIVE REASONING: The analysis of problems and synthesis of solutions that are quantitative in nature. *The students will be given assignments that will require the use of quantitative analyses and solutions.*

D. SELF-AWARENESS THROUGH INTERPERSONAL INTERACTION: The application of self-assessment to the macro environmental societal setting of education, community, career, location, government and other influencing attributes. *The students will be exposed to various challenging situations in the interactive modules of the course.*

E. CIVIC RESPONSIBILITY: The application of the principle of sharing the environmental societal setting for maximizing benefits to all concerned. *The student will be given assignments that relate to civic and relational situations.*

F. TECHNICAL COMPETENCE: The utilization of the appropriate technology available for situational needs. *The course will use available distance-learning technology to expose the students to currently available technology.*

G. CULTURAL DIVERSITY: The respectful engagement with similar and contrasting cultures in an effort to understand them and to successfully benefit and survive. *The students will be exposed to cultural differences through information on varying business practices domestically and in various parts of the world.*

H. ETHICS AND MORALITY: The process of selecting just moral standards and the practice of high personal integrity through honesty and fairness in personal, professional and college endeavors. *The students will be required to study the ethical presentations offered in the course.*

I. AESTHETICS: The use of multiple modes of inquiry and approaches to engage with the arts and nature to establish continually a higher level of peace and comfort. ***The students will be exposed to the roles of business and society in promoting an engagement with the arts, nature, peace and comfort.***

J. MATHEMATICAL AND FINANCIAL OPERATIONS-CALCULATIONS: The use of formulas and mathematical tools to calculate and solve quantitative problems related to the financial operations of a business workplace. *The students will be exposed to basic and traditional mathematical formulae found in marketing, accounting, finance and general business. Further, the students will apply those formulae in their homework problem-solving assignments.*

SPECIAL NOTE REGARDING DEADLINES—INCLUDING JUNE 3, 2019

To promote the student learning outcomes, to accommodate questions that may arise, and to promote an excellent online experience and other factors, the timing of homework or topics may occur differently than herein scheduled. However, **the course is over on June 3, 2019, nothing will be accepted after this date.** Any student not understanding this deadline must indicate such to the instructor before the end of the first week of the course. **Acceptance of late work during the course is at the discretion of the instructor.**

CRITICAL NOTICES

CHAPTER PACING. Each chapter in the textbook will be covered at the pacing of one or two chapters each week. The recommended minimum **weekly** time commitment for most students is **seven hours**. It is recommended that you fully complete the assignments, in the order suggested (see below), prior to taking the related exams. Please take note of any changes to this syllabus.

CLASS REGISTRATION. The student is responsible for proper enrollment in the class. The instructor is not responsible for enrollments nor drops.

STUDY ORDER, “HOMEWORK,” ASSIGNMENTS AND EXAMS. All graded assignment will be in the textbook’s (McGraw-Hill) “Connect” sub-system unless otherwise noted. The student is responsible for keeping track of his or her grades—a chart is provided herein under “grading”—this is a business course.

There are several components to your required participation in this class—designed to provide an interactive experience, to meet the required classroom hours and to provide a meaningful learning experience. The assignments are laid out in the Schedule and there will also be assignment announcements during the time of the course. The Weekly Guides and textbook are required reading and studying. The “Handouts” and other topical material referenced in the “Modules” of Canvas also constitute required reading and studying. Additionally, there are graded assignments in the Connect sub-system of Canvas, known as InterActive (IA or Practice), LearnSmart (LS), Case Study (CS) and Quiz (QZ). These Connect assignments and their due dates are noted in the Schedule. Therefore, the recommended study order is Weekly Guides, textbook, Handouts, IA, LS, CS, QZ, and then the exam—not the other way around.

(Continued)

There are four exams in addition to the above assignments. The Schedule has the exam dates. The exams are timed as indicated by the “clock” symbols—and once started the timing begins. **Days 1 and 2 of the exams are regular days; Day 3 is a “grace” day at your own risk.** Exam #4 is also rated as the final exam and must be taken to receive credit for this course. **The exams are to be taken only during the scheduled times—not before, not afterwards. Exam #4 has an extra day, which is also a grace day.**

Please see “Special Note Regarding Deadlines.”

All Connect work for credit must be accessed through Canvas.

IMPORTANT ADMINISTRATIVE DATES. Consult the catalog or schedule of classes or the academic affairs office for official information. The student is responsible for meeting all enrollment, adjustment and drop dates. It is understood that the last day to drop without a “W” (“no penalty”) is February 18, 2019 and the last day to drop with a “W” is May 5, 2019. ***These dates are not guaranteed by the instructor—consult the Admissions Office for up-to-date information and your Student Portal for this class.***

IMPORTANT STUDENT CONDUCT PROCEDURES. All students shall follow the college’s guidelines of deportment, standards of student conduct, academic policies, rules and regulations, including those found in the “college catalog,” and other guidelines. Any rude or offensive behavior (written, oral, gesture etc.), or obstruction or disruption of the class, in the opinion of the instructor, shall be cause for removal from the class. All students are directed to the “standards of student conduct” found in the current schedule of classes. These issues apply to on-campus and online situations.

OFFICE HOURS. Office hours are as posted and by appointment.

LOS ANGELES COMMUNITY COLLEGE DISTRICT ACADEMIC DISHONESTY POLICY: 9803.28 ACADEMIC DISHONESTY. Violations of academic integrity include, but are not limited to, the following actions: cheating on an exam, plagiarism, working together on an assignment, paper or project when the instructor has specifically stated that students should not do so, submitting the same term paper to more than one instructor, or allowing another individual to assume one’s identity.

DISABILITY OR SPECIAL NEEDS ACCOMMODATION STATEMENT. Students with a verified disability or special need who may need an accommodation for this class should register with the DSPS office or the office for special services, student services or academic affairs as appropriate. All information will remain confidential. The DSPS telephone number is 310-287-4450.

TUTORING. The college usually provides tutoring or other academic assistance. Please inquire at the tutoring center (located in the library building), counseling office, or academic affairs. Also, please see the college catalog for further information. The instructor encourages you to utilize the tutoring services if you need them.

CHAPTER INCLUSION. Each chapter assigned includes the entire chapter--all parts, including diagrams, charts, photographs etc.

COLLEGE CATALOG. The college catalog of WLAC is an official college document and it is incorporated herein through reference.

FINAL EXAM. EXAM #4 IS RATED AS THE FINAL EXAM, AND MUST BE TAKEN TO PASS THE COURSE.

WLAC MARKETING 21 SCHEDULE SPRING 2019 SECTION 11059

IA=InterActive/Practice LS=LearnSmart CS=Case Study QZ=Quiz

From February 15 through June 4, 2018

WEEK NUMBER	START of Week Monday 2018	SECTION Reading and Preparation	Chapter ASSIGNMENTS to Be Completed IA, LS, QZ, CS	EXAM on Chapters— Last three days of week *	END of Week Sunday 2018
i	Feb. 4	Section 1 Assessing the marketplace	1 Overview		Feb. 10
ii	Feb. 11		2 Strategies- plan 3 Social-mobile		Feb. 17
iii	Feb. 18		4 Ethics		Feb. 24
iv	Feb. 25		5 Analyzing environment	EXAM #1 1-5	Mar. 3
v	Mar. 4	Section 2 Under- standing the marketplace	6 Consumer behavior		Mar. 10
vi	Mar. 11		7 Business to business 8 Global		Mar. 17
vii	Mar. 18	Section 3 Targeting the marketplace	9 Segmentation, targeting, positioning		Mar. 24
viii	Mar. 25		10 Research	EXAM #2 6-10	Mar. 31
SB	Apr. 1	Spring Break	<i>Time to get ahead—all assignments are available</i>		Apr. 7
ix	Apr. 8	Section 4 Value creation	11 Branding		Apr. 14
x	Apr. 15		12 New products		Apr. 21
xi	Apr. 22	Section 5 Value capture	13 Services 14 Pricing concepts for value	EXAM #3 11-14	Apr. 28
xii	Apr. 29	Section 6 Value delivery: channel and supply chain	15 Supply chain, channel management		May 5
xiii	May 6		16 Retailing and omnichannel		May 12
xiv	May 13	Section 7 Value communication	17 Communication		May 19
xv	May 20		18 Advertising, promotion		May 26
xvi	May 27		19 Personal selling	EXAM #4 15-19	June 3 Extra day

* Days 1 and 2 of the exams are regular days; Day 3 is a “grace” day at your own risk, June 3 is also a grace day.

Names for Exams: #1 First Quarter, #2 Mid Term, #3 Third Quarter, #4 Final (mandatory).

The above assignments are in the Connect system of *M: Marketing* by Grewal and Levy.

The order for each subject is as follows: Interactive, Learn Smart, Quiz, Case Study, then the exam.

The Canvas modules contain additional material, including weekly guides and handouts.

GRADING COMPONENTS

SCORING AND GRADING POINTS

	<u>Grading Points</u>
Assignments: LearnSmart, InterActive (aka Practice), Case Study and Quiz each at 10 scoring points for each of 19 chapters for 760 potential scoring points. There is an allowance of 40 points for grading purposes.	720
Examinations, four @ 125 scoring-grading points	<u>500</u>
Total semester grading points	<u>1,220</u>

FINAL LETTER GRADING

(The Semester Percentages Are Controlling)

91.0% or above 1,110 to 1,220 pts. **A**

81.0 to 90.9 988 to 1,109 pts. **B**

61.0 to 80.9 744 to 987 pts. **C**

51.0 to 60.9 622 to 743 pts. **D**

Below 51.0% Below 622 pts. **F**

[See the next page for record keeping]

GRADING CONTROL -- TO BE MAINTAINED BY THE STUDENT

EXAMS

EXAM 1 _____ EXAM 2 _____ EXAM 3 _____ EXAM 4 _____ TOTAL _____

ASSIGNMENT POINTS CONTROL

LS=LearnSmart IA=InterActive (Practice) CS=Case Study QZ=Quiz

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total
LS																				
IA																				
CS																				
QZ																				
Total																				

Assignment points _____ . Maximum 720.



1. WEST LOS ANGELES COLLEGE DISTANCE LEARNING SITE:

<http://www.wlac.edu/online/login.asp>

Telephone: 1-310-287-4305 (regular school hours)

2. CANVAS LOGIN—YOUR MAIN LOGIN

Make note of both in case one malfunctions

<https://ilearn.laccd.edu/>

OR

<https://mycollege.laccd.edu/>

Canvas direct telephone: 1-844-303-5590 (24 hours)

3. “CONNECT” ASSISTANCE

All Connect work for credit must be accessed through the Canvas “Connect tab”

“Connect” assistance telephone: 800-331-5094.

ANOTHER SPECIAL NOTE

Best Wishes for an Semester of Fun and Learning!

BUDDY SYSTEM FOR A DISCUSSION GROUP—AS STUDENTS MAY PREFER:

My buddy: _____	My buddy: _____
↓	
telephone: _____	telephone: _____
↓	
e-mail : _____	e-mail : _____
My buddy: _____	My buddy: _____
↓	
telephone: _____	telephone: _____
↓	
e-mail : _____	e-mail : _____

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