

Principles of Marketing BUS 304

Course Syllabus

Objective: The purpose of this syllabus is to guide the participant in the requirements, demands, logistics and expectations of this course.

Getting Help:

To receive technical assistance on issues related to WebCT contact:

Academic Instructional Technology Help Desk

ES 102

Monday-Thursday 8:00 a.m. - 9:00 p.m. Friday 8:00 a.m. - 5:00 p.m.

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Your Instructor: Professor Richard Vallone

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Welcome! I am your instructor, Professor Richard Vallone. Consistent with the marketing and sales concept, it is my pleasure to serve you. Please allow me to explain my background and experience in the sales and sales management area.

I earned my post graduate degrees from University of North Florida in 1995. I joined the academic faculty at University of North Florida as an adjunct professor in 1990 and taught courses in sales, marketing and management. I earned my undergraduate degrees in Accounting, Marketing and Finance from Florida Atlantic University in 1972 and an Associates Degree at Miami Dade South in 1970 I entered the business market in 1972 and began working with one of the big 8 CPA firm where after a few short years I started my own sales and marketing career as director of small business development.

Shortly after my first 5 years with the CPA firm I began working directly with companies in the sales marketing and management arena. I worked for 10 more years working with six fortune 500 companies. While working for the fortune 500 companies I worked as senior vice president of sales and marketing and gained valuable experience in management, marketing and sales. The experience in sales enabled me to excel in my field and educate other sales and management professionals via seminars through out the United States. In 1990 with extensive experience I chose to enter the adjunct professor field in helping students gain more knowledge in management, sales and marketing area including Health Administration. My next assignment was as Vice President of Sales and Marketing for an international company where I developed management sales and marketing programs for the company. I spent the next 3 years in the international sales market and returned to the United States and started my own business in the Health care consulting field. After a few years I was hired by one of my clients and proceeded to

develop sales on a national and international front for the Fortune 500 company. I worked for the company for several years in the capacity of Senior Executive Vice President, while teaching as an adjunct professor for different educational institutions. With my national and international experience I realized that the best move was to move back to my own consulting firm specializing in the business and sales and ended specializing in the Health care field specializing in management, marketing and sales.

As an adjunct professor I taught undergraduate and graduate school for several educational institutions including John Hopkins, Emory University, University of St. Frances, University of North Florida, and University of Florida for the period from 1990 to 2004. During that same period I held seminars in sales and marketing for executives across the country. I found and sold a company called “CFO to Go”, a national consulting firm working with companies as a part time financial officer on a part time basis. This allowed me to continue to apply my management and marketing experience in helping companies who could not afford a full time CFO, (Chief Financial Officer). The companies I consulted for had varied backgrounds from manufacturing to service organizations. I was awarded the honor of Who’s Who among business executives on a national scale in 1995

I was able to embark my management, sales and marketing experiences to those students attending the Universities I taught. During my educational experience at these Universities I received faculty honor awards at both identified as the first educator who understood the business of marketing, management and the business of Health care.

Before I joined the faculty of Adams State College as Assistant Professor of Marketing in the fall 2006, I was directly involved in the Sales Management as Senior Vice President of Sales and Marketing for national and international company in several service industries. I received Marketing and Sales Management awards for my strategic sales efforts with those companies over the past 20 years. While working full time, I devoted my spare time to helping students by applying my experience to help students gain the practical knowledge of management, marketing, sales and sales management. My years of invaluable experience will help students gain a solid management, marketing, and sales management background in various fields. My PhD as an experienced practitioner / educator has helped me to achieve high honors in various fields. While at Adams State, I will continue to educate students on campus, correspondently and on line, to pass on my experiences in the various business courses in management, marketing, sales, and Health care administration.

My duties expand beyond the School of Business as I is also the Director of the Health Care Administration program at Adams State College.

Course Description

BUS 304: Principles of Marketing Description and analysis of marketing processes, methods, policies, and institutions involved in the distribution process with an evaluation of marketing institutions and middleman according to functions they perform.

Course Prerequisites

BUS 103, ECON 256 or by permission of instructor.

Completion Time

You should expect to spend as much time on an online course as you do in a face-to-face course. As a rough guide, you should plan to spend six to ten hours per week on this course. The actual amount of time will vary from individual to individual. This estimate includes the time you spend in reading, discussions, and assignments.

You will have access to all course materials from the start of the course to the end. You may look and study ahead, or go back and review, at any time during the course. All assignments, including discussion boards, have set due dates. Due dates are as of 10:00 p.m. MDT/MST on that date. Discussion boards will terminate on the day following the assignment due date as shown in the Learning Modules area.

Textbook

To order textbooks or obtain information about book titles you may go to www.exstudies.adams.edu and click on the “ASC Bookstore” icon.

Use **Section Number: 1009** to order books from Bookstore site.

MKTG (2007-2008 Edition) Lamb, Hair and McDaniel ISBN-13: 978-0-324-54809-9

Grades and Grading

I will grade assignments within 2 days after they are posted or submitted.

Activity	Points
19 Quizzes	19@ 20 points each=380 points
Discussions	10@ 31 points each =310 points
Written Projects (2 Total)	2 @ 155 points each=380 points
TOTAL	1,000 Points Possible

Ten points per day will be subtracted for each late assignment.

Rating Scale:

A=900 to 1000 points

B= 800 to 899 points

C= 700 to 799 points

D= 600 to 699 points

F< 599