

Course Syllabus  
**Mount St. Mary's University**  
Course Number: **BUS 160**  
Course Title: **Principles of Marketing**  
Instructor: Ira T. Lovitch, MBA

### **Instructor Information:**

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Email (24/7): [ilovitch@msmu.edu](mailto:ilovitch@msmu.edu)

Text/Telephone/FaceTime: By appointment

Hello! My name is Ira Lovitch, and I am excited about being your facilitator for this course for two main reasons. First, I thoroughly enjoy the unique challenges and rewards of teaching in an online environment. Secondly, I am pleased to associate myself with an educational institution with foundational principles that enhance, in my view, the teaching of courses related to business, technology and management.

My CV states that I am a seasoned executive team leader in sales, marketing and general management, working with organizations in the advertising, public relations, telecommunications, natural resource, construction, and financial services industries, and that I have successfully deployed organizational development strategies for over 20 years in a wide range of markets and industries, both globally and nationally. I received my MBA from the University of Phoenix, and my BA from the California State University. I am currently completing my DBA (Doctorate) with a focus upon managing organizational knowledge.

In addition, my true occupational passion is teaching and training, in which I have been fortunate to engage at a variety of on ground and online universities and colleges, as well as in corporate settings as a coach and trainer. With deference to my wonderful wife and family, there is no more gratifying experience than I receive from a student when it is apparent that I have been the catalyst for their educational growth and development.

On the personal side, I am applying daily the lessons learned from life to be better husband, father, friend and citizen of this great nation. My favorite pastimes include travel and music. I am an amateur songwriter and guitar player and love to perform when asked.

I am truly excited to begin this course and look forward to getting to know all of you.

Good learning! - Professor Ira

[Email me](#)

[Connect with me on Linked In](#)

[Check out my YouTube Channel](#)

### **Course Description:**

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This course is designed to introduce students to the fundamentals of marketing. Through this course, (a) the foundations of marketing will be explored--product issues, pricing decisions, distribution channels and promotional strategies, (b) the users of marketing will be identified, (c) the role of marketing in the organization and society will be examined, (d) marketing objectives, tools, and resources will be assessed, and (e) components of strong marketing strategy will be evaluated. **Prerequisite: None**

*The course is scheduled as a 100% asynchronous, online class, and therefore will meet virtually in the Canvas Learning Management System.*

**Course Materials:**

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## Required Textbook

For this class, the text resources are available free of charge from Rice University/Open Stax.

[Principles of Marketing \(Links to an external site\).](#)

Publish Date:

Jan 25, 2023

Web Version Last Updated:

Dec 20, 2022

Hardcover:

ISBN-13: 978-1-711471-51-8

Paperback:

ISBN-13: 978-1-711471-52-5

Digital:

ISBN-13: 978-1-951693-88-6

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**Course Schedule:**

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The course is scheduled as a 100% asynchronous, online class, and therefore does not have any physical meeting days or times.

All student work will be completed by students per the syllabus in Canvas, typically during a calendar week that runs from Monday to Sunday for the 8-week duration of this course.

Specific due dates are identified in the syllabus as well as any allowances for late work. In general, attendance is earned for student engagement in the weekly discussion forums which DO NOT have any provisions for late work and must be completed during the calendar week the class is scheduled to be engaged in that Module. Please note that merely meeting minimum standards for student engagement is generally equivalent to a "C" grade.

**Meeting Times/Place: Online, Asynchronously**

**GRADING SCALE:**

Letter Grade	Criteria	Numeric Range
A	Far exceeds the standard for all required work	930-1000
A-	Far exceeds the standard for all required work	900-929
B+	Exceeds the standard for all required work	880-889
B	Exceeds the standard for all required work	830-879
B-	Exceeds the standard for all required work	800-820
C+	Met the standard for all required work	780-799
C	Met the standard for all required work	730-779
C-	Met the standard for all required work	700-729
D	Did not meet the standard for all required work	630-669
F	Did not meet the standard all required work; must retake the course	< 630

WRITTEN ASSIGNMENTS		
Item	Description	Percents
1	Content and Conceptualization	60%
2	Logical organization of thoughts, ideas and structure	20%
3	Spelling, Grammar, APA format, etc.	20%
	<b>Total</b>	100%

## University Policies

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### *University attendance policy*

Attendance and punctuality are important for successful study. Therefore, the number of a student's absences may be taken into account in determining academic grades. Students may be expected to explain to the instructor the reason for any absences from class and, in some cases, be asked to provide appropriate documentation.

There is no provision for a system of allowed cuts and absences. Students may be dropped from a class for excessive absences (missing 20% or more of the classes), when, in the opinion of the instructor, further enrollment in the class would be of little value to the student.

Occasionally, a student is excused from class attendance by the appropriate Academic Dean for the purpose of representing the University. In such cases, the student is responsible for securing and completing any assignments.

### *Academic integrity policy*

All student-submitted materials are expected to be the product of the student's own thought process. Information from other sources may be used, however credit must be given, by using in-text citations via APA format, and by using a reference list to further identify the sources utilized.

All degree candidates are expected to adhere to the MSMU statements on Academic Integrity (AI) in the MSMU catalog and Student Handbook. This includes avoiding plagiarism and constructing your best work on each assignment. Papers and other work including images, should not be copied from the Internet. Infractions may be addressed by the MSMU administration and possibly include an AI Board review.

### *Academic freedom statement*

For faculty, academic freedom in research, teaching, and publication is fundamental to the advancement of truth and learning. Freedom of thought and expression is essential to fulfill the mission, and obligations, of academics and educators. The student has the freedom to express ideas that differ from any interpretation or any viewpoint presented by an instructor. In exercising this freedom, there should be no disruption of the academic process of the class.

The student has the right to be evaluated accurately and fairly on academic performance as outlined by the instructor at the beginning of the course. The student has the right to discuss and review any academic performance with instructors. A student who believes that an evaluation was made on a basis other than academic performance has the right to an appeal procedure (For appeal procedures, see Student Handbook).

### *Disability Statement*

Mount Saint Mary's University, Los Angeles is committed to ensuring the full participation of all students in its programs. If you have a documented disability (chronic, medical, physical, learning, psychological, or temporary), or think you may have a disability and need a reasonable accommodation to participate in class, complete course requirements, or access the University's programs or services; contact Disability Services (DS) as soon as possible. To receive an accommodation, you must register with DS. DS works with students confidentially and does not disclose any disability-related information without student consent. DS coordinates and promotes disability accommodations

and awareness and works in partnership with faculty and all other student service offices. For further information about services for students with disabilities contact [disability@msmu.edu](mailto:disability@msmu.edu).

**Please be advised that this class may be audio- or video-recorded as an accommodation under the American with Disabilities Act, but only with prior permission from Disability Services and the instructor. Students may only use such recordings for personal use; no posting or further distribution or use is permitted.**

### *Student credit hour policy*

A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that reasonably approximates not less than:

*Time Requirements.* This is a **3-credit-hour** course and will require approximately **18 hours** of focused effort every week over the 8-week course schedule to be completed successfully.

### **Assessment of Student Learning Outcomes**

Student learning is at the core of the Mount Saint Mary's University mission. Mount Saint Mary's University faculty developed a plan to assess the student-learning outcomes that represent the knowledge, skills and attitudes expected of a college student in your major. In this class one or more student learning outcomes will be assessed. Some of our class assignments may be used to evaluate overall student learning and to improve teaching and learning in this class, this department, and throughout the University.

### ***Engagement***

Attendance and engagement are important for successful study, especially in an online class environment. Although you may not be required to appear in a classroom each week, you are expected to participate regularly in the online environment, to engage actively with the course content, with your classmates and with your instructor. In fact, early and regular participation in online classes is a significant predictor of student success.

Therefore, measures of student engagement and participation may be taken into account in determining academic grades. Students may be expected to explain to the instructor the reason for any absences from class activities and, in some cases, be asked to provide appropriate documentation.

### **Assignment grading expectations.**

All assignments are expected to be turned in by 11:59 pm of the due dates stated in the syllabus and course calendar. Your instructor will grade and give feedback to assignments within 6 calendar days of your submission.

### **Late or missing assignments**

All assignments, including discussions, listed in the syllabus must be submitted in order to earn a passing grade in the course. Assignments and assessments are due according to the course schedule and syllabus. All students are expected to plan their time and energies so that course work can be completed and submitted on time. Late work will be assessed a 10% per day late penalty.

If an emergency, medical or personal obstacle prevents you from meeting assignment expectations, you must contact your instructor as early as possible. At your instructor's discretion, assignments may be accepted after the due date, though late penalties will be assessed to your score. Except in extreme cases (as determined by your instructor), an assignment that is more than one week late will be accepted and will receive feedback, but will earn zero points towards your grade.

### **Due Dates and Times**

Remember to check your time zone in the Canvas system. You can do this by clicking settings in the top right corner, then checking it in the center part of the page. All due date times are 11:59 pm in Pacific Time. This means that if

you are in a different time zone, the due date may appear to be later, since 11:59 pm PT on Wednesday is 12:59 am Mountain Time on Thursday, 1:59 Central Time on Thursday, and 2:59 Eastern Time on Thursday. You may want to set your time zone in the Canvas system to Pacific Time. Then, you will always see the correct due date, and you do not need to worry about converting time zones.