Course Description: This course examines how a clear, well-defined marketing strategy influences every aspect of a business and helps it gain competitive advantage. Topics include buyer behavior, segmentation, targeting, positioning, differentiation, and other tools crucial to business success. Emphasis will be placed on studying real-world company situations and current marketing events. Class sessions will consist of lectures, class discussions, videos, discussion of current events, and student presentations.

Prerequisites: Recommended: eligibility for ENGL 836 and READ 836 or ENGL/READ 846.

Transfer: CSU


Assignments: The course schedule lists reading assignment due dates. You must read the assigned chapter before coming to class. Homework assignments will be announced during the semester. As a final project groups of students will develop a marketing plan for a product or service. Each group will make a presentation to the class during the final class session.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Homework</td>
<td>20%</td>
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<tr>
<td>Exams</td>
<td>20%</td>
</tr>
<tr>
<td>Project – Marketing Plan</td>
<td>40%</td>
</tr>
<tr>
<td>Project – Presentation</td>
<td>10%</td>
</tr>
</tbody>
</table>

Letter Grades

- **A = 90% - 100%**
- **B = 80% - 89%**
- **C = 70% - 79%**
- **D = 60% - 69%**
- **F = 59% or less**

The 2006/2007 Skyline Catalog contains policies for student responsibilities and rights (p. 38). Make sure you read and understand them. In particular, violations of academic integrity codes will not be tolerated.

Policies

- There will be no make-up exams in this class.
- Late homework policy is explained in the Policies section of the assignments sheet.
- Class schedule and assignments are tentative and may change according to course progress.
- Reasonable accommodation will be provided for eligible students with disabilities. Please contact the DSPS office at (650) 738-4280 to obtain a letter of accommodation.
- Cell phones must be turned off before entering the classroom.
- You are responsible for dropping this class; I will not drop you automatically.