

INTRODUCTION TO BUSINESS SYLLABUS

COURSE TITLE: Introduction to Business
COURSE NUMBER: BUS 090.65Z - 31900
CREDIT UNITS: 5
CLASS LOCATION: Online
CLASS SCHEDULE: January 5, 2015 thru March 27, 2015

INSTRUCTOR INFORMATION:

Name: Wendy Shan
Office: Baldwin Winery Building
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Office Hours: Thursday 6:30pm – 7:30pm

COURSE DESCRIPTION AND JUSTIFICATION:

An introduction to the challenges of marketing and an in-depth examination of the marketing management skills essential for handling the problems of a company in a complex economic, political, technological, and socio-cultural environment. Throughout the course, students -- adopting the stance of marketing consultants -- will solve a broad range of marketing problems, including consumer and industrial marketing problems, social marketing problems, as well as specific and general local and global marketing problems.

COURSE OBJECTIVES:

- To develop a working and theoretical understanding of marketing
- To familiarize students with the marketing management process
- To introduce students to the threats and opportunities businesses face and to teach students how to best leverage company and product strengths and weaknesses for optimal results
- To create a transition between the classroom and marketing practice and enable students to make marketing strategy decisions

TEXTBOOKS:

Marketing Principles, 4th Edition, D. Lascu and K. Clow, Textbook Media, 2012.

You may purchase either the e-book from the publisher Textbook Media at:

<http://www.textbookmedia.com/Products/ViewProduct.aspx?id=3707>

Or you can purchase the printed copy at De Anza book store.

COURSE MATERIALS:

Course presentation and lecture notes will be posted in Catalyst every week.

Please use these materials as a study guide of the chapter.

COURSE REQUIREMENT:

- All registered students must use Catalyst to access the course homepage:
<https://catalyst.deanza.edu/?pg=mod1>

Do not contact the instructor for technical issues. Please contact the technical specialists at De Anza for support at:

<https://catalysthelp.deanza.edu/>

- You will need to have an up-to-date browser, operating system and some additional software such as MS Words, MS PowerPoint on your computer to take this class. Check this Distance Education page for hardware & software requirements. Some of the documents in this course will be available to you in PDF form. If you do not have Adobe Acrobat Reader software on your computer, you can download it by going to:
<http://get.adobe.com/reader/>
- Students are expected to abide by the Student Conduct Rules as described in the Student Handbook. NO cheating is allowed on quizzes, or the final. Students who do not abide will receive a failing grade and be reported to the Dean of EOPS & Student Development

COURSE COMMUNICATION:

Announcements

Announcement will be posted in Catalyst on a regular basis. They will appear on the top of the course home page when you log in and will be sent to you directly through your registered email. Please make certain to check them regularly, as they will contain any important information about upcoming projects or class concerns.

Email

In this course we will use Catalyst as our main communication tool. However, you can send private messages to me via email. Put a subject in the subject box that describes the email content with your name, class number, week and message subject. For example: [YourName-BUS090-week 2-Homework question](#)
Please do NOT send messages asking general information about the class, post those questions in the QUESTION FORUM in Catalyst for that given week.

Questions

In online courses it is normal to have many questions about things that relate to the course, such as clarification about assignments, course materials, or assessments. Please post these in the QUESTION FORUM which you can access by clicking the DISCUSSIONS button in the course navigation links. This is an open forum, and you are encouraged to give answers and help each other. For each clear and comprehensive answer you give, you can receive 1 extra credit point for the course (up to 5 points maximum).

EVALUATION DATA:

Grades will be determined from the following assessments:

Weekly Discussion Forum Participation

Weekly Quiz

Marketing Presentation

Marketing Case Study

Final Exam

- **Weekly Discussion Forum:**

This class is dependent upon your involvement and participation.

Discussion Forums are a way for you to engage with each other about the course content. Each chapter will have a question that links to a forum. You can also access each forum by clicking on the DISCUSSIONS button in the course navigation links. In order to get full credit for each discussion, you will need to post a thoughtful, well-written response to the question and respond to two of your classmates' answers. Please respect your classmates' work and opinions in the weekly discussion forums.

Discussion Forum will be posted on Friday morning with the course materials. The forum will be closed before 12 midnight the following Friday.

Any posting after Friday will NOT be given credit. There will be a total of 11 discussion forums counted as 30% to your final grade.

- **Quizzes:**

There will be *open-book, open-notes* quiz for each chapter. The quizzes are designed to help you gauge your understanding of the chapter material.

The quiz will be posted on Friday morning, with the course materials. The deadline to submit your quiz is before midnight the following Friday.

Absolutely NO late submissions please! There will be a total of 11 quizzes, which will count 20% towards your final grade.

- **Case Study and Marketing Presentation:**

There will be 1 case study, and 1 marketing presentation in this class, testing your understanding of the material. Please read the cases thoroughly before the case study date and apply the concepts in the textbook to your answers during the class. Absolutely NO late submission or make up will be allowed. The case study and marketing presentation are each 10% of your final grade, which together will contribute 20% of your final grade. The dates will be announced in Catalyst.

- **Final exam:**

There will be one *open-book, open-note* final exam at the end of the semester. If you know you will be absent on the exam day, please make prior arrangement with me to take the exam during my office hours before the rest of the class. Otherwise you will receive NO credit for the missing exam. Students who miss the exam without making prior arrangements with me will not be allowed to make it up. The final exam will count as 30% of your final grade.

The grades will be based on the following distributions:

Weekly Discussion Forum	15 points each week, 165 points total	30%
Weekly Quiz	10 points each week, 110 points total	20%
Marketing Presentation	55 points	10%
Case Study	55 points	10%
Final Exam	165 points	30%
TOTAL	550 points	100%

All work must be submitted in order to complete the requirements of this class. Quizzes and Case Studies must be submitted **on the due date** or a zero will be given.

A+	=	99%+
A	=	92-98%
A-	=	90-91%
B+	=	88-89%
B	=	82-87%
B-	=	80-81%
C+	=	78-79%
C	=	70-77%
D+	=	67-69%
D	=	58-66%
D-	=	55-57%
F	=	Below 55%

12-WEEK CLASS SCHEDULE

WEEK	TOPICS	CHAPTER
Week 1 1/5/2015-1/9/2015	Scope and Concepts of Marketing	1
Week 2 1/12/2015-1/16/2015	Consumer Behavior	4
Week 3 1/19/2015-1/23/2015	Business-to-Business Behavior	5
Week 4 1/26/2015-1/30/2015	Marketing Segmentation Case Study Topic Announced on 1/26	6
Week 5 2/2/2015-2/6/2015	Marketing Research	7
Week 6 2/9/2015-2/13/2015	Product Strategies	8
Week 7 2/16/2015-2/20/2015	Retailing Strategies Case Study is DUE on 2/20	11
Week 8 2/23/2015-2/27/2015	Pricing Strategies Marketing Presentation topic announced on 2/23	12
Week 9 3/2/2015-3/6/2015	Integrated Marketing Communications	13
Week 10 3/9/2015-3/13/2015	Advertising, Sponsorships, and Public Relations Marketing Presentation is DUE on 3/13	14
Week 11 3/16/2015-3/20/2015	Internet Marketing	18
Week 12	Final Exam will posted on 3/23/2015 It is due on by 12 NOON on 3/24/2015	