Course Expectations Letter

Subject: Elements of Marketing

E-Mail Contact Information: 
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Catalog Course Description:
This course is designed for the student who is interested in a career in marketing or gaining an entry level marketing position with a retail, industrial, service, or consumer product company. Discussion of marketing concepts, strategies, and techniques will take place in an environment that reflects new technologies and international competitiveness. The topics in the course will include marketing concepts, functions, operations, and organizations of retail and wholesale enterprises; distribution channels; market research; advertising; marketing costs; pricing; cooperative marketing, marketing legislation and regulations and trends.

Student Learning Outcomes:
Student Learning Outcomes: The student will be able to perform the following at the end of this course:

- Analyze a marketing product situation and recommend a plan for improvement using product strategies (positioning, differentiation, packaging, and brand management).

- Analyze a marketing channel situation and recommend a plan for improvement using tenets of supply chain management.

- Analyze a promotional situation and recommend a plan for improvement using the basic tenants of promotional strategy (advertising, personal selling, sales promotion, public relations, and direct marketing).

- Students will be able to identify and describe the four elements of the marketing mix (product, price, place, and promotion) and explain how each is used to create a successful marketing strategy.

By logging into Canvas you affirm that you are the student who enrolled in the course(s) and are the person who will complete the assigned work. Furthermore, you agree to follow the regulations regarding academic integrity, personal identification and the use of student information as described in BP 5500 (Standards of Conduct) and AP 5520 (Student Conduct Procedures) which are the Rio Hondo College student conduct codes that govern student rights and responsibilities. You acknowledge that failure to abide by the regulations set forth in BP 5500 and AP 5520 may result in disciplinary action, including expulsion from the college.

This is NOT a self-paced course. There are firm deadlines in this class. There are assignments due on a regular basis. Please plan your time carefully!

Textbook: Please consult the Bookstore for information at (562) 463-7345 or go to Rio Hondo College Online Bookstore

This course will include regular instructor student contact. Methods of regular instructor student contact include:

Email: Be sure and use the internal Canvas mail. You should receive a response within 48 hours of your
email. I don't usually check email during the weekend. If you have any problems with the Canvas email you can reach me through my Rio Hondo email: rshield@riohondo.edu

Course Calendar:
Dates reflect the opening week of the assignment

Week 1- Ch. 1-Overview of Marketing-- Chapter 1-Test
Week 2- Ch. 2--Developing Marketing Strategies and a Marketing Plan--Chapter 2-Test
Week 3- Ch. 3-Analyzing the Marketing Environment-- Chapter 4-Test
Week 4- Ch. 3-Consumer Behavior-- Chapter 5-Test--Discussion #1—OPEN
Week 5- Ch. 8-Global Marketing-- Chapter 7-Test
Week 6- Ch. 9-Segmentation, Targeting, and Positioning-- Chapter 8-Test
Week 7- Ch. 10-Marketing Research and Information Systems-- Chapter 9-Test--Discussion #2—OPEN
Week 8- Ch. 11-Product, Branding, and Packaging Decisions-- Chapter 10-Test-Writing Assignment #1—Opens
Week 9- Ch. 12-Developing New Products-- Chapter 11-Test
Week 10- Ch. 14-Pricing Concepts for Establishing Value-- Chapter 13-Test--Discussion #3—OPEN
Week 11- Ch. 15-Supply Chain Management-- Chapter 14---Test
Week 12- Ch. 16-Retailing and Multichannel Marketing Chapter 15-Test
Week 13- Ch. 17-Integrated Marketing Communications-- Chapter 16-Test--Discussion #4--OPEN Writing Assignment #2-Opens
Week 14- Ch. 18-Advertising, Public Relations, and Sales Promotions-- Chapter 17-Test
Week 15- Ch. 19-Personal Selling and Sales Management--Chapter 18-Test
Week 16- Final Examination

The instructor may drop you for non-participation.

There will be a one to three business day delay after an add code is used before a student may be able to log on to Canvas.

For students new to online classes, it is highly recommended that you take the Online Orientation through our Online Education website. This will help explain what online classes are like and familiarize you with how the class is laid out. The orientation can be found at: http://www.riohondo.edu/canvas-orientation/

Email Responses: Instructors will make every attempt to respond to students in a timely fashion. Responses can take up to 48 hours before a response is received, excluding weekends and holidays.

Disability: A Student with a verified disability may be entitled to appropriate academic accommodations. Please contact your instructor and/or the Disabled Students & Programs office at 562-908-3420 for more information.

Modifications and Disclaimer: The instructor reserves the right to modify the content of the course or any course procedure. It is the responsibility of the student to keep apprised of all changes. If the student wishes to drop the class he/she is responsible for initiating the drop. Do not take it for granted that you will be dropped. If you stop working and do not drop the course, you may get an undesirable grade.