

DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS DEPARTMENT

BUS 90 – PRINCIPLES OF MARKETING

BUS90.62Z, Fall 2024, CRN: 00323

(online async, no zoom, MH Connect)

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OVERVIEW

Welcome to the Principles of Marketing online class! This 12-week Principles of Marketing class is completely online asynchronously (no zoom). Get ready for a fun and exciting class.

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 syllabus carefully as information you seek about the course policy and structure should all be in this syllabus, Canvas home page, FAQs on Canvas course page, or the assignment descriptions in Canvas weekly modules. All URL links are embedded and designated with the names of the items. Click on all underlined words to access the corresponding document links using PDF Reader (links not operable if viewed on Canvas).

UNITS AND CLASS TIME

As 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 quarter.

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.

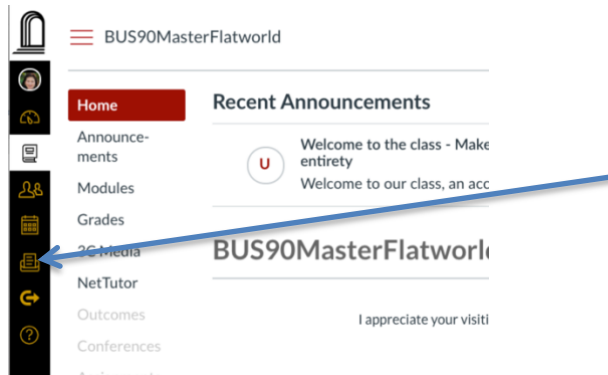
STUDENT LEARNING OUTCOMES (SLO)

- **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.
- Contact McGraw Hill tech support for MH Connect issues, not the instructor.
- Office Hours: Mon/Wed 1:45-2:35 pm Building F5, Room S; Tue 1:00-2:50 pm in Canvas Chat Room (Zoom if needed).

- 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.



REQUIRED CLASS MATERIALS

SmartBook via MH Connect

Marketing, Evergreen edition (available only via Connect)

By Dhruv Grewal and Levy, Michael

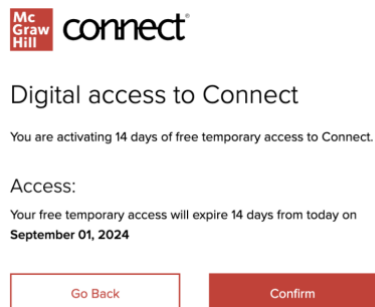
ISBN: 9781265142544

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Purchase directly when access the textbook/Connect the first time on Canvas for **\$50**, or purchase an access code from De Anza bookstore for **\$60** or more. Financial aid students must purchase from the bookstore. Need MH Connect access **starting first day of class**. There is a **5 day** free access offered by MH. Students who have their access cutoff by MH therefore could not submit is not a valid reason for missing assignments submission and will be dropped.

Watch [this video about how to launch Connect](#) and purchase the textbook after logging into Canvas. Note the video is incorrect. The Core edition has **5 days free access**, not 14 days.

The first time you access Connect, you will see this screen which is incorrect regarding “14 days of free temporary access”. The expiration date shown for temporary access is correct.



Students **must** purchase the online SmartBook since most of the assignments are embedded in the interactive reading feature as well as the ABA and exams are in Connect. Students can choose to also purchase a paper version if they wish, but waiting for a paper version is not a valid reason for not completing the online assignments.

See MH refund policy if purchase directly from MH or De Anza bookstore if purchased from the De Anza Bookstore.

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.

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 and a simple calculator.

KEY DATES

De Anza College Academic Calendar	Weeks	Dates
First day of class	Week 1	Monday 9/23
Last day for refund	Week 2	Sunday 10/6
Last day drop with “W”	Week 8	Friday 11/15
Mandatory Exams		
Midterm #1	Week 3	Tuesday 10/8
Midterm #2	Week 5	Thursday 10/24
Midterm #3	Week 8	Thursday 11/14
Final exam	Week 12	Tuesday 12/10
Mandatory Assignments (Score < 25% or missing assignments will be dropped)		
All of Weeks 1 and 2 assignments	Weeks 1 & 2	Tuesday 9/24, Thursday 9/26, Tuesday 10/1, Thursday 10/3

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 does not have access to students' MyPortal accounts.

Dates for assignments and exams dates may be changed by the instructor 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

- Smartbook chapter reading with embedded questions (click on "To Questions" after each section in a chapter)
- Lecture slides and videos (instructor recorded videos)
- ABAs
- Case studies
- Mandatory exams.

Access the assignments by clicking on each of the assignment links in Canvas weekly modules:

- All registered students must use De Anza's courseware Canvas to access the course homepage where access to all the course materials reside. Take the Canvas tutorial if students are not familiar with the software.
- Access MH Connect assignments only via Canvas (do not log into MH Connect directly).
- Watch the instructor lecture videos and read the assigned lecture slides.
- Take notes on paper while reviewing the chapters to reinforce multimodal learning.
- Take the open-book, open-notes tests and final exam and ABA simulations only after you have studied the chapters and the lecture slides.

Students are required 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 SmartBook, or use index or search functions in SmartBook to read a chapter. Since this is an online class, not knowing how to use a computer or basic computer features, or not knowing which articles to read after entering the keywords into the search engine for secondary research is not a valid reason for not completing an assignment.

COMMUNICATION POLICIES

Students' communications with Canvas 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 for most of the assignments, 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.

Students' communications with MH Connect Tech Support

Do not ask the instructor for tech support since MH Connect help desk is much better positioned to help you. Go to this [MH Connect support](https://mh.my.site.com/CXG/s/StudentResources?dc=Student_Resources) page for information (https://mh.my.site.com/CXG/s/StudentResources?dc=Student_Resources).

Students' 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. Do not ask for assignment extensions unless you have reviewed the assignment due date policies below.

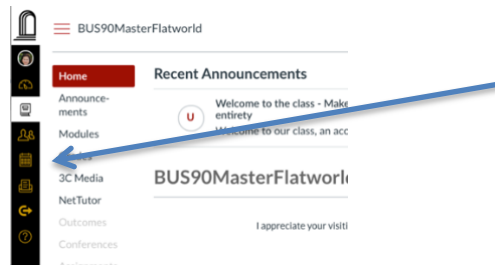
The lecture slides only include the key points. To learn and apply of the contents, students must study the textbook and any supplemental materials. The instructor's role is to facilitate learning, clarify contents, and explore applications of knowledge covered in this course, and it would be much more productive when the students have read the textbook and other assigned material, 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, tests, or exam only once.

To ensure security, the instructor will never open any files attachment sent via email, or any file attached to Canvas Inbox messages that is not an assignment requirement meeting the exact file types and specification as listed in the assignment descriptions. Do not send any personal study notes, random files, screenshots, or internet sites not required by the instructor. These files will never be opened or downloaded by the instructor. Screenshots or videos of technical issues should be sent directly to Canvas, MH, or Adobe tech support.

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 school is in session.
- Do not hit “reply” to instructor assignment comments and do not use the assignment comment box to communicate with the instructor. 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.

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.

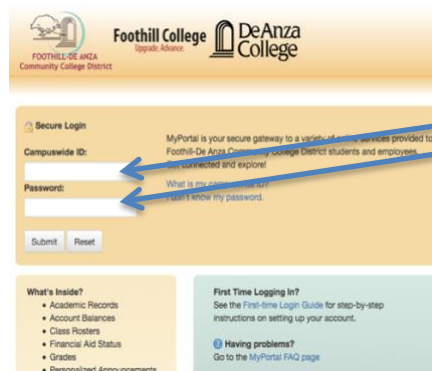
Canvas Systems Requirements

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 \(https://deanza.instructure.com\)](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 “Course Resource” to view all key information. After which you can click on the appropriate week to go to the weekly modules.
- 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 slides and supplemental materials, 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.

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 To be fair to all in the class who submitted on time, no allowance will be made for late submissions due to technical issues.

Access to videos

It is the students’ responsibility to ensure that there is sufficient Internet bandwidth and free of government firewall/censorship (in case of access from outside of the U.S.) for videos. Do not ask the instructor to download the videos for you since doing so may potentially infringe on the copyright of the content owners.

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, including the self-intro video,
2. Miss **no more than 4 assignments** in total (including both excused and non-excused, must submit weeks 1 & 2’s) and score > 25% (no random submission),
3. Submit the 2 mandatory video case studies and score > 25%,
4. Complete the **mandatory exams (both the multiple choice questions on Connect and the simulations in Canvas)** and score > 25%. Students who miss any exams will be dropped.
5. If requested by the instructor, students should upload their De Anza student photo ID (or other government or school-issued ID with 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.

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 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 assignments. Extensions for late submission with a valid excuse cannot be more than one day 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 assignments, 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:

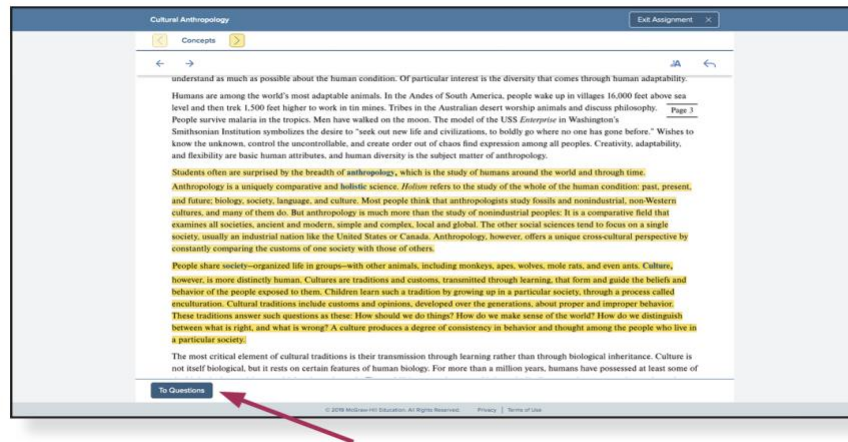
- Canvas will drop the **3 lowest SmartBook and 1 lowest ABA**. This will be done automatically by Canvas at the end of the quarter. if you miss one or two SB assignment, they will be dropped and will not impact your course grade. No need to contact the instructor. However, make sure you review the chapters you missed or did not do well.
- There are no makeup/retake of assignments or 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

SmartBook on MH Connect

Click on the "Read SB Chp x" from the weekly module, which will link to the corresponding chapter in the SmartBook on the Connect website automatically. After reading each section, make sure to click on "**To Questions**" on lower left corner of a page to answer the questions. Just scrolling through the chapter without answering the questions does not count towards assignment grades. The SmartBook will lead you through the chapter, ensuring that you understand the material. Make sure you take notes while reading the chapter.



ABA simulations

ABA are vignettes of business situations where students need to apply their learning in the chapter readings/lectures in making sound business decisions. The simulations 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. In the past, students typically score lower on ABA simulations than other types of assessments since these are not regurgitation of facts, but rather, to analyze, apply, and evaluate

There are two types of simulations for this class:

- First is the McGraw Hill Connect's Application-Based Activities (ABA). As students are working through the ABA's, students are told whether they are correct or incorrect, and also given the opportunity to try again. This opportunity to try again doesn't help the overall score, but students must get the correct answer before continuing with the ABA. After the students finish the assignment, students are shown the % of correct answers based on their first attempt for a question, not the subsequent retries. This is built into the MH Connect software and is **not** adjustable by the instructors. No answers are displayed at the end. But since students are required to achieve the correct answers before moving to the next questions, students should have the answers for the ABA upon finishing the assignment. There is no time limit for the ABA on Connect.
- The second type of simulations reside on Canvas onl. There is one attempt per question. The students' input is locked once the students advance to the next question.

The answers for these simulations are not published and the answers will never be in the written format given how fast students posted the answer keys in homework cheating sites in the past. However, there are review videos recorded by the instructor showing where to find the correct answers for the simulations.

Cut off time by Canvas and Connect

Canvas and Connect automatically submits any tasks in progress upon expiration. If a

student starts a task late, even though there may still be time left on the timer, Canvas and Connect will submit whatever was completed.

Task 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.

Open-book Exams

Note that De Anza Academic Integrity policy will be strictly enforced. The instructor reserves the right to change the format, administer the exams on campus, use online proctoring platform(s), or invalidate or supplement the exams with additional assessments, including oral exams.

Online exam are available 12:01AM of an exam day and closes 11:59PM of the same day. Although the exam are open book, do not count on searching for answers. Students have on average one minute per question for the exam. Study and prepare for the exams.

Midterm#2 and Midterm#3 reside on Canvas and consist of two parts, Case analysis and chapter questions. Midterm#1 and the final exam consist of only chapter questions and reside on MH Connect.

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.

McGraw Hill/Connect issues

If you have any technical issues regarding access MH ebook, please contact MH directly. The instructor has no access to students' accounts. The [Students' user guide](#) located in the "Course Resources" module in the beginning of the course online in Canvas.

PDF issues

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. Make sure you read the all the messages and announcements.

COPYRIGHT

Students must abide by the copyright laws.

Students will have access to supplemental course materials on an as-needed basis for the sole purpose of completing assignments in this course. The textbook in this class is copyrighted by McGraw Hill. The lecture slides and assignments are either copyrighted by McGraw Hill or by the instructor (©2019-24 Emily Garbe). It is unlawful to sell, appropriate, share, upload, or distribute lecture slides, supplemental materials, and other course materials from this class to individuals not in this class, individuals who did not purchase the textbook, other websites (such as “homework help” sites), “tutors”, or entities (such as "tutoring service") without explicit written consent of the copyright holders.

GRADING POLICY

College professors do not give grades; students earn them.

Note that Canvas will drop **3 lowest SB** assignments at the end of the quarter based on the **Error! Reference source not found.** table listed below. So, if you did not do well in one or two SB assignments, had systems issues, or forgot/missed them, do not panic and never ask the instructor to extend or restart for you since that assignment likely will be dropped by Canvas.

Grades lookback

To maximize learning, review your assignments and tests within two weeks of the assignments or tests. 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. However, it is counter-productive to comb

through all old assignments at the end of the class for the sole purpose of “bumping up” the course grades. Let’s focus on learning. Review the answer key and instructor’s comments as soon as they are available.

The instructor will review, regrade, and reply to any assignment or exam questions upon request one time only. The instructor recognizes that some 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.

<i>Activities</i>	<i>Canvas Points</i>	<i>% of total</i>
Self-intro video	10 points	1%
Connect overview quiz	10 points	1%
SB (SmartBook) chapter reading	340 pts total: 20 chapters, 20 points each, 3 lowest grades dropped end of quarter	34%
Case studies	100 pts total: <ul style="list-style-type: none"> • Chps 9 & 10 - Coke Life research (40 pts) • Chps16 & 17 - PepsiCo distribution (40 pts) • Chp 15 – Marketplace pricing (18 pts) 	9.8%
ABA (Application based Activities)	180 pts total: 7 ABA, 1 lowest grade dropped end of quarter: <ul style="list-style-type: none"> • Chp 6 (30 pts) - Consumer Behavior • Chp 7 (30 pts) - B2B – Central Foods • Chp 9 (30 pts) - Segmentation – Burger Bistro • Chp 12 (30 pts) – Product Development – CyberHeads • Chps 14 & 15 –(30 pts) Pricing – Hoops and Studs • Chp 16 (30 pts) - Supply chain – Toilet paper • Chp 20 (30 pts) - Selling – Buddle Health Insurance 	18%
Mandatory Exams	360 pts total, 4 exams: Midterm#1: 72, Midterm#2: 46 (Part A) & 64 (Part B), Midterm#3: 32 (Part A) & 74 (Part B), Final exam: 74	36.2%
Total	1,000 points	100%

*Grades < = 25% count as non-participation

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 Disabled Student Services DSPS if you need extra time on the tasks. 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. Submit your DSPS form to the instructor if you need accommodations. Instructor cannot make accommodations without written instructions from DSPS.

If in-person exams are required, DSPS students with exam time modifications must work with De Anza on campus testing centers to arrange with the exam center to take your test. The instructor will not be able to make any time and environment accommodations.

Accessibility

Click the “audio” for MH SmartBook (megaphone icon) on the upper right corner of each page for text to speech.

All lecture slides and chapters images have alt-text descriptions. Students must download the lecture slides onto their computers to use the links for alt-text. The rudimentary Canvas

document viewer does not recognize links to other parts of the same documents or external URLs.

All lecture videos are closed captioned.

ACADEMIC INTEGRITY

Students are expected to abide by the Student Integrity as described in the College Policies regarding cheating. 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.

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 Fall 24	Topics	Due Tuesday & Thursday at 11:59pm (no extensions)
Week 1		
Tue (9/24)	MH Connect overview Chapter 1 – Overview	<ul style="list-style-type: none"> • Self-intro video • MH Connect overview quiz • SB Chp 1
Thur (9/26)	Chapter 5 – Marketing Environment Chapter 6 – Consumer Behavior	<ul style="list-style-type: none"> • SB Chp 5 • SB Chp 6 • ABA Chp 6: Consumer Behavior
Week 2		
Tue (10/1)	Chapter 9 – Segmentation	<ul style="list-style-type: none"> • SB Chp 9 • ABA Chp 9: Segmentation – Burger Bistro
Thur (10/3)	Chapter 10 – Market Research	<ul style="list-style-type: none"> • SB Chp 10 • Case study: Coke Life
	Students must complete all Weeks 1 & 2's assignments or will be dropped; Drop with refund deadline 10/6	
Week 3		
Tue (10/8)	Mandatory Midterm#1 Chapter 4 – Ethics	<ul style="list-style-type: none"> • Midterm#1 (chps 1, 5, 6, 9, 10) • SB Chp4
Thur (10/10)	Chapter 7 – Business-to-Business	<ul style="list-style-type: none"> • SB Chp 7 • ABA Chp 7 – B2B Central Foods
Week 4		
Tue (10/15)	Chapter 11– Product & Branding	<ul style="list-style-type: none"> • SB Chp 11
Thur (10/17)	Chapter 12 – Developing New Product	<ul style="list-style-type: none"> • SB Chp 12 • ABA Chp12 – Cyberheads
Week 5		
Tue (10/22)	Chapter 13 - Services	<ul style="list-style-type: none"> • SB Chp 13
Thur (10/24)	Mandatory Midterm#2 (Parts A & B)	<ul style="list-style-type: none"> • Midterm#2- Part A – ABA; Part B on Chps 4, 7, 11, 12, 13 – Total 2 hours
		528 earnable points remaining
Week 6		
Tue (10/29)	Chapter 14 – Pricing Concepts	<ul style="list-style-type: none"> • SB Chp 14

Thur (10/31)	Chapter 15 – Strategic Pricing	<ul style="list-style-type: none"> • SB Chp 15 • Chps 14&15 ABA – Pricing – Hoops and Studs • Marketplace Pricing case study
Week 7		
Tue (11/5)	Chapter 16 – Supply Chains	<ul style="list-style-type: none"> • SB Chp 16 • Chp16 ABA – Supply chain – Toilet paper
Thur (11/7)	Chapter 17 – Retailing and Omnichannel Marketing	<ul style="list-style-type: none"> • SB Chp 17 • Video case study: PepsiCo Distribution
Week 8		
Tue (11/12)	Chapter 8 – Global Marketing	• SB Chp 8
Thur (11/14)	Mandatory Midterm#3 (14,15,16,17,8)	• Midterm#3 --Part A- ABA; Part B on Chps 14, 15, 16, 17, 8; total 75 minutes
	Last day to withdraw 11/15	204 earnable pts remaining
Week 9		
Tue (11/19)	Chapter 18 – IMC	• SB Chp 18
Thur (11/21)	Chapter 3 – Digital Marketing Supplemental on AI – instructor lecture on AI, McKinsey article	• SB Chp 3 (include supplemental on AI)
Week 10		
Tue (11/26)	Chapter 19 – Advertising & PR	• SB Chp 19
Thur (11/28)	Happy Thanksgiving Holiday	No assignment due
Week 11		
Tue (12/3)	Chapter 20 – Selling	<ul style="list-style-type: none"> • SB Chp 20 • Chp 20 ABA – Buddle Health
Thur (12/5)	Chapter 2 – Marketing Plan	• SB Chp 2
Week 12		
Tue (12/10)	Final exam (all chapters after Midterm#3)	Final Exam (Chps 18,3,19,20,2)

* Instructor reserves the right to modify the assignment /exam contents, due dates and format as during the quarter via class announcements or via Canvas Inbox messages to individual students.

De Anza College DSS Syllabus Statement

De Anza College views disability as an important aspect of diversity and is committed to providing equitable access to learning opportunities for all students. Disability Support Services (DSS) is the campus office that collaborates with students who have disabilities to provide and/or arrange reasonable accommodations.

- If you have, or think you have, a disability in any area such as, mental health, attention, learning, chronic health, sensory, or physical, contact DSS to arrange a confidential discussion regarding equitable access and reasonable accommodations.
- If you are registered with DSS and have accommodations set by a DSS counselor, 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.
 - **Final exam** 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 DSS if you cannot find your account or log into your MyPortal Clockwork Portal.
- DSS strives to provide accommodations in a reasonable and timely manner, some accommodations may take additional time to arrange. We encourage you to work with DSS and your faculty as early in the quarter as possible so that we may ensure that your learning experience is accessible and successful.

DSS Location: RSS Building, Suite 141

Phone: 408-864-8753

Email: DSS@deanza.edu

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