Course Syllabus  
Walla Walla Community College  

BUS 212: Marketing for Entrepreneurs  

Required:  
Center: Clarkston Campus, Room 118 (Tuesdays and Thursdays)  
Term: Winter 2015 (01/05/15-02/01/15)  
Time: from 5:30 p.m. to 7:30 p.m.  

Required (one lab hour session per week):  
Center: Clarkston Campus, Room 122 or “The Vision Lab” (Wednesdays)  
Term: Winter 2015 (01/05/15-02/01/15)  
Time: from 5:30 p.m. to 7:30 p.m., or by a pre-arranged appointment  

Instructor:  
Jennifer DeJean  
Office: 119  
Phone: 509-758-1715  
E-mail: jennifer.dejean@wwcc.edu  

Instructor Availability:  
I will be available daily, from Monday to Friday, to assist you with any course-related questions or concerns. Please do not hesitate to visit my office or to contact me either by phone or by e-mail.  

Office Hours: Tuesday and Thursday from 4:00 p.m. to 5:00 p.m., Monday, Wednesday, and Friday from 2:00 p.m. to 3:00 p.m., or by appointment.  

Resources:  
Textbook:  
Title: NxLevel Guide for Entrepreneurs  
Author(s): Wold, David; Kearney, Brandan; Sargent, Dennis; and Sargent, Martha  
Publisher: NxLeveL Education Association  
Date: 2009  
Workbook:
Title: NxLevel Business Plan Workbook
Author(s): Horn, Robert; Sargent, Dennis, and Gault, George
Publisher: NxLevel Education Association
Date: 2009

Online:
Title: HP Life: Learning Initiative for Entrepreneurs
URL: http://www.life-global.org/en
Copyright: Hewlett-Packard Development Company, L.P.
Date: 2013

Online:
Title: LivePlan
URL: https://app.liveplan.com/promo?pm=WALLA_6MONTH
Copyright: Palo Alto Software

Other:
Microsoft Office – Word, Excel, and PowerPoint (use of the software is available in the computer lab, or the student version of the software is available for purchase in the campus bookstore).

Course Prerequisites:
Instructor Permission

Course Description:
The course covers the relevance of marketing in the modern economy, and topics will include the functions of marketing, customer understanding, TQM, opportunity analysis, and the marketing mix. The course will be taught in the context of a Business Plan and an Entrepreneurial project. Prerequisite: Instructor permission.

Course Objectives:
- Describe four marketing management philosophies.
- Describe the marketing process.
- Explain the steps in conducting a marketing research project.
- Discuss global issues in branding and packaging.
- Describe new technology and emerging trends in logistics.
Classroom Rules:

**Professionalism:**
It is expected that each student will conduct oneself in the upmost professional manner. This includes not using foul or derogatory language in the classroom, speaking with the instructor individually if there is a question or concern, and adhering to the other outlined classroom rules.

**Attendance, Tardiness, and Absenteeism:**
Attendance is expected and highly encouraged for successful completion of the course. Punctuality is expected. Please do not be late to class because it disrupts your fellow students’ learning and your Instructor’s teaching. Attendance is an evaluation item in this course.

**Cell Phone or other Electronic Devices:**
Cell phones or other electronic devices unrelated to the class are not allowed during class time. Please turn off all devices and be respectful to those around you. Disruption from electronic devices will be evaluated under attendance and participation for this course.

**Cheating:**
Cheating will not be tolerated. Please refer to Walla Walla Community College’s Student Code of Conduct for all policies regarding academic integrity. The college’s policy will be followed and adhered to within class, which (depending on the circumstances) may result in the student receiving a warning and a lowered grade; receiving a failing grade for the course; being dropped from the course; being recommended for suspension or dismissal from the College; or the case being referred to civil action.

**Assistance:**
Please contact Carol Bennett in Student Services if you have a learning disability and need assistance.

**Gifts:**
Per the Washington State Code of Ethics policy, an Instructor is not permitted to accept a gift from a student.

**Final Grade Calculation:**

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Percentage of Grade</th>
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</thead>
<tbody>
<tr>
<td>Attendance and Participation</td>
<td>25%</td>
</tr>
<tr>
<td>Homework</td>
<td>25%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>10%</td>
</tr>
<tr>
<td>Project</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Attendance and Participation (25%):

In-Class Attendance and Participation:
Disruptive behavior in class will result in a reduction in your attendance and participation grade. By being disruptive in class, it interrupts the learning environment for others. As such, disruptive behavior by a student will be counted as a reduction in points for the day, based on severity. Disruptive behavior may include, but is not limited to, talking with other classmates when the Instructor or a guest is speaking, using your cell phone or other electronic devices, etc.

Online Attendance and Participation:
Attendance and participation will be measured on-line based on your input provided in the Discussion Board. It is expected that you contribute in the Discussion Board by answering the question(s) at hand, and then respond to two other students by Sunday for the same discussion questions. Otherwise, you will be counted as absent.

In order to receive full credit, you must have thorough responses, including proper spelling, grammar and punctuation, both to the questions and to the comments of the other students. Note: A comment to another student must be more than a one-sentence response such as ”I agree!” I will throw out your lowest attendance score.

Homework: Deliverables (25%):
Homework will consist of problems, research, written work, and other related requirements to have completed by the assigned due date. Homework will not be accepted late. I will throw out your lowest score of these assignments.

Quizzes (10%):
Each week you will have an opportunity to test your knowledge of the concepts learned by taking an online quiz. The quiz will have an open-book and open-note format. You will have one hour to complete each quiz. Once you begin the quiz, it must be completed. You will not have an opportunity to resume it later. Quizzes will not be accepted late. I will throw out your lowest score.

Project (40%):
You will be given a final project to complete. Details regarding the project will be provided to you in class.
Grading:
Your final grade will be calculated by the weighted average score of all grades in each weighted category discussed above, and it will be assigned a letter grade dependent on the overall percentage as outlined below:

<table>
<thead>
<tr>
<th>%</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>94-100</td>
<td>A</td>
</tr>
<tr>
<td>90-93</td>
<td>A-</td>
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<tr>
<td>87-89</td>
<td>B+</td>
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<tr>
<td>84-86</td>
<td>B</td>
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<tr>
<td>80-83</td>
<td>B-</td>
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<td>77-79</td>
<td>C+</td>
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<tr>
<td>74-76</td>
<td>C</td>
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<tr>
<td>70-73</td>
<td>C-</td>
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<tr>
<td>67-69</td>
<td>D+</td>
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<tr>
<td>60-66</td>
<td>D</td>
</tr>
<tr>
<td>Below 60</td>
<td>F</td>
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</table>