MKTG 370: Marketing  
Summer 2012  
Tuesdays and Thursdays 6:00pm to 9:40pm

Professor: Dr. Castro  
Office hours: Thursdays 5:00pm – 6:00pm  
Office: SSE 3120  
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Marketing is dynamic, pervasive and exciting. It focuses on understanding consumers, advocating for them, and developing loyal relationships with them. It steers innovation, strategy, revenue generation, and profitability and, ultimately, drives economic development and corporate performance.

BSBA Program Goals  
BSBA students will graduate being:  
• Effective Communicators  
• Critical Thinkers  
• Able to Analyze Ethical Problems  
• Global in their perspective  
• Knowledgeable about the essentials of business

MKTG 370 contributes to these goals through its student learning outcomes . . .

MKTG 370 Student Learning Outcomes  
At the end of this course students should be able to:  
1. Define and apply knowledge of the following key marketing concepts:  
   • the marketing concept  
   • market segmentation  
   • target marketing  
   • positioning  
   • branding  
   • buying behavior in consumer and business markets  
   • global marketing applications  
   • the role of product/service planning  
   • pricing  
   • distribution  
   • IMC in the marketing process  
   • the importance of developing a market driven orientation in an organization to business situations.

2. Explain how marketing decisions are influenced by:  
   • various forces in the external business environment  
   • trends and developments that affect current and future marketing practices
Course Materials

- Required: MKTG, 6th Edition; Lamb, Hair, and McDaniel
- Required: Marketplace Business Simulator Student License (Online, Instructions will be provided)

Class Website

The website for this course is on the Blackboard system: http://blackboard.sdsu.edu/

Grades

Your grade will be determined entirely by your performance on the exams and exercises. Therefore, I cannot adjust grades due to factors outside of the course (e.g. GPA trouble, work conflicts, personal problems, etc.).

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<td>Exam 2</td>
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<td>Simulation</td>
<td>120 points</td>
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Lecture and In-Class Activities

Lectures will build on the terminology found in the text and provide students with a deeper understanding of important marketing concepts. PowerPoint presentations used in class will be available at the course BlackBoard site under Course Documents and you are encouraged to download them prior to class to facilitate note-taking.

In-class activities will be comprised of group exercises and case analyses and will require your attendance and participation in order to receive full credit.

Without documented support for an absence (e.g. doctor’s note) the instructor will not provide the student the opportunity to make up work/points missed in class. Please note that missing class will negatively affect your class contribution grade, which is based on quality of responses and participation in lecture and in-class activities.

Examinations

During the course, there will be two exams. Each exam will cover material from the text, lectures, group exercises, and class discussions.
Make-up exams will be given at the discretion of the instructor. However, no make-up exams will be given unless arrangements are made prior to the scheduled exam.

Marketing Simulation

You will be participating in an online marketing simulation to further illustrate real-world marketing principles. Working in teams, you will build an entrepreneurial firm, experiment with strategies, compete with other participants in a virtual business world filled with tactical detail, and struggle with business fundamentals and the interplay among marketing, manufacturing, logistics, human resources, finance, accounting, and team management. You will take control of an enterprise and manage its operations through several decision cycles. Repeatedly, you will analyze a situation, plan a strategy to improve it, and then execute that strategy out into the future.

I will provide instructions on how to access the simulation. The simulation will comprise 120 points of your course grade and the simulation grade will be based on your actual performance in the simulation and a paper. There will be eight required decision periods. In addition to discussing the simulation in class, a number of handouts will be provided to help you understand the intricacies of the simulation, the grading procedure and the requirements for the paper.

“Extra-Credit” Experiments

Several Marketing Department faculty members are involved in experimental research and need subjects to participate in research studies. Participation in one of these studies will typically require a commitment of approximately 50 minutes outside of class. You will need to schedule an appointment to participate in the lab studies. Some studies may offer the option to participate online but generally you will need to physically attend the session. There is a quick enrollment test to identify which of the studies you qualify for. Opportunities and instructions are posted on Black Board. The site includes the directions on how to enroll and schedule a time in which to participate. Sign-ups for the experiments are on a first-come, first served basis, and not everyone can be accommodated in each study.

When an opportunity arises, usually an email notice is sent to all students in the class informing them of the availability to participate. Researchers normally fill an entire section of 30-60 students. When that is full, a new section will be created. If you try to enroll and receive a message stating no sections are available, try again later as new sections may open up. Please use the contact information available blackboard to contact the experiment coordinator if you have any experiment questions (do not contact your 370 instructor).

Participation in an experiment earns you 1 participation point (1% of your final grade) in this course. You may participate in a maximum of two experiments hence the maximum number of MKT 370 participation points you can earn from experiments is 2.

Re-Grade Policy

If you strongly feel that your test/assignment was misunderstood or graded incorrectly, then I will re-grade the entire test/assignment. Re-grade requests must be submitted in writing within two days of the assignment’s return to students. Your grade may go up, or it may go down. Of course, if there is a mathematical error, then I will correct it. I will re-grade a maximum of two assignments per student/group per semester.
Academic Integrity

The College of Business Administration is a community of individuals with diverse backgrounds and interests who share certain fundamental goals. Primary among these goals is the creation and maintenance of an atmosphere conducive to learning and personal growth for everyone in the community.

Student Academic Violations. It is dishonest and a violation of student academic integrity if you:

1. **Plagiarize** – You commit plagiarism by taking someone else’s ideas, words or other types of product and presenting them as your own. You can avoid plagiarism by using proper methods of documentation and acknowledgement.

2. **Cheat on an examination** – You must not receive or provide any unauthorized assistance on an examination. During an examination you may use only material authorized by the faculty.

3. **Copy or collaborate on assignments without permission** – It is dishonest to collaborate with others when completing individual graded assignments or tests or writing papers or reports. If you have any questions regarding the definition of allowable behavior, it is your responsibility to ask for clarification prior to engaging in the collaboration.

4. **Fabricate or falsify data or records** – It is dishonest to fabricate or falsify data in research papers, reports or other circumstances; fabricate source material in a bibliography or “works cited” list; or provide false information on a resume or other document in connection with academic efforts. It is also dishonest to take data developed by someone else and present them as your own.

Professional Behavior

1. **Attendance**: Students are expected to attend each class session.

2. **Punctuality**: Students are expected to arrive and be seated prior to the start of each class session.

3. **Behavior**: Classroom interaction will be conducted in a spirited manner but always while displaying professional courtesy and personal respect.

4. **Preparation**: Students are expected to complete the readings, case preparations and other assignments prior to each class session and to be prepared to actively participate in class discussion.

5. **Distractions**:
   a. **Exiting and Entering**: Students are expected to remain in the classroom for the duration of the class session unless an urgent need arises or prior arrangements have been made with the professor.
   b. **Laptop, PDA, and Other Electronic Device Usage**: No laptops, PDAs, or other electronic devices are permitted during lectures.
   c. **Cellular Phone and Pager Usage**: Students are expected to keep their mobile phones and pagers turned off during class. Answering phones or pagers while class is in session is not permitted.

Problems

I encourage you to make an appointment to see me if you incur any difficulties with MKTG 370 – but please approach me early in the problem so that we can work together to create the opportunities for you to succeed. If you wait until the end of the semester, it may be too late to take any effective action.
**Disabilities**

Reasonable accommodations will be made for students with verifiable disabilities. Students who qualify for accommodations must register through SDSU Student Disability Services. Their staff members will assist me in arranging appropriate accommodations.