San José State University
Lucas Graduate School of Business
BUS 230 – Marketing Management, Spring 2018

Course and Contact Information

Instructor: Gary A Castro
Office Location: BT 757
Email: gary.castro@sjsu.edu
Office Hours: M/W 12:30pm - 1:30pm by appointment. 930am-1030am – by appointment
Tuesday/Friday 530pm-5:55pm
Class Days/Time: Tuesdays 6:00pm
Classroom: BBC 021

Course Format

Technology Intensive, Hybrid, and Online Courses
This course is primarily classroom based. However, a computer and/or tablet is required for this course. Canvas will be used for course documents and course announcements.

Messaging and material
Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System course login website at http://sjsu.instructure.com. All forms of communication should be via email to: gary.castro@sjsu.edu. Please do not use canvas for messaging.

Course Description and goals
(from the SJSU course catalog) Fundamental concepts and skills required for understanding markets and managing marketing efforts. Includes market orientation, consumer buyer behavior, market segmentation, target market identification, product development, pricing, distribution channels, marketing communication, strategy development, and marketing planning and control.

This course will focus on acquainting and engaging the student with modern marketing techniques. Through a semester long project, students will focus their efforts in building an all inclusive marketing plan that encompasses traditional marketing as well as digital marketing tools and strategies. The goal of this project is to build your experience in marketing through practical application setting.

As we move through the process of learning, comprehending, and the development of a marketing plan, you will have a better chance understanding of the concerns and obstacles companies face as they struggle to hold
on to (or gain) market share within their industry. The topics covered in the is class will serve as building blocks to prior and future learnings in the subject matter.

Course Content Learning Outcomes

Upon successful completion of this course, students will be able to:
- LO1: Be familiar with the creation and presentation of a general and marketing plans using contemporary and innovative methods.
- LO2: Analyze consumers through market segmentation to obtain the final target market.
- LO3: Analyze and react to customer buying behaviors – both pre and post purchase activity
- LO3: Competency in public speaking and presentation skills
- LO4: Be able to work successfully with a group of their peers which will show the students ability to collaborate and effectively communicate with others.

Measurement of this course learning outcomes will be achieved via evaluation of the students written assignments, presentation, and participation.

Required Texts/Readings


Other technology requirements / equipment / material if any
Laptop (portable) computer and/or tablet is required.

Course Requirements and Assignments

CLASSROOM FORMAT:
Your command of the marketing material and the development of critical thinking skills will be facilitated in the context of class discussion/activities. Class discussions will generally do one or more of the following: 1) further explain material from the text, 2) provide examples of concepts covered by the text, and/or 3) provide pertinent material which goes beyond the scope of the text. I encourage you to ask questions and to make comments. This course will not be primarily lecture based. There will be lecture portions of the course to reiterate areas of the text material. Participation in the course is crucial for your success. In-class discussions as well as CANVAS postings will be required to meet participation requirements.

COURSE PREPARATION:
Students should be aware of current events. I recommend reading the news daily – headlines as well as business news. Know what is impacting business – this could be lawsuits, regulatory law, online media influences – etc. The schedule provided is tentative and subject to change. If there is a current event that allows for a better understanding of course material we will move into that discussion that day – which could be unannounced. Knowing the news, the environments impacting business today, will build your knowledge base to participate at higher levels in class discussions.

COURSE ASSIGNMENTS:
There will be 2 group presentation assignments throughout the duration of the semester to include a company assessment, SWOT analysis, and the final marketing presentation. A written paper will accompany each presentation as well as a final report for the marketing plan submission.

Completion of all assignments is necessary to pass this course – regardless of points allocation.

**Final Examination or Evaluation**

**Final Exam – Final Presentations.**

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<thead>
<tr>
<th>Task</th>
<th>Points Distribution</th>
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<tbody>
<tr>
<td>Company Overview/SWOT Presentation - (group)</td>
<td>25 points</td>
</tr>
<tr>
<td>Company overview/SWOT paper (group)</td>
<td>25 points</td>
</tr>
<tr>
<td>Final Paper (individual)</td>
<td>25 points</td>
</tr>
<tr>
<td>Final Presentation (group)</td>
<td>50 points</td>
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<tr>
<td>Marketing plan report (group)</td>
<td>25 points</td>
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<tr>
<td>Participation</td>
<td>50 points</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>200 points</strong></td>
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**Letter grade calculation.**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
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<tbody>
<tr>
<td>94% and above</td>
<td>A</td>
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<tr>
<td>93% - 90%</td>
<td>A-</td>
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<tr>
<td>89% - 87%</td>
<td>B+</td>
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<tr>
<td>86% - 84%</td>
<td>B</td>
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<tr>
<td>83% - 80%</td>
<td>B-</td>
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<tr>
<td>79% - 77%</td>
<td>C+</td>
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<tr>
<td>69% - 67%</td>
<td>D+</td>
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<td>66% - 63%</td>
<td>D</td>
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<tr>
<td>62% - 60%</td>
<td>D-</td>
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<tr>
<td><strong>below 60%</strong></td>
<td><strong>F</strong></td>
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Classroom Protocol

Lucas College and Graduate School of Business: Program Goals and Classroom policy
http://www.sjsu.edu/cob/Students/policies/index.html

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ Syllabus Information web page at http://www.sjsu.edu/gup/syllabusinfo/"

- University Syllabus Policy S16-9 (http://www.sjsu.edu/senate/docs/S16-9.pdf)
- University policy F15-12 (http://www.sjsu.edu/senate/docs/F15-12.pdf)

Lucas College and Graduate School of Business:

Mission: We are the institution of opportunity in Silicon Valley, educating future leaders through experiential learning and character development in a global business community and by conducting research that contributes to business theory, practice and education.