MARKETING 370
Fall, 2014
Tues./Thurs. 9:30 – 10:45 AM

Professor Richard Brooks
Office: SS - 3137
Phone: 594-4713
E-mail: dbrooks@mail.sdsu.edu

Office Hours:
Tues. Noon- 1:00 PM
Wed. 5:00 – 6:00 PM
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:

Aug. 26  Introduction

28  Overview of Marketing  Ch. 1

Sept. 02  Developing Marketing Strategies and A Marketing Plan  Ch. 2

04  Marketing Ethics  Ch. 4

09  Analyzing the Marketing Environment  Ch. 5

11  EXAM # 1 (Ch. 1,2,4,5)

16  Consumer Behavior  Ch. 6

18  Business to Business Marketing  Ch. 7

23  Global Marketing  Ch. 8

25  Segmentation, Targeting, Positioning  Ch. 9

Sept. 30  Guest Speaker

Oct. 02  Guest Speaker
07 Segmentation, Targeting, Positioning (Con’t) Ch. 9
09 Marketing Research Ch. 10
14 Product, Branding, and Packaging Decisions Ch. 11
16 Product, Branding, and Packaging Decisions (Con’t) Ch. 11
21 Developing New Products Ch. 12
23 EXAM # 2 (Ch. 6-12)
28 Services: The Intangible Product Ch. 13
30 Pricing Concepts for Established Products Ch. 14
Nov. 04 Strategic Pricing Methods Ch. 15
06 Supply Chain and Channel Management Ch. 16
11 HOLIDAY
13 Retailing and Multichannel Marketing Ch. 17
18 EXAM # 3 (Ch. 13-17)
20 Integrated Marketing Communications Ch. 18
25 Social and Mobile Marketing Ch. 3
27 HOLIDAY
Dec. 02  Advertising, Public Relations, And Sales Promotion  Ch. 19

Dec. 04  Advertising, Public Relations, And Sales Promotion  Ch. 19

Dec. 09  Personal Selling and Sales Management  Ch. 20

Dec. 11  FINAL EXAM  (50% Chs. 18, 19, 3, 20)
          (50% Comprehensive)

         Time: 8:00 AM to 10:00 AM
COURSE GRADE:  

<table>
<thead>
<tr>
<th>Test # 1: Chs. 1,2,4,5</th>
<th>24%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test # 2: Chs. 6-12</td>
<td>25%</td>
</tr>
<tr>
<td>Test # 3: Chs. 13-17</td>
<td>24%</td>
</tr>
<tr>
<td>Final Exam: (Chs. 18,19,3,20: 50%)</td>
<td>27%</td>
</tr>
<tr>
<td></td>
<td>(Comprehensive: 50%)</td>
</tr>
</tbody>
</table>

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 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>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>92.5 - 100.0</td>
</tr>
<tr>
<td>A-</td>
<td>90.0 - 92.49</td>
</tr>
<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>Below 60.0</td>
<td>F</td>
</tr>
</tbody>
</table>

COURSE COMPONENTS:

Tests and final exam:
You will take 3 mid-term tests in the class. These tests will last approximately one hour and 15 minutes and be comprised of multiple choice questions taken from the text and lectures.

The final exam will take approximately 2 hours and be comprised of multiple choice questions taken from the text and lectures. This exam will be approximately 50% from the last 3 chapters, plus chapter 3 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.
**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.