San José State University

College of Business
Department of Marketing
BUS2 130, Section 09 (Course # 44457)
Introduction to Marketing
Semester: Fall
Year: 2015

| Instructor: | Benny Boveda |
| Office Location: | BT 756 |
| Telephone: | 650-291-3204 |
| Email: | Benny.Boveda@sjsu.edu |
| Office Hours: | Tuesday and Thursday 12:30 pm to 1:30 pm by appointment
Wednesday 1:00 pm to 2:45 pm by appointment |
| Contact Method Preference: | Email |
| Faculty Web Site URL | http://www.cob.sjsu.edu/boveda_b/ |
| Class Days/Time: | Tuesday and Thursday – 1:30 pm to 2:45 pm |
| Class Location: | BBC 202 |

Required Texts/Readings

Textbook
Marketing; 12th Edition
By Roger A. Kerin, Steven W. Hartley, and William Rudelius

Other Required Reading
Wall Street Journal, especially the 2nd section- “Marketplace.” I recommend you sign up for online subscription for students at a reduced rate.
Other recommended reading for students include *Fortune, Forbes, and Local Newspapers.*

*Other discussion material will be provided by the professor.*

**Other equipment**

Laptop computer for online quizzes and exams.

**Course Web Site(s)**

**Course Description**

This course is designed to provide students with a broad background on the nature and scope of marketing concepts used in business. During this course students will explore the role of marketing both within the organization and within the external environment in which firms must operate. Students will examine the process of developing the four elements of the marketing mix (product, promotion, price, and placement) and how marketing managers use these elements to gain competitive advantage in a global and digital economy.

For students majoring in marketing, this course is intended to provide you with a foundation on which to build subsequent marketing courses and work experience. For students majoring in other business disciplines, this course is intended to help you understand the objectives of marketers with whom you will interact professionally. For all students, the course is intended to enhance your appreciation of the different marketing activities that we encounter every day as consumers.

**Course/Learning Goals**

(1) Understand how the 4 Ps (product, price, promotion, and place) plus positioning interact and influence each other’s effectiveness and change over the course of the Product Life Cycle.

(2) Be able to explain how segmentation and differentiation are used and why they are important.

(3) Understand differences and similarities of consumer markets and business-to-business markets.

(4) Understand how the marketing environmental factors (external and internal), including global differences, influence the firm’s ability to meet user needs.

(5) Demonstrate the ability to analyze markets and identify appropriate segmentation criteria to discover promising market opportunities.

(6) Demonstrate awareness of how ethical issues and responsibilities affect marketing decisions and actions.
Student Learning Objectives/Outcomes (SLO)

Upon successful completion of this course, students will be able to:

SLO1: Understand basic business principles and demonstrate discipline-specific competencies as applied to local and global environments.

SLO2: Communicate ideas clearly, logically, and persuasively in written format, using technology appropriately.

SLO3: Recognize, analyze, and articulate solutions to ethical issues that arise in business.

SLO4: Comprehend, analyze, and critically evaluate complex and unstructured qualitative and quantitative business problems, using appropriate tools and technology.

Course Requirements/Format

Class Lectures and Discussions

Each class will consist of lectures by the instructor as a review of the assigned reading. The rest of the class time is scheduled as participation time for students to discuss chapter review questions, video case review and discussion, current events, and guest speakers. Students are expected to do the assigned reading prior to class meeting.

Class Participation and Attendance

Class participation is an important element of the course. Class members are asked to contribute to the class/case discussions through questions and offering insights into the topic discussed. Students are encouraged to share an advertisement or marketing strategy that caught their attention and is worth sharing with the class. Attendance is required and can affect the final grade.

Course Evaluation

Grade Distribution: Exams will be graded on the accuracy of responses to key points asked in the questions. Final project grading is based on deliverables outlined in project guidelines. There are no extra credit assignments for this class.

Marketing Plan Project: Guidelines for the project will be handed out and discussed during the first class meeting.

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<tr>
<td>Final Exam</td>
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<td>Mid-term</td>
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Quizzes (4 quizzes, drop the lowest) 20%
Marketing Plan Project Group Project 20%

Total 100%

Final Letter Grade:

A+ 97 – 100  B  83 – 86  C-  70 - 72
A  93 – 96  B-  80 – 82  D+  67 - 69
A-  90 – 92  C+  77 - 79  D  63 - 66
B+  87 – 89  C  73 – 76  D-  60 - 62
F  0 – 59

Course Outline:

Note: This course calendar is subject to change with ample notice to students

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
<th>Chapters</th>
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<tbody>
<tr>
<td>8/20/2015</td>
<td>INTRODUCTION</td>
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<tr>
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<td>GO OVER SYLLUBUS/GREEN SHEET/GROUP PROJECT</td>
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<td>8/25/2015</td>
<td>CREATING CUSTOMER RELATIONSHIPS AND VALUE THROUGH MARKETING</td>
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<td>In Class Activities:</td>
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<tr>
<td></td>
<td>- What’s in the news?</td>
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<td></td>
<td>- Video Case 1 - Chobani Group discussion</td>
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<td></td>
<td>- Review Appendix A – Building an Effective Marketing</td>
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<td>Plan</td>
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8/27/2015  DEVELOPING SUCCESSFUL ORGANIZATION AND MARKETING STRATEGIES  2

In Class Activities:
- What’s in the news?
- Marketing Plan Group Assignment- Questions 2 and 3, page 48

9/1/2015  SCANNING THE MARKETING ENVIRONMENT  3

In Class Activities:
- What’s in the news?
- Marketing inSite – American FactFinder Exercise, page 77
- In Class Quiz #1 - Chapters 1 - 2

9/3/2015  ETHICAL AND SOCIAL RESPONSIBILITIES IN MARKETING  4

In Class Activities:
- What’s in the news?
- Marketing inSite – The Bribe Payers Index Exercise, page 97
- Submit Marketing Plan proposal

9/8/2015  UNDERSTANDING CONSUMER BEHAVIOR  5

In Class Activities:
- What’s in the news?
- Video Case – Groupon, pages 135 - 137

9/10/2015  UNDERSTANDING ORGANIZATIONS AS CUSTOMERS  6

In Class Activities:
- What’s in the news?
- Building Your Marketing Plan Group Activity, page 157
9/15/2015  No in Person Class

UNDERSTANDING AND REACHING GLOBAL CONSUMERS AND MARKETS

In Class Activities:
- Read chapter 7 on your own
- Online Quiz #2 Chapters 3 – 6: Submit your responses to 8 of 10 essay questions by 9 pm on 9/15. Late assignments receive no credit.

9/17/2015  MARKETING RESEARCH: FROM CUSTOMER INSIGHTS TO ACTIONS

In Class Activities:
- What’s in the news?
- Possible Guest Speaker

9/22/2015  MARKETING RESEARCH: FROM CUSTOMER INSIGHTS TO ACTIONS (con’t)

In Class Activities:
- What’s in the news?

9/24/2015  MARKETING SEGMENTATION, TARGETING, AND POSITIONING

In Class Activities:
- What’s in the news?
- Marketing Matters Exercise page 230
- Mid-term Review

9/29/2015  MID-TERM EXAM – CHAPTERS 1 THROUGH 9

10/1/2015  DEVELOPING NEW PRODUCTS AND SERVICES

In Class Activities:
- What’s in the news?
- Product Failure exercise

10/6/2015  BARC Conference
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>In Class Activities</th>
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<tbody>
<tr>
<td>10/08/2015</td>
<td>MANAGING SUCCESSFUL PRODUCTS, SERVICES, AND BRANDS</td>
<td>- What’s in the news?</td>
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<td>- In class exercise</td>
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<tr>
<td>10/13/2015</td>
<td>MANAGING SUCCESSFUL PRODUCTS, SERVICES, AND BRANDS</td>
<td>- What’s in the news?</td>
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<td>- Building your Marketing Plan Exercise, page 295</td>
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<td>10/15/2015</td>
<td>BUILDING THE PRICE FOUNDATION</td>
<td>- What’s in the news?</td>
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<td>- In Class Quiz #3 - Chapters 10 &amp; 11</td>
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<tr>
<td>10/20/2015</td>
<td>ARRIVING AT THE FINAL PRICE</td>
<td>- What’s in the news?</td>
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<td>- Appendix B – Financial Aspects of Marketing, Ch. 14</td>
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<tr>
<td>10/22/2015</td>
<td>MANAGING MARKETING CHANNELS AND SUPPLY CHAIN</td>
<td>- What’s in the news?</td>
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<td>- Building your Marketing Plan Exercise, page 408</td>
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<tr>
<td>10/27/2015</td>
<td>RETAILING AND WHOLESALING</td>
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In Class Activities
- What’s in the news?
- Video Case – Mall of America, pages 437-439

10/29/2015 Possible Guest Speaker

11/3/2015 ADVERTISING, SALES PROMOTION, AND PR

In Class Activities:
- What’s in the news?
- In Class Quiz #4 - Chapters 13 to 16

11/5/2015 ADVERTISING, SALES PROMOTION, AND PR (con’t)

In Class Activities:
- What’s in the news?
- Video Case 18: Google, Inc.

11/10/2015 USING SOCIAL MEDIA TO CONNECT WITH CONSUMERS

In Class Activities:
- What’s in the news?
- Building your Marketing plan activity, page 526

11/12/2015 USING SOCIAL MEDIA TO CONNECT WITH CONSUMERS (con’t)

In Class Activities:
- What’s in the news?
- In class exercise, chapter 19

11/17/2015 IMPLEMENTING INTERACTIVE AND MULTICHANNEL MARKETING

In Class Activities:
- What’s in the news?
- Marketing inSite Exercise – “What kind of tech user are you,” page 567

11/19/2015  PULLING IT ALL TOGETHER

In Class Activities:
- What’s in the news?
- Building your Marketing Plan Exercise, page 607

11/24/2015  PLANNING A CAREER IN MARKETING

In class Activities:
- What’s in the news?

11/26/2015  No Class

12/1/2015  GROUP PROJECT PRESENTATION
(Attendance required during presentations)
Turn in Final Project all groups!

12/3/2015  GROUP PROJECT PRESENTATION
Final review: Chapters 10 – 21

12/8/2015  GROUP PROJECT PRESENTATION

In class Activities:
- Final review: Chapters 10 – 21
- Last day of class

12/10/2015  Final Exam Time 12:15 p.m. to 2:30 p.m.

**University Policies**

**Academic integrity**

Students should know the University’s Academic Integrity Policy that is available at [http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf](http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf)

Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University’s integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The website for Student Conduct and
Ethical Development is available at
http://www.sa.sjsu.edu/judicial_affairs/index.html

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Policy F06-1 requires approval of instructors.

**Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the AEC (Accessible Education Center) to establish a record of their disability.

**Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. Information on add/drops are available at
http://info.sjsu.edu/web-dbgen/narr/soc-spring/rec-324.html
Information about late drop is available at
http://www.sjsu.edu/sac/advising/latedrops/policy/.

Students should be aware of the current deadlines and penalties for adding and dropping classes. You are responsible for all University deadlines for adds and drops.

**Student Technology Resources**

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd floor of the Student Union. Additional computer labs may are available on the 3rd floor of BBC. Computers are also available in the Martin Luther King Library.

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

**Learning Assistance Resource Center**

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides
support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. The LARC website is located at http://www.sjsu.edu/larc/

Peer Mentor Center

The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop-in basis, no reservation required. The Peer Mentor Center website is located at http://www.sjsu.edu/muse/peermentor/.

College of Business Policies

To ensure that every student, current and future, who takes courses in the Boccardo Business Center has the opportunity to experience an environment that is safe, attractive, and otherwise conducive to learning, the College of Business at San José State has established the following policies:

Cell Phones:
Students will turn their cell phones off or put them on vibrate mode while in class. They will not answer their phones in class. Students whose phones disrupt the course and do not stop when requested by the instructor will be referred to the Judicial Affairs Officer of the University.

Computer Use:
In the classroom, faculty allow students to use computers only for class-related activities. These include activities such as taking notes on the lecture underway, following the lecture on Web-based PowerPoint slides that the instructor has posted, and finding Web sites to which the instructor directs students at the time of the lecture. Students who use their computers for other activities or who abuse the equipment in any way, at a minimum, will be asked to leave the class and will lose participation points for the day, and, at a maximum, will be referred to the Judicial Affairs Officer of the University for disrupting the course. (Such referral can lead to suspension from the University.) Students are urged to report to their instructors computer use that they regard as inappropriate (i.e., used for activities that are not class related).

Academic Honesty:
Faculty will make every reasonable effort to foster honest academic conduct in their courses. They will secure examinations and their answers so that students cannot have prior access to them and proctor examinations to prevent students from copying or
exchanging information. They will be on the alert for plagiarism. Faculty will provide additional information, ideally on the green sheet, about other unacceptable procedures in class work and examinations. Students who are caught cheating will be reported to the Judicial Affairs Officer of the University, as prescribed by Academic Senate Policy S04-12.