

**MARKETING 21**  
**PRINCIPLES OF MARKETING (CSU) 3 Units**  
**Fall 2021**  
**August 30, 2021 – December 15, 2021**

**Course Information**

**Marketing 31**

Principles of Marketing

Section Number: 26273

Time: 9:35 am to 11:00 am

Location: VLGE 8344

**Professor Information**

Professor's Name: Tom Morehouse

Office Location: VLGE 8344

Office Hours: W 9:00-9:30am Call 8184221110 Email address:  
morehousetom@gmail.com

**Course Materials**

**REQUIRED READING - Contemporary Marketing - 17<sup>th</sup> Edition- Boone- Kurtz**  
**ISBN - 978-1-305-07536-8**

**STUDENT LEARNING OUTCOMES:**

1. Analyze the business transactions of an organization and determine which ones represent the four basic elements, the marketing mix.
2. Design and prepare an integrated marketing communications plan for a traditional or non-traditional organization.
3. Plan and construct a marketing plan for an organization that produces a tangible product or a service.
4. Outline the basic steps in the marketing of a product.

**TEACHING APPROACH:**

Student participation, interactive lectures and discussions, power points, multiple choice exams and You Tube .

## CLASS POLICY AND PROCEDURES:

The last day to drop classes online without a grade of "W" is September 12, 2021. The last day to drop classes online with a grade of "W" is November 21, 2021.

1. Be ready to discuss current local, national and international topics that might affect marketing.
2. All assignments must be typewritten, using a 12 point font, and include a cover page (with name, email, phone number, course name, date and assignment title), references (sources). Points will be taken off for not including any of the above items.
3. Practice active listening at all times be ready to participate, it will be part of your grade.
4. Attendance will be taken on a regular basis.

Students should never rely on the instructor to exclude them.

Failure to drop the class will most likely result in a failing grade for the course.

## GRADING

Mid Term Exam	50 points
Final Exam	100 points
Participation-You Tube videos 4X20	80 points
Homework Assignments 10X10	100 points
	TOTAL 330

There will be no make-up exams

Grading Scale: A = 90% - 100% 297 - 330 B =80 -  
 89% 268 - 296 C = 70% - 79% 241 -  
 267 D =60% - 69% 217 - 240

## CLASS SCHEDULE

(Subject to Change)

WEEK	DATE/TOPIC	CHAPTER
1	9-8 Marketing: The Art and Science of Satisfying Customers	1
2	9-15 Social Media in the World 4	
2	9-20 Marketing Segmentation, Targeting, and	9
3	9-27 Social Media/Global Marketing	4/8
4	10-4 Integrated Marketing Communications, etc,	16
5	10-11 Personal Selling and Sales Promotion	17
6	10-18 MIDTERM	
7	10-25 Pricing Strategies & Consumer Behavior	19/6
8	11-1 Marketing Research In the Era of Big Data	10
12	11-15 Product and Service Strategies	12
13	11-22 Developing and Managing Brand and Product Categories	13
14	11-29 Marketing Channels and Supply Chain Management	14
15	12-6 Retailers, Wholesalers and Direct Marketers, B2B Marketing 15/7	
16	12-13 Final Review/Wrap Up	

Computer Applications: Your text provides a website that offers many useful features for studying; they include practice exam questions, study guides, animated video on marketing concepts and additional resources for marketing research. Each chapter in the text book has websites that will take you to current marketing strategies.

### Plagiarism and Academic Dishonesty

The faculty and administration of Pierce College are committed to the belief that honesty and integrity are integral components of the academic process. The College expects students to be honest and ethical at all times in their pursuit of academic goals. Students who violate the code of academic conduct by which the College maintains its academic integrity will be dealt with in a manner reflecting the seriousness of these violations

In case of Emergency: When on campus, call 818-710-4311 for immediate response from the Campus Sheriff. DO NOT call 911. Please program the Emergency Sheriff's number into your cell phone contacts.

### STUDENT SERVICES

Academic Counseling Services — 818.719.6440 Student Services

Bldg, 1<sup>st</sup> floor

Center for Academic Success — 818.719.6414 Library Learning  
Crossroads Bldg, 1<sup>st</sup> floor

The CAS is committed to helping students in need of academic support acquire the skills and tools necessary to meet individual academic, vocational, or personal goals. All tutoring services are free to currently enrolled Pierce College students.

Health Center-818.710.4270 Student Bldg, 2<sup>nd</sup> floor  
[www.piercecollege.edu/offices/health center](http://www.piercecollege.edu/offices/health center)

Library — 818.710.2833 Library Learning Crossroads Bldg, 2<sup>nd</sup> floor

Pierce College is fully committed to being compliant with the Americans with Disabilities Act (ADA)

Special Services — 818.719.6430 Student Services Bldg, 1<sup>st</sup> floor Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class, are encouraged to contact the office of Special Services as soon as possible to ensure that such accommodations are implemented in a timely fashion. Authorization, based on verification of disability, is required before any accommodation can be made.

Veterans Office — 818.710.3316 student Services Bldg, 2<sup>nd</sup> floor The mission of the Pierce College Veterans Office is to provide a supportive environment for veterans and to assist them with the services they need to receive VA benefits and to successfully complete their educational goal at Pierce College.

Our email contact is [pierce-veteran@piercecollege.edu](mailto:pierce-veteran@piercecollege.edu)



# LACCD EMERGENCY OPERATIONS CENTER SAFETY ADVISORY FACULTY INFORMATION FOR IN-CLASSROOM INSTRUCTION August 10, 2021

## INTRODUCTION

The nine colleges of the Los Angeles Community College District (LACCD) intend to increase the number of in-person classes, student services, business operations, office hours, building access and other college activities at each campus for the Fall 2021 Semester. This advisory will help provide guidance for faculty members to include in their class syllabi regarding the wearing of facial coverings and guidance regarding student non-compliance in the classroom.

## GENERAL SAFETY GUIDANCE & REMINDERS FOR EMPLOYEES AND STUDENTS

LACCD falls under the jurisdiction of the Los Angeles County Department of Public Health (LACDPH) regarding Health Orders, including masking/facial covering requirements. In addition to the health orders, the County provides Requirements and Best Practices for Institutes of Higher Education

## FACULTY MESSAGE GUIDANCE FOR CLASS SYLLABI

The following message concerning mask/facial covering wearing has been prepared for placement on class syllabi for the Fall 2021 semester. Please display this message prominently on your class syllabus:

### **Wearing Masks/Facial Covering on Campus**

In compliance with Health Orders from the Los Angeles County Department of Public Health, the Los Angeles Community College District, Board Policy 2800, approved August 4, 2021, all students, employees and visitors, regardless of vaccination status, shall wear a mask or face covering while inside any District building, classroom, library, gymnasium, facility or other indoor setting. These requirements are in place to fulfill the Board's statutory obligation to protect its students, faculty, employees and visitors from the risks associated with the spread of infectious diseases, including the spread of the COVID-19 virus and its variants.

Students who fail to wear a mask/face covering while indoors at all LACCD colleges and facilities, including classrooms, will be asked to either comply or to leave the classroom immediately. Continued failure to comply constitutes a violation of the Student Code of Conduct as outlined in Board Policy 5500 and students may be subject to further disciplinary action. Pursuant to Education Code Section 76032, students may be removed from class for up to two (2) class sessions for refusing to wear the mask/face coverings required by this Board Policy. Further or repeated offenses may result in discipline pursuant to Education Code, Board Rules, and Board Policy.

Exceptions to the mask/facial covering requirement are that the student has a valid medical exception currently on file in their college's Disabled Student Programs and Services / Office of Special Services (DSPS/OSS) office, such as a medical condition, including mental health or disability, that prevents wearing a mask, or, for students who are hearing impaired or communicating with a person who is hearing impaired, where the ability to see the mouth is essential for communication. To facilitate sign language use in the classroom, faculty and sign-language interpreters may remove their face covering for instruction purposes only. In such cases, faculty and interpreters must maintain six feet of distance from all others in the classroom. Should any student have an approved exemption from wearing a mask/face covering, they must also maintain six feet of distance from all others.

**Board Policy 2800:** <http://go.boarddocs.com/ca/laccd/Board.nsf/goto?open&id=C5LNVM612301>

**Board Policy 5500:** <http://go.boarddocs.com/ca/laccd/Board.nsf/goto?open&id=C54M4A560575>

**Board Action August 4, 2021:**

<http://laccd.edu/Documents/NewsDocuments/2021/LACCD%20Board%20Adopts%20Policies%20Regarding%20Masking%20and%20Vaccinations%20August%204%20Screen.pdf>

[http://www.piercecollege.edu/offices/special\\_services/](http://www.piercecollege.edu/offices/special_services/) , 818-719-6430, and [special\\_services@piercecollege.edu](mailto:special_services@piercecollege.edu). The Web pages, video presentations, textbooks and class materials in this course are accessible to students with disabilities.

**\*Academic Dishonesty Policy:** Generally, the academic policy for dishonesty (cheating on an exam, plagiarism, copying other students work, etc) is that for the first offense zero points on the item involved and their names are reported to the Dean of Student Services, and that second offense can include failing the course AND permanent expulsion from all campuses in the LACCD). Students should refer to the college catalog for details. Please keep in mind that an instructor cannot give course grade of Fail in case of academic dishonesty, but you can give zero points for assignment/test in question. Please make sure you retain all documentation pertained to the incident for at least two years.

### **Language for Mask Use from District:**

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## Marketing 21 Homework Assignments Fall 2021

10 points each Total 100 points

Week 3	Chapter 4	Due 9-15
Week 4	Chapter 8	Due 9-22
Week 5	Chapter 9	Due 9-29
Week 6	Chapter 16	Due 10-6
Week 7	Chapter 17	Due 10-11
Week 8	No Homework	Due
Week 9	Chapter 6	Due 10-18
Week 10	No Homework	Due
Week 11	Chapter 10	Due 10-25
Week 12	Chapter 12	Due 11-1
Week 13	Chapter 13	Due 11-8
Week 14	Chapter 14	Due 11-15