Instructor: Dr. Lisa Haddock

Email: Dr.Haddock@gmail.com

Office Hours: Please email me to set up an appointment. Thurs 10:00 – 12:00 by appointment EBA 337D

Course Overview:

It is the marketing function within an organization, profit or non-profit, which is responsible for identifying and serving consumer needs, for interacting with agents and intermediaries within the channels, and for dealing with external support services such as advertising agencies.

Marketing is not simply glamorous advertising and splashy packaging but a systematic process. At the core of the process are the customer and his attitudes, values, and behaviors. Having a solid understanding of consumer and industrial buyer behavior, essentially, drives everything in the optimal Marketing Mix.

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

Marketing 370 contributes to these goals through its student learning outcomes . . .
**Student Learning Objectives:**

Define and apply knowledge of the following key marketing concepts:

- Marketing concept
- Market segmentation
- Target marketing
- Positioning
- Branding
- Buying behavior in consumer and business markets
- The role of product/service planning
- Pricing
- Distribution
- Promotion in the marketing process
- The importance of developing a market-driven orientation in an organization to business situations.

Explain how marketing decisions are influenced by:

- Various forces in the external business environment
- Trends and developments

**Text and Access Codes: **REQUIRED


**Students must buy the text with the CONNECT PLUS package. Each student must have their own, new access code in order to use the publisher’s online materials which are required for assignments.**

There are several options available in the text book purchase:

- A loose-leaf version with Connect Plus (includes Tegrity and Connect code for one price as packaged together in the university bookstore.)
  The loose-leaf version is the best buy, the lowest price for everything you will probably find, but it is not available for buy-back at the end of the semester.
- Purchase a used text AND purchase from the publisher, McGraw-Hill, the separate Connect Plus Package which is the online access code, which includes Tegrity and the electronic book version for one price packaged together.
- Purchase a new text AND purchase from the publisher, McGraw-Hill, the separate Connect Package which is the online access code.

Contact McGraw for purchase via:

**CLASS OVERVIEW**

Class meets every Wednesday from 7:00 – 9:40 p.m.

You must attend the class in which you are enrolled.

**Examinations**
Exams will be administered in class. Please bring a pencil and a #882 Scantron. Exams are multiple choice and True/False. Each exam consists of 50 questions. The exam covers in-class discussions, videos, and assigned reading from the book.

The secret to success is to read the book carefully and come to class! **There are NO make-up exams.** Please be present.

**Learn Smart Homework**

The LearnSmart exercises for the chapters we cover are all scheduled very carefully, as listed in the class schedule.

Please pay **VERY** careful attention to due dates, as the homework cannot be made up. When the homework assignment deadline passes, the Connect System cannot be reopened again.

The LearnSmart assignments will all open when the class starts, so you can work ahead if you like. The LearnSmart exercises will **CLOSE** as listed in the Class Schedule.

Each LearnSmart exercise is available to students from the beginning of the unit and is due as indicated on the Course Schedule. These exercises are an excellent method to become fully familiar with the chapter and test your basic knowledge.

Typically, if you get questions wrong as you pass through the deck, those questions will be filtered back into the deck before you finish the exercise. All work must be completed before the deadline. Check due dates very carefully.

The number of questions per chapter varies as does the relative amount of time necessary to master the material. Each LearnSmart assignment will take 30 - 45 minutes to complete. Students will receive their score upon completion of the assignment but answers are not visible at any time to the student according to Department guidelines.

**Connect Helpful Information:**

- Make sure to turn off your pop-up blocker
- Troubleshoot before starting your work. Connect Tech Support can **check your computer** and provide simple fixes!
- **Refresh the connect page** as you work and be sure to refresh after you've made your changes!

**Connect Website Information**

Go the Connect Website

Choose “Register Now” button

Then input your information:

Email

Name of school

Phone number
Create your Connect password
Hit “Submit”

Then you will be taking to the code screen where you will input the Connect Code you purchased
Click Submit and then you have access to all of the Connect Site.

Go into the Connect Site through Blackboard:

REMEMBER: You MUST go in to the Connect website via Blackboard to complete your homework. If you do not go through the Blackboard site, your work will not be graded and recorded.

Your assignments are located in the Assignments Folder. This is where you will click on each assignment and complete it.

You may go directly into the Connect site for access other areas in the site which you may find helpful and interesting. Please complete your homework carefully. If you have any concerns that you may not have completed your assignment properly, please call tech support.

If you have questions, please call the Connect support team (NOT Dr. Haddock). Only the Connect team can help you with problems you are having with the homework assignments. If you miss the deadline for assignments, you cannot make them up, and you will lose homework points.

**CONNECT SUPPORT:**

*Customer Experience Group (CXG) Hours of Operation:*
Sun 6pm - 11pm
Mon - Thurs 8am - 11pm
Fri 8am - 6pm
(All times Central)

**By Phone:**
You can reach us toll-free at 800-331-5094 (US Only).
Grading

Points are allocated as follows:

Exams:
- Exam 1 25 points
- Exam 2 25 points
- Exam 3 25 points

Homework Assignments:
- Connect: LearnSmart Assignments 25 points

TOTAL POINTS POSSIBLE: 100

Grading Scale:
Grades are allocated as follows:

- A = 93+
- A- = 90-92
- B+= 88-89
- B = 83-87
- B- = 80-82
- C+= 78-79
- C = 73-77
- C- = 70-72
- D+ = 68-69
- D = 63-67
- D- = 60-62

ACADEMIC INTEGRITY

One of the most critical elements of university learning is honesty and academic integrity. Otherwise, the degree is meaningless. The severity of violations of academic integrity is magnified in an online course. Violations include, but are not limited to:

1. Unauthorized assistance on exam, assignment, or online exercise. Each student is to take the exam alone.
2. Falsification, invention, or sharing of data- each student’s work is solely his own.
3. Unauthorized collaboration on assignments- each of the graded assignments is to be completed only by the student.
4. Plagiarism- anything that has been taken from another source WITHOUT citations is plagiarism, which is a crime. Cutting and pasting anyone else’s work or other publications is against university policy and is punishable criminally.
5. Unauthorized access or copying of the curriculum and instructor’s materials or files- students may not distribute copyrighted materials nor copy any document.

If these standards are not met in totality on any test or assignment, the student will automatically receive a grade of zero on the test or assignment and will be reported to the University Office of Judicial Review. A second offense will result in removal from the class and the student will receive a zero for the course. In that situation, university policy is quite severe and the student will be fully prosecuted.
**STUDENT DISABILITY SERVICES**

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that I cannot provide accommodations based upon disability until I have received an accommodation letter from Student Disability Services. Your cooperation is appreciated.

**SDSU Writing Center**

The SDSU Writing Center is located in **LLA 1103**, open every weekday to all students on campus. Students can make an appointment or drop-in. If you are asking your students to do any writing (as all upper-division and graduate courses should be), the Writing Center is a terrific asset. Additional information can be found at [http://www.writingcenter.sdsu.edu/](http://www.writingcenter.sdsu.edu/).

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**Course Policies**

**Use of Laptops in Class**

As a matter of respect and professionalism, please do not engage in cell phone usage during class. Professional courtesy also dictates that you do not talk to anyone in class during the lecture or presentations. You may use your laptop in class ONLY for the purposes of note-taking or assigned in-class readings. Otherwise, your laptop should be closed.

**Attendance and Participation**

Attendance and participation is required. This is an interactive class—this means that you should be engaged in class discussions and add value to the class. You have a duty to yourself and your team members to attend and participate in all scheduled class sessions. Class attendance and participation also involves being ON TIME to attend ALL of the class. If you miss class, you will miss information that may be on exams. You will be allowed to miss TWO class sessions without penalty. Beyond that, you will lose points.

**Missed exams or assignments**

Special arrangements for missed assignments or exams must be made **prior** to the exam or assignments date for those students who have documented emergencies. You must contact me beforehand by email. Examples of valid excuses include a death or severe illness.
If you miss an exam or assignment deadline, you will be given a grade of zero unless you have contacted me and I gotten prior approval.

Course Changes

The instructor reserves the right to amend the course syllabus at any time during the semester; students will be informed of the changes either in class, via email, or through Blackboard. For example, topics listed in the syllabus may be covered on different days to accommodate guest speakers, natural disasters, or class