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, 8th 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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<thead>
<tr>
<th>Course Item</th>
<th>Possible Points</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>100 points</td>
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<tr>
<td>Exam 2</td>
<td>100 points</td>
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<tr>
<td>Simulation</td>
<td>120 points</td>
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<td>Class Contribution</td>
<td>80 points</td>
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<td><strong>Total</strong></td>
<td><strong>400 points</strong></td>
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<table>
<thead>
<tr>
<th>Course Grade</th>
<th>Total Course Points</th>
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<tbody>
<tr>
<td>A</td>
<td>372-400 points</td>
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<tr>
<td>A-</td>
<td>360-371 points</td>
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<tr>
<td>B+</td>
<td>348-359 points</td>
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<tr>
<td>B</td>
<td>332-347 points</td>
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<tr>
<td>B-</td>
<td>320-331 points</td>
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<tr>
<td>C+</td>
<td>308-319 points</td>
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<td>C</td>
<td>280-307 points</td>
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<td>D</td>
<td>240-279 points</td>
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<td>F</td>
<td>0-239 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.

**Exams:**
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.

**Late Assignments Policy:**
All assignments are due at the beginning of class on the due date (unless otherwise stated). Five percentage points will be taken off for assignments turned in during the class period. Ten percentage points will be taken off for assignments turned in after class on the due date and ten percentage points will be taken off each additional day that the assignment is late.

**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 five 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 SDSU Honor Code will be strictly enforced. For additional information, please review the
SDSU Senate Policy File, available from the Center for Student Rights and Responsibilities. 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. Academic integrity violations will result in an “F” in the course.

**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. **Laptops, Cellular Phones, and Other Electronic Device Usage**: The use of laptops, cellular phones, or other electronic devices is not permitted during lectures.

**Amendments:**
I reserve the right to make changes to the course syllabus or course schedule at any time during the semester. Students will be notified of changes either in class, via email, and/or through Blackboard announcements.

**Department Policy:**
Any student whose name is on the initial class roster and who fails to attend class for at least one of the first two class meetings may be administratively dropped from the course. Another student will fill the resulting opening in the class roster.

**Disabilities:**
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 accommodations based upon disability cannot be provided until you have presented your instructor with an accommodation letter from Student Disability Services. Your cooperation is appreciated.

**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.