MARKETING 370  
Fall, 2012  
Tuesday, 7:00 to 9:40 PM

Professor Richard Brooks                                             Office Hours:  
Office: SS - 3137                                                 Tues. 5:00 - 6:00 PM  
Phone: 594-4713                                                   Wed. 5:00 – 6:00 PM  
E-mail: dbrooks@mail.sdsu.edu                                     Or, by appointment

TEXT: Aztec Shops  
(3 Ring Binder versions available at SDSU bookstore)

BLACKBOARD:  
Lecture Packet, Mktg. 370, Professor Richard Brooks

DESCRIPTION:  
Discusses the function of marketing in the organization and in society. Topics include market analysis, consumer behavior, product planning, pricing, distribution, and promotion. The course will combine the theoretical presentation of marketing concepts with practical applications and ethical considerations. It will provide a Global perspective of Marketing as well as knowledge about the essentials of business.

COURSE OBJECTIVES:  
■ Provide you with an understanding of the role of marketing in the organization  
■ Familiarize you with concepts, terms and techniques that are currently used in the marketing process  
■ Provide practical application of marketing principles to business challenges and opportunities
LEARNING OUTCOMES:

At the end of this course, you should be able to:

Analyze markets and customers utilizing primary and secondary sources of information

Define and apply knowledge of key concepts such as:
   Market Segmentation
   Target Market selection
   Positioning

Identify and explain the elements of the marketing mix and be able to discuss how they are integrated into a comprehensive plan

Explain the value of building a brand and the necessary steps required to accomplish and maintain a successful brand in the market

List and describe the elements of an Integrated Marketing Communications program and discuss how to assure synergy from one communications tool to another

Describe the importance of developing a market driven orientation to business
# COURSE OUTLINE

## CLASS MEETING:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tues. 8/28</td>
<td>Introduction/Overview of Marketing</td>
<td>Ch. 1</td>
</tr>
<tr>
<td>Tues. 9/4</td>
<td>Developing Marketing Strategies and A Marketing Plan</td>
<td>Ch. 2</td>
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<tr>
<td>Tues. 9/11</td>
<td>Marketing Ethics</td>
<td>Ch. 3</td>
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<td></td>
<td>Analyzing the Marketing Environment</td>
<td>Ch. 4</td>
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<tr>
<td>Tues. 9/18</td>
<td>EXAM # 1 (Ch. 1-4)</td>
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<tr>
<td></td>
<td>Consumer Behavior</td>
<td>Ch. 5</td>
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<tr>
<td>Tues. 9/25</td>
<td>Consumer Behavior (Con't)</td>
<td>Ch. 5</td>
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<td></td>
<td>Business to Business Marketing</td>
<td>Ch. 6</td>
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<td>Tues. 10/2</td>
<td>Global Marketing</td>
<td>Ch. 7</td>
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<td></td>
<td>Segmentation, Targeting, Positioning</td>
<td>Ch. 8</td>
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<tr>
<td>Tues. 10/9</td>
<td>Segmentation, Targeting, Positioning (Con't)</td>
<td>Ch. 8</td>
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<tr>
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<td>Marketing Research</td>
<td>Ch. 9</td>
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<td>Tues. 10/16</td>
<td>SHAWN PARR</td>
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<td>Tues. 10/23</td>
<td>Product, Branding, and Packaging Decisions</td>
<td>Ch. 10</td>
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<td>Developing New Products</td>
<td>Ch. 11</td>
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<td>Tues. 10/30</td>
<td>EXAM # 2 (Ch. 5-11)</td>
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</tbody>
</table>
Tues. 11/6
Services: The Intangible Product
Pricing Concepts for Established Products
Strategic Pricing Methods
Supply Chain and Channel Management
Ch. 12
Ch. 13
Ch. 14
Ch. 15

Tues. 11/13
LEIF HEIKKILA
Retailing and Multichannel Marketing
Ch. 16

Tues. 11/20
EXAM # 3 (Ch. 12-16)
Integrated Marketing Communications
Ch. 17

Tues. 11/27
Integrated Marketing Communications (Con’t)
Ch. 17

Tues. 12/4
Advertising, Public Relations, And Sales Promotion
Personal Selling and Sales Management
Ch. 18
Ch. 19

Tues. 12/11
FINAL EXAM (50% Chs. 17-19)
(50% Comprehensive)
COURSE GRADE:

| Test # 1: Chs. 1-4   | 19% |
| Test # 2: Chs. 5-11 | 19% |
| Test # 3: Chs. 12-16| 19% |

Final Exam: (Chs. 17-19: 50%) (Comprehensive: 50%) 30%

Pricing Assignment 03%

Text Drills: 10%

Extra credit: (Experiments) 02%

All exams will be multiple choice taken from the text and lectures. There will be material covered in lectures by the professor and guest speakers that will not be covered in the text. You will be accountable for this material on the exams.

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>92.5 - 100.0</td>
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<tr>
<td>A-</td>
<td>90.0 - 92.49</td>
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<tr>
<td>B+</td>
<td>87.5 - 89.99</td>
</tr>
<tr>
<td>B</td>
<td>82.5 - 87.49</td>
</tr>
<tr>
<td>B-</td>
<td>80.0 - 82.49</td>
</tr>
<tr>
<td>C+</td>
<td>77.5 - 79.99</td>
</tr>
<tr>
<td>C</td>
<td>72.5 - 77.49</td>
</tr>
<tr>
<td>C-</td>
<td>70.0 - 72.49</td>
</tr>
<tr>
<td>D+</td>
<td>67.5 - 69.99</td>
</tr>
<tr>
<td>D</td>
<td>62.5 - 67.49</td>
</tr>
<tr>
<td>D-</td>
<td>60.0 - 62.49</td>
</tr>
<tr>
<td>F</td>
<td>Below 60.0</td>
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COURSE COMPONENTS:

Tests and final exam:
You will take 3 mid-term tests in the class. These tests will last approximately 1.5 hours and be comprised of 40 multiple choice questions taken from the text and lectures.
The final exam will take approximately 2 hours and be comprised of 50 multiple choice questions taken from the text and lectures. This exam will be approximately 50% from the last 3 chapters of material and 50% will be comprehensive of the entire course. As noted, the final exam carries more weight than the individual mid-term tests.

Pricing Assignment: (Online)
You will be given a pricing assignment to be completed following the lecture on Pricing on Nov. 6. This required assignment will account for 3% of your final grade in the course. Details will be discussed in class prior to the assignment being posted for completion.
**Text Drills:**
You have access to a valuable online supplement, LearnSmart, which will help you learn and review the material in the textbook. Questions and activities for each chapter help ensure that you understand, remember, and can apply what you are reading. To encourage you to use this powerful tool, you will earn a maximum participation credit of 10% to complete all of the 19 chapters of LearnSmart exercises.

Learn Smart assignments are available on Black Board under **Assignments**.

**NOTE:** Missed exercises cannot be made up. LearnSmart for a given chapter cannot be completed for credit after the window of time allotted to that chapter.

**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 45-50 minutes outside class time. You will need to schedule an appointment to participate in the lab studies and some studies you may have the option to participate online. There is a quick enrollment test to identify for which of the studies the student is qualified.

Opportunities and instructions will be posted on Black Board, under the **Experiment Log-In Button**, upper left-hand menu on BB. That site will include the directions on how to enroll and schedule a time in which to participate. There is sufficient room to accommodate everyone twice. Sign-ups for the experiments are on a first-come, first-served basis, and not everyone can be accommodated in each study. Earlier studies are sometimes seeking participants with definite characteristics or behaviors. Later studies typically are open to everyone to participate.

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.

Study opportunities do not become available until the end of Add/Drop when the class list is stable. Sign-ups for lab studies are usually about a week in advance and online studies become available on the day indicated. You may participate in a maximum of two studies. Since there are a limited number of opportunities
for a given experiment, if you reserve a time/space and then do not show up, you lose points. When you sign up for the experiment, it is your responsibility to check the Experiment site for your confirmation.

You will receive a code at the beginning of the term via email. **DO NOT LOSE** that code. It is created randomly and is anonymous to the test administrators. You must participate via that code, not your red ID nor your roommate’s code, in order to maintain your anonymity in the experiment process. Experiments are handled by the research administrators not your 370 instructor and complaints and no-shows need to be resolved by the researchers. At the very end of the semester, participation grades will be sent by Professor Honea to your 370 instructor who will add them to the BB grade book. Please use the contact information available on blackboard to contact the experiment coordinator if you have any experiment questions (do not contact your 370 instructor).

**ACADEMIC DISHONESTY**

Under no circumstances will any form of academic dishonesty be tolerated. Students who commit an act of academic dishonesty will, at a minimum, receive a grade of zero on the assignment and may also, at the discretion of the instructor, receive an F for the course. This includes but is not necessarily limited to cheating on tests, plagiarism, and having someone else complete an activity in your name. **All cases of academic dishonesty are required to be reported to the Student Rights & Responsibilities office of the university, there will be no exceptions to this requirement.**

**Whether deliberate or accidental, academic dishonesty is a serious and punishable offense.**