

DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS DEPARTMENT
BUS 90 – PRINCIPLES OF MARKETING

BUS90.61Z, Summer 2024, CRN: 44130
(Accelerated 2x speed, online async, no zoom, Flatworld textbook)

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OVERVIEW

Welcome to the Principles of Marketing online class! This 5 units class is completely online asynchronously (no zoom). Get ready for a fun and exciting class.

This summer class will cover 12-weeks of content in **6 weeks**. As such we will move at two times the speed of a normal quarter, where students need to complete 16 chapters, 6 weekly tests, 10 case studies and simulations and 2 exams, averaging 4 to 6 tasks per week.

The assignments and deadlines are listed at the end of this syllabus and are subject to change based on the course progress during the quarter. The instructor will make a class announcement should there be any significant changes to the syllabus.

Read this document carefully as information you seek about the course, process, and structure should all be in this syllabus, Canvas homepage, FAQs on Canvas course page, or the assignment descriptions in the Canvas weekly modules. Note that in this document, all URL links are embedded and designated with the descriptions of the sites underlined. Click on all underlined words to access the corresponding document links using PDF Reader (links not operable if viewed on Canvas without downloading the file).

UNITS AND CLASS TIME

For a 5 units class, the State of California recommends that students would need to spend 15 hours per week for lectures, readings, assignments, and studying, for a total of 180 hours for the course. See Allowable Absence Policy for the three valid excuses for missing assignments.

All dates and time for this class are based on Pacific Time in the U.S.

There are no live zoom lectures for this class. If you would like to take an online class with live zoom lectures, please switch to many other great business classes De Anza offers in the course listing with time/day of the week indicating real-time zoom sessions.

ADVISORY

English Writing 211 and Reading 211, or English as a Second Language 272 and 273.

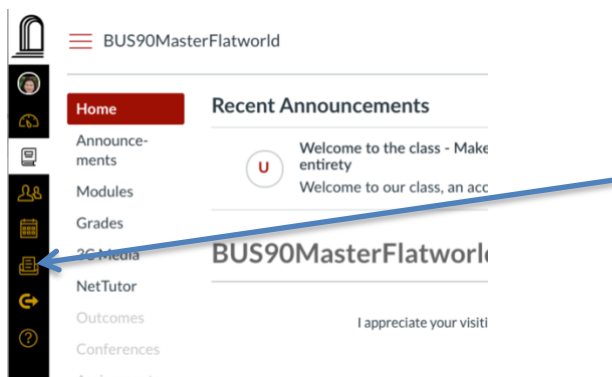
STUDENT LEARNING OUTCOMES (SLO)

- **SLO 1:** Analyze the effectiveness of the marketing mix (product, price, promotion and distribution) for a particular organization.
- **SLO 2:** Determine appropriate market segments and target markets and explain consumer behavior.
- **SLO 3:** Identify global forces external to the organization that affect marketing strategies.

INSTRUCTOR CONTACT INFORMATION

- Contact De Anza tech support for Canvas tech issues, not the instructor.

- Office hours – No office hours in the summer.
- Use Canvas Inbox only (do not use email, voice mail, social media, comment fields of an assignment, or leave a message in chatroom during non-office hours). The instructor will strive to answer Canvas Inbox messages which require replies within **48** business hours (not weekends) while De Anza is in session.
- Access the Canvas Inbox by clicking on the “Inbox” icon on the black stripe on the left of your home page. **Do not hit “reply” to instructor’s assignment comments** from your assignments. Start a new Canvas Inbox message for communications.
- Contact Flatworld tech support for etextbook technical issues, NOT the instructor.



REQUIRED CLASS MATERIALS

eTextbook

Principles of Marketing 5.0 ed

By: Jeff Tanner and Mary Anne Raymond

Published: September, 2022

Publisher: Flatworld

ISBN: 978-1-4533-3921-3

Direct from publisher: Online ebook (about \$40, cheaper and faster than from De Anza Bookstore)

<https://students.flatworldknowledge.com/course/2607926>

(M24 section) (Copy/paste the link to your browser if the link is not clickable.)

Free access to Chp1: <https://scholar.flatworldknowledge.com/books/35297/preview>

Students can also purchase from the DeAnza bookstore at a higher price. Financial aid students **must** order from the DA bookstore, not from Flatworld.

The etextbook is mandatory starting Week 1. To ensure you are successful in this class, please do not skip the chapter readings as the quizzes, exams, and assignments are based on the chapters and additional online readings. To maximize your learning, make sure you get all the required class materials. Waiting for a hardcopy textbook in the mail is **not** a valid reason for not submitting an assignment since chapter 1 is free online, and if you purchased a hardcopy from the publisher, you automatically have access to the ebook.

The book listed in the De Anza Bookstore might not be the recommended format as the bookstore might have listed as printed version. Should a student not on financial aid wants an ebook, please use the publisher link above. For students on financial aid, please work with the bookstore as it is possible the bookstore only sells the paper version. **DO NOT** contact the instructor as the instructor has absolutely no say in how the bookstore chooses to list ebook or paper version.

Click to see the [return policy](#) from Flatworld for students who purchased directly from Flatworld. If you need a refund, please contact your own vendor (Flatworld, De Anza Bookstore, Amazon, etc.). The instructor has no way to help and cannot respond to any request to provide you refund or expedite your purchase in anyway.

It is a violation of copyright law to ask the instructor to screenshot pages of the textbook for you. Note that the lecture slides and assignments/quizzes/cases are also copyrighted by Flatworld or the instructor, and not to be shared or posted on the internet.

The instructor cannot accommodate students with different editions.

Computer, Software, Internet Access

See [Systems Requirements](#) paragraph for equipment and software needed.

School Supplies

Students will need basic school supplies (paper, pens/pencils) for note taking.

KEY DATES

- First day of class: 7/1/24
- Last day for refund: 7/3/24 (students confirm on their own MyPortal accounts)
- Last day drop w/ “W”: 7/31/24 (students confirm on their own MyPortal accounts)

Mandatory activities (must score > 25%)

Mandatory Activities	Weeks	Dates
All of Week 1’s assignments	Week 1	Tuesday 7/2; Friday 7/5
Mini-sim: Consumer Purchase Process	Week 1	Friday 7/5
Mini-sim: Product strategies - Bright Star	Week 2	Thursday 7/11
Mini-sim: Pricing, Place & Promotion Strategies	Week 4	Thursday 7/25
Midterm Exam	Week 3	Thursday 7/18
Final Exam	Week 6	Thursday, 8/8

Since De Anza may change the drop dates listed above, it is the students’ responsibility to confirm the drop dates by checking De Anza academic calendar [online](#). Exam and assignment dates may change by the instructor based on the course progress.

Do not contact the instructor if a student wants to but failed/forgot to drop by the deadline and/or has problems dropping on MyPortal. Please contact De Anza’s Record Office. The instructor

has no access to students' MyPortal accounts.

The instructor reserves the rights to modify the dates for the assignments and exams dates based on the course progress.

Students should mark the key assignments and exam dates on their personal calendars accordingly. To be fair to the rest of the class, forgetting is never a valid reason for missing an assignment.

COURSE ACTIVITIES

1. Chapter readings and supplemental materials
2. Self intro video
3. Chapter quizzes, assignments and discussions.
4. Case studies
5. Mandatory mini-sims
6. Mandatory exams.

Access the assignments from Canvas weekly modules, not from Flatworld.com website directly. Quizzes taken at the publisher's website are for the students' own practice only. They are not gradable nor transferrable to Canvas.

Students will need to access the resources and assignments listed below:

1. All registered students must use a computer or tablet (not phone) to log into De Anza's courseware Canvas to access the course homepage where access to all the course materials reside. Please take the Canvas tutorial if not familiar with the software.
2. Watch the instructor lecture videos and read the assigned lecture slides.
3. Read the textbook by clicking on the Flatworld link from Canvas lecture pages within each week's module.
4. Take notes on paper while reviewing the lecture slides and textbook.
5. Take the open-book online chapter quizzes and submit the assignments only after you have studied the chapters, lecture slides and supplemental materials.
6. Complete the exams.

Students are expected to have basic knowledge of how to use a computer since this is an online course, including using Canvas, how to type in search words into a browser, scroll down a screen using the mouse to read the etextbook, or use index or search functions in etextbook to read a chapter. Since this is an online class, not knowing how to use a computer or basic computer features, or not knowing how to click on an URL to read an article is not a valid reason for not completing an assignment.

COMMUNICATION POLICIES

Student communication with De Anza's Canvas and Publisher's Tech Support

Click on the help button "?" on the lower left of your Canvas screen for tech support. **Do not** ask the instructor for tech support since Canvas help desk is much better positioned to help you. If

you wait till the last minute to submit your assignments and you run into trouble, there is no allowance for late submissions since students have one week to submit the work and it would not be fair to others who submitted on time. Before contacting the help desk, try restarting your computer or use another computer or browser, which typically fixes most of the issues. It is futile to send a black screen or an error screen to the instructor.

Student communications with the instructor

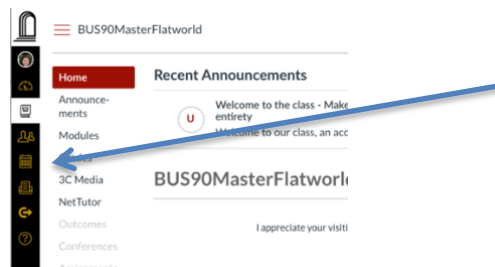
Read the syllabus, class announcements, and FAQs on Canvas if you have questions about the class procedures before contacting the instructor. Please do not ask for assignment extensions unless you have reviewed the assignment due date policies below.

Note that the lecture slides only include the key points. To learn and apply of the contents, students must study the textbook and any supplemental materials. The instructor’s role is to facilitate learning, clarify contents, and explore applications of knowledge covered in this course, and it would be much more productive when the students have read the textbook and other assigned materials, and the instructor can then further explain the contents to maximize learning.

The instructor will reply to most questions regarding the contents in the textbook or about De Anza Business degree/certificates/transfer; however, the instructor will not respond to any questions regarding personal business or investments nor persistent harassment for re-grades and resubmission. Students may ask for regrade for an assignment or exam once.

To send an inquiry to the instructor:

- Use archivable **Canvas Inbox messaging** system (click on the “inbox” icon on the left of the homepage); never use email, voicemail, assignment comment box, or social media.



- Messages posted in Canvas Inbox that require replies will be answered within **two** business days while the campus is in open.
- **Do not hit “reply” to instructor assignment comments.** Go back to homepage and click on the “Inbox” icon on the black stripe at the left of the screen and start a new message. Although Canvas may state that students can reply to instructor’s assignment comments, Canvas does not notify the instructor of students’ replies to instructor’s comments. As such, **DO NOT HIT “REPLY” to assignment comments.**

Instructor communications with students

- Canvas Inbox is the primary platform for the instructor to contact students. In the past, students had claimed not opening the messages as the reason for failure to submit or reply to

instructor's questions. It is the students' responsibility to read all messages and announcements.

- Make sure announcement notification is enabled in your Canvas account as the instructor typically sends out one or more class announcements each week regarding the assignments, key concepts for the chapters, and due dates. In the past, students had missed deadlines and key information from the instructor because they did not read the class announcements or simply read the titles. *Go to Canvas home page, click on the profile pic, and set the notification for automatic notification.*
- Check your grades by clicking on "grades" on the left side of your home page; instructor often leaves assignment comments specific to an assignment that you can read if you see a speech bubble next to the grade for an assignment. Any 'reply' to an assignment comment will not be read by the instructor since there is no notification to the instructor. Always use Canvas Inbox tool.

SYSTEMS REQUIREMENTS (Mandatory)

Access to a computer and the Internet

This class requires a reliable computer (preferred) or a tablet, (not phone). Students may use their own computer for Internet access; or, if students prefer and if the campus is accessible, can use the computers in either the De Anza library or a public library. Not having a computer or Internet is not a valid excuse for not finishing an assignment. If you are accessing this course from outside of the U.S., it is the student's responsibility to ensure sufficient Internet speed and free of government firewall. No allowance can be made for not able to access Canvas, YouTube, or other websites as required by the assignments. Do not contact the instructor about your computer or internet technical issues. Consult your own computer service providers.

Adobe PDF Reader

This class requires access to free textbook online using PDF. You can download the free PDF reader from Adobe website. See Adobe website for system requirements. If you do not know how to use PDF, click on this tutorial on how to open a PDF file. Any question about PDF, contact the supplier of PDF tool.

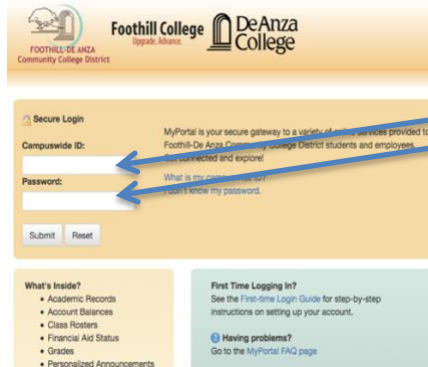
Canvas Systems Requirements

Be prepared for your first day of the quarter by making sure you have the correct software to run Canvas. You will need the **latest version of Chrome** (click for iOS, click for Windows). Your browser will notify you if there is a new version available. Go to "Information for New Online Students"; "Learn About Online Course Access" for more information.

In addition, students are strongly encouraged to download the Canvas app onto their smart phones if possible (not required) and enable class announcement push notifications feature so that students can receive reminders and changes in assignments easily. It is the students' responsibilities to read the class announcements.

Course Home Page

- Log into Canvas (<https://deanza.instructure.com>) at with your De Anza ID. You can access your Canvas course home page at the start of the quarter.



- Once you log in to Canvas, you will see a list of courses you have registered that has a Canvas course page. Click on our course home page.
- Click on “Grades” to keep track of your own progress.



- Within each week’s module, click on the chapter lecture page to review the lecture videos, PowerPoint slides, supplemental readings and videos, then click “Next” to begin an assignment.

Students are strongly encouraged to go to De Anza’s student Canvas tutorial page. In the past, students who were not familiar with Canvas missed the deadline for homework submission. Note that “I don’t know how to use Canvas” or “I did not know how/where to submit my homework” are not valid reasons and will receive zero for the assignment. To be fair to all in the class who submitted on time, no allowance will be made for late submissions due to technical issues.

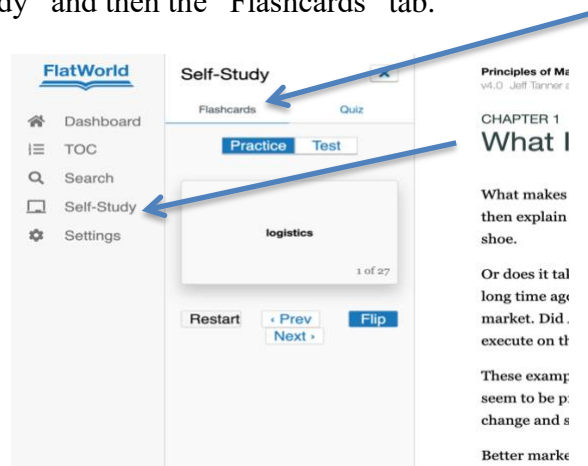
Flatworld etextbook

Not able to access Flatworld etextbook is not a valid reason for not completing your assignment. Please see “Required Course Materials” in the beginning of this syllabus. Chapter 1 is free and the instructor had listed the link to the chapter in Canvas. After which, students must have their own etextbook. If you cannot acquire the etextbook in time for the course, please consider dropping the course and take it when you can gain access to the textbook. The textbook is required starting Week 1. No allowances will be made for not completing the assignments due to lack of a

textbook.

An online etextbook version is suffice. You do not need to purchase a hard copy or downloadable PDF version. However, should you like to have access to a physical book, please feel free to purchase from either the publisher Flatworld or the De Anza bookstore. It may take several days to order a hard copy from the De Anza bookstore. No need to contact the instructor about the status of your textbook purchase.

Within the etextbook, all the chapters are organized in the table of contents on the left-hand side of your screen. Within each sub-chapter, there are practice quiz and flashcards to help you study by clicking on the “Self-Study” and then the “Flashcards” tab.



Any quizzes you take from the Flatworld website do not count towards your grades. You must complete the quizzes on from Canvas course page.

ADA-compliant textbook

DSPS students needing the “Read Aloud” text-to-speech feature would need to purchase the ADA compliant version that has the “Read Aloud” feature at slightly high price of > \$50.

Lecture slides, videos and supplemental readings/videos on Canvas

The instructor has supplemented some of the chapters to ensure comprehensive coverage of the Student Learning Outcomes and Course Outline. Students are responsible for the materials in the lecture slides, instructor lecture videos, and supplemental materials as listed in Canvas.

CLASS PARTICIPATION

Participation requirements

To maximize learning and to avoid being dropped from this course for inadequate attendance and participation, students must:

1. Submit ALL of first two weeks’ assignments,
2. Miss no more than 4 assignments in total (including both excused and non-excused) and

- score > 25% (no random submission),
3. Submit the mandatory mini-sims and score > 25%,
 4. Complete the mandatory exams and score > 25%,
 5. If requested by the instructor, students should upload a valid official photo ID (college/high school student ID, driver's license/passport with license#, birthdate/address blocked out).

California regulation dictates that instructors must drop all non-active participants. The instructor reserves the right to drop the students based on any of the criteria above. Once the instructor drops a student, there is no recourse. If there were any allowable absence as listed below, it is the students' responsibility to inform the instructor with official proofs within 24 hours of the due date (not grace period). For any assignments due Thursday of Week 8, students must inform the instructor with official proofs before end of next business day (before 5pm Friday of Week 8). If a student wishes to drop the course, it is the student's responsibilities to drop on time.

Complete assignments before the due dates

All assignments are due **before** 11:59 pm of the due dates. Canvas will disable a link at exactly 11:59pm (that's how all computers work). If you try to submit at 11:59pm, 11:59:01, Canvas will be view it as past due.

If you have a busy school week ahead, or have family obligations or work conflicts, complete the assignments early rather than waiting until the due date. You have one week to find time for your reading and assignments. **Do not contact the instructor to extend the due dates unless due to the allowable reasons listed below.** Due dates do not mean students complete the assignment on that date; due dates mean the very latest time/date students must submit. Students are strongly encouraged to complete their assignments at least one day before the due date.

Timely completion of assignments is essential as learning in this class is built on top of the previous chapters. As such, for those students who add the class with an add code, the requirement for assignment submissions and participation maintained by the instructor begins with the day the students are given the add codes by the instructor, not when the students decide to add the course. As such, students who receive an add code but fail to add the same day and complete the assignments due will be dropped for non-participation. Students who were dropped by the instructor, then added back on their own by reusing the old add codes without permission will be referred to the Dean for fraud and will be dropped.

Allowable reasons for missing assignments and conditions for Incomplete

Since the assignments and readings are available 24x7 online (accessible anytime, anywhere) one week in advance, the only valid reasons for late submissions or requesting an Incomplete for the course are listed below:

1. You may submit late or be excused for an assignment due to a court appearance or jury duty which lasts more than one week.
2. You may submit late or be excused for an assignment for unplanned hospitalization (for yourself, spouse, or children only) with less than 48 hours advance notice (any planned

medical procedures are not excusable since you could have finished ahead or you could have delayed taking this class until you are able to commit the time and effort for the course to maximize learning).

3. If you are activated for National Guard or military reserve, contact the instructor immediately upon notification by the authority and you should communicate immediately with the college officials to discuss how to move forward if the deployment is for more than a week.

Students must submit official proof of any of the above to the instructor no later than 24 hours after the due date. Should the instructor drop a student due to any noncompliance of the participation criteria listed above, there is no recourse. It is the students' responsibility to inform the instructor in time before being dropped. Students cannot miss for more than 4 assignments in total (excused and non-excused) and cannot miss or submit the exams or the mandatory mini-sims late. Extensions for late submission with a valid excuse cannot be more than one week from the due date.

Excused assignments will not count towards the final grades; however, the number of missing assignments will still count towards the limit of missing no more than 4 assignments. If you have to miss more than 4 assignments, even with valid excuses, you will be dropped from the course since you would have missed too much of the course.

4. You may request an Incomplete if you are currently passing the course and still have a reasonable chance of passing with the remaining assignments and tests based on the instructor's judgement and the college policy for incomplete grade which states that:

Incomplete: Academic work is incomplete for unforeseeable, emergency and justifiable reasons at the end of the term. At least 75 percent of the class must have been completed to qualify for Incomplete status.

To ensure fairness to the rest of the class, **no extension or exemption will be granted for traveling, work, forgetting, not having internet from the location you are traveling, technical issues, etc.** If you plan on missing any of Week 1 or 2 tasks, missing more than 4 assignments, or not taking the exams or complete the mandatory mini-sims, you should reconsider taking this class when you can dedicate more time and effort to maximize your learning and your chance for success in the class.

The course contains the following to provide some flexibility to help you plan your schedule around your work, family, travel, and other classes:

- Assignments have a 1-day grace period after the due dates for a 10% reduction per day late unless otherwise indicated.
- Canvas will drop the 2 lowest chapter quiz grades. This will be done automatically by Canvas at the end of the quarter. So if you miss one or two chapter quizzes, they will be dropped and will not impact your course grade. No need to contact the instructor.
- There are no makeup/retake of exams.

If you have personal concerns that [De Anza Disabilities Services](#) can help, please go to the last page of this syllabus for information. California regulations dictate that the instructor cannot make disability accommodations unless instructed directly by DSPS.

ASSIGNMENTS & EXAMS

Chapter quizzes on Canvas (not on publisher's website)

All online chapter quizzes are open-book, open-notes. Make sure to hit “submit” to receive the grades for your assignments. Once you start a quiz, you must complete it. There is no restart or pause on the timer.

Note that each quiz question is loaded to a new screen on Canvas, as such it is impossible for a student to progress through a quiz without the system recording a student's work on each question. Canvas records and time-stamps every screen a student ever entered in the system.

If a student starts a quiz right before a quiz is due, Canvas will close the link and submit all the answers input thus far regardless of the timer for the activity. As such, if a quiz is 15 minutes long, please make sure to start the quiz more than 15 minutes before the deadline.

Do not contact the instructors to get the answer keys early before an assignment is closed (only after the grace period) and other students have yet to complete their work. Canvas is not able to show the answer keys to those who did not submit a quiz since all students' quizzes are different.

Quiz questions are copyrighted by FlatWorld and the instructor. It is illegal to upload to any websites, discussion boards, or to people not in this class.

Self intro video

Based on a recommendation from the college, students should submit a self-intro video during Week 1 as part of class participation. This task is mandatory.

Mini-Sims

Mini-sims are vignettes of business situations where students need to apply their learning in the chapter readings/lectures in making sound business decisions. The sims are more than regurgitation of information, but rather, students need to analyze/evaluate the **best** options to achieve desired business goals presented in the vignettes. The answers will not be posted online. Answers are locked once students advance to the next question. Please come to the office hours to verbally discuss the sims. For essay questions, make sure to answer the prompts precisely. Do not summarize the business, pad the wordcount with facts that do not address the prompts, or go over the word count.

Mini sims are copyrighted by the instructor ©Emily Garbe 2018-2024. It is illegal to upload to any websites (such as Discord, Chegg, and Course Hero, etc.) or distribute to people not in this class (including “tutors”).

Discussion forums

Students must be respectful and supportive to one another. All posts must be G-rated and non-discriminatory. Note that we have students starting age 14. The instructor reserves the right to delete any potentially harmful comments, which means zero grade. All posts must be in English to ensure everyone can read and understand the posts.

Case studies

Case studies are either videos or articles about real life business situations. Students should take careful notes while reviewing the cases before completing the quizzes or written assignments. Case Study questions are copyrighted by the instructor. It is illegal to upload to any websites or distribute to people not in this class.

Exams

Make sure to study for the exams. The instructor reserves the right to change the exam dates/time, invalidate an exam score, change the format, use proctoring software, or use different assessment methods for individual students or the entire class. There are no re-take or late submission of the exams.

Grace period for assignments

Unless otherwise indicated, students may submit an assignment up to 1 day after the due dates for a 10% deduction from full marks per day late (or a fraction of a day). Quiz answers are made available immediately after the grace period therefore it is not possible for late submissions. Please do not ask the instructor to extend the grace period. No grace period for the exams or assignments specifically stated for no grace period.

Cut off time by Canvas

Canvas automatically submits any activities in progress upon expiration of a quiz or exams. If a student starts an activity late, even though there may still be time left on the timer, Canvas will submit whatever was completed to the instance the quiz or exam link expires.

Canvas assignment links expire on the due dates before 11:59 PM. In the past students were not able to submit at exactly or a few seconds after 11:59 PM. To be fair to others in the class who abide by the deadlines, do not harass the instructor for extension. It is the students' responsibilities to submit before 11:59 PM, not "at" or a one second after 11:59 PM.

Extra credits

Extra credits, if any, will be given at the sole discretion of the instructor if time permits. Do not ask for extra credit assignments.

GETTING HELP

Personal Computer or Internet issues

This is an online course, as such, knowing how to use a computer, webcam, basic software, the Internet, and having reliable access to a computer and the Internet are essential prerequisites of the course. If access is available during the quarter, please use computers in the De Anza library or computer center or your local library if you do not have a reliable computer webcam, and internet

access. Please contact financial aid office as soon as possible if you are eligible for assistance in getting a refurbished computer or other aids.

Canvas issues

All Canvas technical questions should be directed to De Anza's technical support team or who are much better equipped to provide user support than the instructor. If you do not know how to use Canvas, please make sure to view the [Canvas student guide](#). Do not contact the instructor for tech support.

Textbook reader issues

Please contact Flatworld for ebook access and tech support. The instructor has no access to the students' accounts.

PDF issues

Please contact the PDF supplier Adobe after checking:

- Download the latest browser
- Download the latest Adobe Reader from [Adobe website](#).
- Shutdown and restart your computer

Course content questions about the lessons of the week

To ensure the instructor receive your inquiries in a timely manner, please only use Canvas Inbox message, not email, voicemail, the assignment comment box, or social media. Canvas chatroom is available only during office hours – do not leave a message there during non-office hour.

The instructor is here to help you succeed in this course and will regularly reach out to the class regarding assignments, chapter readings or changes in due dates via Canvas Announcements or individualized messages. In order to make sure students receive all communications in a timely fashion, students should make sure to set the notification preferences in Canvas for messages or announcements, so that you will immediately receive a notification. In the past, students have missed major announcements and weekly wrap-up because they did not read the announcements or only read the titles. Please make sure you read the all the messages and announcements.

COPYRIGHT

Students must abide by the copyright laws.

Students will have access to the supplemental course materials on an as-needed basis for the sole purpose of completing specific assignments in this course. The instructor reserves the right to add or delete supplemental material and quizzes/exam on the Canvas course page during the quarter. All lecture slides and contents, lecture videos, quizzes, exam, and assignments in this course are either copyrighted by the publisher Flatworld (©2022-2024 Flatworld) or developed by the instructor and copyrighted (©2019-24 Emily Garbe).

It is unlawful to sell, appropriate, share, upload, or distribute lecture slides, supplementals, quizzes, and other course materials from this class to individuals not in this class, individuals who

did not purchase the textbook, other websites (“homework help” sites such as Chegg, Course Hero, Discord, etc.), or entities (such as “tutors” and “tutoring service”) without explicit written consent from the copyright holders.

Please note that if a student were to purchase the downloaded version from Flatworld, the student’s name is permanently attached to every page of the file by the publisher as the authorized user (not “owner” of the contents); purchasing a downloadable file does not provide the student the right to distribute or upload to tutoring services, homework help sites, or discussion boards.

GRADING POLICY

College professors do not give grades; students earn them.

Note that Canvas will drop 2 lowest grades assignments at the end of the quarter. If you did not do well in one or two quizzes, had technical issues, or forgot/missed them, do not panic and **never** ask the instructor to extend or restart just for you as it would not be fair to others in the class.

No extension

Chapter quizzes have only one attempt, no re-take. In addition, quiz answers are made available after the grace period therefore it is not possible for late submissions.

No re-submission of assignments

Students are encouraged to submit assignments early rather than waiting till the deadline. Students can re-submit their papers before the due date and not yet graded. However, once a paper is graded even if it were before the due date, there is no resubmission.

Chapter quizzes have only one attempt, no re-take. In addition, quiz answers are made available immediately after the grace period therefore it is not possible for late submissions.

Grades lookback

To maximize learning, review your quiz and assignment answers and feedbacks within two weeks of the posting of the answers/grades by first checking if you have followed the instructions, read the instructor comments, if any, and reviewed the chapters before contacting the instructor. The instructor is more than happy to further explain any questions you may have. This would ensure your understanding of the course contents. If you disagree with the answer key after reviewing the material, contact the instructor. The instructor is more than happy to answer your questions. However, it is counter-productive to comb through all old assignments at the end of the quarter for the sole purpose of “digging for points”. Let’s focus on learning by reviewing the quiz answers in a timely manner.

The instructor will review, regrade, and reply to any quiz or exam questions upon request one time only. The instructor recognizes that some quiz and exam questions may be viewed from different perspectives, as such, will make appropriate corrections if applicable. Informing the instructor that your tutors, parents, siblings, or friends said you should get the points are not valid reason for persistently harassing the instructor.

Canvas points distribution*

The table below shows the assignments and earnable points.

28 Activities	Canvas Points	% of total
Self intro video	10 points	1%
Chapter quizzes	350 pts total: 25 pts per quiz, 16 quizzes, 2 lowest grades dropped end of quarter	35%
Case studies	240 pts total: 6 cases	24.0%
Mini-sims (mandatory)	175 pts total: Consumer purchase process (40 pts) Bright Star – Product strategies (71 pts) Cupertino Jewelry – Price, place, promotion strategies (65 pts)	17.6%
Exams	224 pts total: Midterm Exam (120 pts), Final Exam (104 pts)	22.4%
Total	1,000 points	100%

*Grades < or = 25% count as non-participation for instructor drops.

Letter grades

Letter grades will be assigned to students based on their total points, which is calculated as a sum of the activities, as listed above, divided by 1,000 points.

Please click on “Grades” in your course homepage to monitor your own grades. Instructor comments about an assignment, if any, will appear as a speech bubble in your grades database next to an assignment. Written assignments typically are graded within one week. However, major papers may take longer for the instructor to review.

The following table for letter grades is final and not negotiable. To be fair to your fellow classmates, do not ask the instructor to change the cutoff for the letter grades for you. It is not appropriate to harass the instructor to alter your course grade.

Total %	Letter grade
97% or above	A+
93%-96.9%	A
90%-92.9%	A-
87%-89.9%	B+
83%-86.9%	B
80%-82.9%	B-
77%-79.9%	C+
70%-76.9%	C (C- not available)
67%-69.9%	D+
63%-66.9%	D
60%-62.9%	D-
59.9% or below	F /FW

To request an incomplete “I” on the transcript, a student must have completed at least 75% of the course assignments.

ACCOMMODATIONS

Students with learning disabilities are encouraged to make arrangements with the De Anza Disability Support Program & Services DSPS if you need extra time on the quizzes. Students who are unsure whether they have a learning disability are encouraged to contact the Disability Programs and Support Services as soon as possible to determine eligibility. The instructor cannot make accommodations without written instructions from DSPS.

ACADEMIC INTEGRITY

Students are expected to abide by the Student Integrity as described in the College Policies. Please respect everyone in the class. Students who are disrespectful to fellow students or to the instructor will be immediately referred to the Dean for disciplinary actions. The instructor reserves the right to administer an exam or assignment on Zoom or other platforms.

ID verification

The instructor reserves the right to verify the students who are participating in this class. If requested by the instructor, a student must attend a Zoom session with the instructor during weekday business hours within 2 days of the request, show their De Anza student ID cards, and take an oral midterm or final exam via Zoom. Students must show a school-issued or government-issued ID with their names, photos, and issuers (personal information such as birthdate and address blocked out). Students are strongly encouraged to get their De Anza College student ID card. The photo on the ID must match the person in the Zoom session and self-intro video.

WEEKLY ASSIGNMENTS

BUS90 Summer 24 (Flatworld)	Topics	Due Tuesday & Thursday at 11:59pm with 1 day grace period for 10% deduction in grades (except where it is indicated “no grace period”). Week 1 assignments due Tue and Friday due to July 4 th holiday
Week 1		
Tue (7/2)	Chapter 1 – What is Marketing Chapter 3 – Consumer Buying Behavior	Self intro video Chp 1 quiz Chp 3 quiz
Second half of Week 1		
Fri (7/5) (Thur is July 4 th holiday)	Chapter 5 – Segmenting, Targeting and Positioning	Mini-sim: Consumer purchase process Chp 5 quiz
	Students who fail to complete all Week 1’s assignments on time will be dropped See MyPortal for Last day to drop w/ refund	
Week 2		
Tue (7/9)	Chapter 10 – Market Research Chapter 6 – Product & Service	Chp 10 quiz Video case study*: Coke Life Market Research Chp 6 quiz
Second half of Week 2		
Thur (7/11)	Chapter 7 – Developing and Managing Offerings	Chp 7 quiz Mini-sim*: Bright Star – Product strategies
Week 3		
Tue (7/16)	Chapter 8 – Channels Chapter 9 – Supply Chains	Chp 8 quiz Chp 9 quiz Video case study: PepsiCo Distribution strategy
Second half of Week 3		
Thur (7/18) (available 12:01am to 11:59pm)	Midterm Exam (chps 1,3,5,10,6,7,8,9, not case studies, not mini-sim)	Exam
Week 4		

Tue (7/23)	Chapter 15 – Price Chapter 11 – IMC	Chp 15 quiz Case study: Marketplace pricing Chp 11 quiz
Second half of Week 4		
Thur (7/25)	Chapter 12 – Digital Marketing	Chp 12 quiz Mini-sim*: Cupertino Jewelry - Place, Price & Promotion strategies
Week 5		
Tue (7/30)	Chapter 4 – Business Buying Behavior Chapter 13 – Professional Selling	Chp 4 quiz Chp 13 quiz Video case study: Selling EVs
	See MyPortal for Last day to withdraw	
Second half of Week 5		
Thur (8/1)	Chapter 14 – Customer Satisfaction	Chp 14 quiz Video Case study: Rise of Bezos
Week 6		
Tue (8/6)	Chapter 2 – Strategic Planning Chapter 16 – Marketing Plan	Chp 2 quiz Chp 16 quiz Case study: AI in Marketing
Second half of Week 6		
Thur (8/8) (avail 12:01am- 11:59pm)	Final exam (all chapters after Midterm Exam, not case studies, not mini-sims)	Exam

** Please note that the instructor reserves the right to modify the assignment contents, due dates and format as well as exams dates and formats, and date/time of the office hours during the quarter via class announcements or via Canvas Inbox messages to individual students.

De Anza College DSPS Services

- If you have, or think you have, a disability in any area such as, mental health, attention, learning, chronic health, sensory, or physical, please contact DSPS to arrange a confidential discussion regarding equitable access and reasonable accommodations.
- If you are registered with DSPS and have accommodations set by a DSPS counselor, please be sure that your instructor has received your accommodation letter from Clockwork early in the quarter to review how the accommodations will be applied in the course.

Students who need accommodated test proctoring must make appointment at the Testing Center.

- Exams must be booked at least five (5) business days in advance of the instructor approved exam date/time.
- Finals exams must be scheduled seven (7) business days/weekdays in advance of the instructor approved exam date/time.
- Failure to meet appointment-booking deadlines will result in the forfeit of testing accommodations and you will be required to take your exam in class.
- Contact the DSPS if you cannot find your account or log into your MyPortal Clockwork Portal.

De Anza College Student Services

De Anza provides many services to help you succeed and thrive. Go to <https://www.deanza.edu/services/> to see all the wonderful support that is available. If you encounter issues during the quarter due to personal challenges, family issues, health or financial difficulties, or academic issues not directly related to the content of this class, contact the Connect staff at De Anza for help locating assistance. Explore some of the services available!

Need accommodations:

- Contact De Anza Disability Services if you need accommodations for this course.

Need a computer:

- You can use computers in the library on campus, or even get help obtaining a computer for home.

Feeling stressed or depressed:

- If you feel stressed or just need someone to talk to, contact De Anza Mental Wellness services immediately.
- Facing a crisis? Use a Crisis Hotline 24 hours per day.

Find a place to hang out:

- Discover your village, and hang out with students in a similar major in a comfy lounge on campus.

Need a tutor:

- Check out the **NetTutor** link in the Canvas menu on the left to find out about online tutoring.
- Visit the Student Success Center on campus to find a tutor (or offer your services)!
- The Student Success Center has workshops on time management, test taking strategies, note-taking & more.

Need groceries:

- De Anza also offers a Food Pantry where students can pick up free groceries. The link also shares information on food programs across Santa Clara County.

Need child care:

- De Anza has services for parents, including a nook in the library for parents and kids and a childcare center.

Want an internship:

- Check out the workshops and resources at Career Services.

- Beef up your resume by getting involved with some campus clubs.
- Log into **MyPortal** and look for the **Handshake** App to find employers.

Find the Right Counselor

Counselors are your guides to the education system. They know all about how to earn certificates, degrees, or what it takes to transfer. Rather than going to General Counseling which may take several weeks to get an appointment, go to this webpage ([https://www.deanza.edu/our-counselors/Links to an external site.](https://www.deanza.edu/our-counselors/Links%20to%20an%20external%20site.)) and make an appointment directly with the dedicated counselors you need according to your learning community, your status, or major. Here are some choices:

- Athletics
- Biological, Health and Environmental Sciences
- Career Training (**Business Majors** contact this counselor)
- Continuing students
- DSS for accommodations
- EOPS
- EPS
- Guardian
- International students (F-1)
- Kinesiology
- LEAD
- Men of color
- MPS
- New students (first 2 quarters)
- Pride
- Promise
- PUENTE
- Rising Scholars
- Transfer Center for transfer help
- UMOJA
- Veterans