San José State University
College of Business/Department of Marketing and Business Analytics
BUS 130, Principles of Marketing, sections 83, 84, and 85, Fall 2018

Course and Contact Information

Instructor: Howard Combs

Office Location: Business Tower room BT 760

Telephone: (408) 924-3501

Email: howard.combs@sjsu.edu

Office Hours: Online and on campus as needed

Class Days/Time: Mainly online; some on-campus meetings on Fridays 9:00 a.m. to noon

Classroom: Mainly online; some on-campus meetings on some Fridays from 9:00 a.m. to noon in BBC #202

Prerequisites: Recommended: COMM 100W or ENGL 100WB or LLD 100WB

Course Format

Technology Intensive, Hybrid, and Online Courses

This BUS 130 will be a blended online course with some in-class meetings and many weeks of online assignments/instruction. It is important for students to check the Course Format and Schedule to be sure that they will be in attendance at all in-class meetings and the final exam. Students who are unable to attend the in-class meetings (which will be on Fridays 9:00 a.m. to noon) should not register for sections 83, 84, or 85 of Bus 130.

Canvas, Zoom, LINE (a free messaging app), Kahoot (a free online testing app), and Cool4Ed.org (a site containing free academic textbooks) will be utilized in the class. Additional online apps may be utilized as needed.

In order to take this online class, students must have access to a laptop or desktop computer and a smartphone. Each of these should have reliable Internet access.

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at http://www.sjsu.edu/people/howard.combs and/or on the Canvas Learning Management System course login website at http://sjsu.instructure.com. Students are responsible for regularly checking with the messaging system through MySJSU at http://my.sjsu.edu (and the class LINE group) to learn of any class updates.
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 place) and how marketing managers use these elements to gain a competitive global advantage.

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.

College of Business Program Goals:
(Not all program learning goals are covered in every course)

A. Business Knowledge
   Understand basic business principles and demonstrate discipline-specific competencies as applied to local and global environments.

B. Communication
   Communicate ideas clearly, logically, and persuasively in oral and written format, using technology appropriately.

C. Ethical Awareness
   Recognize, analyze, and articulate solutions to ethical issues that arise in business.

D. Leadership, Teams and Diversity
   Comprehend the challenges and opportunities of leading and working in diverse teams and environments.

E. Critical Thinking
   Comprehend, analyze, and critically evaluate complex and unstructured qualitative and quantitative business problems, using appropriate tools and technology.

F. Innovation
   Recognize, analyze, and articulate strategies for promoting creativity and innovation.
Course Learning Outcomes (CLO)

(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.

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

Required Text

Textbook

*Students are advised not to purchase any textbook prior to the first class meeting.*

*We will discuss the textbook options at the first class on Friday August 24th. See section below titled “Required Texts/Reading” for further information.*

Other Readings

There will be required reading assignments from the *Wall Street Journal*. Questions from these Wall Street Journal assignments will be on both the quizzes and on the final exam. Discount subscription information for the Wall Street Journal will be provided in class. Please use this link to sign up for the Wall Street Journal for 15 weeks at $1 a week: [http://r.wsj.net/hSvG8](http://r.wsj.net/hSvG8)

Other technology/equipment requirements

Students must have access to a laptop or desktop computer with reliable Internet access as well as a smartphone with reliable Internet access.
## Course Requirements and Assignments

### Course Format and Schedule

**Tentative Course Schedule Business 130 sections 83, 84, and 85: Fall 2018**

*This schedule is subject to change to be communicated via Canvas and LINE*

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>reading</th>
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</thead>
<tbody>
<tr>
<td>August 24—in-class meeting in BBC classroom #202</td>
<td>Introduction to Marketing, discuss textbook Set up Canvas Learning System for class Set up LINE, Kahoot, Wall Street Journal</td>
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<tr>
<td>August 31—in-class meeting in BBC classroom #202</td>
<td>Marketing Strategy, What is Brand Equity? Finalize Canvas Learning Systems for class Form student groups, assign cases</td>
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<tr>
<td>week of September 7---online</td>
<td>Segmentation, Targeting, and Positioning</td>
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<tr>
<td>week of September 14---online</td>
<td>International Consumer Behavior Customer Relationship Management (CRM)</td>
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<td>week of September 21---online</td>
<td>Global Social Media/Messaging Marketing</td>
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<tr>
<td>week of September 28---online</td>
<td>Using Marketing Effectively to Create Brand Equity in International Markets</td>
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<tr>
<td>October 5---in-class meeting in classroom BBC #202</td>
<td>The Current and Future Global Marketing Environment</td>
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<td>week of October 12---online</td>
<td>The Future Global Marketing Environment and Marketing Research</td>
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<td>week of October 19---online</td>
<td>Product Strategy and New Product Adoption</td>
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<td>week of October 26---online</td>
<td>Place Strategy and Retailing</td>
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<td>November 2---in-class meeting in classroom BBC #202</td>
<td>Promotion and Advertising Strategy: A Global Perspective</td>
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<td>week of November 9---projects due by 5:00 p.m. on November 9</td>
<td>Pricing Strategy and Economic Theory</td>
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<td>week of November 16---online</td>
<td>Marketing Technology: How AI, AR, and VR will revolutionize global marketing</td>
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<tr>
<td>week of November 23---Thanksgiving week---no class</td>
<td>University closed for Thanksgiving</td>
<td>no online class this week but will post some online video material</td>
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<tr>
<td>week of November 30---online</td>
<td>Pricing Strategy and Economic Theory</td>
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<tr>
<td>December 7---in-class meeting in BBC classroom #202</td>
<td>Global Marketing Strategy Preparation for Final Exam</td>
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<tr>
<td><strong>Friday December 14</strong> <strong>19:45 to 22:00---in-class final</strong></td>
<td><strong>Final Exam</strong></td>
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Grading Information

**Evaluation:** 30% = project 30% = quizzes  Final Exam = 40%

Final grades will be calculated based on the percentages above.

1. It is essential to attend classes, keep up with online assignments, read the articles assigned from The Wall Street Journal, monitor both Canvas and LINE, and read the sections assigned from the textbooks. Students who do not do this should not expect to obtain a high grade in the class.
2. Class participation is welcomed and may be used as a positive factor in grading.
3. Canvas, LINE, Kahoot, and Zoom will be utilized in this class. Students should check their Canvas and LINE accounts often for updated information about the class.
4. Students may not use cell phones or any other wireless devices during the final exam.
5. Some quizzes may be unannounced. **Students who miss a quiz will receive a grade of zero on that quiz.**
6. There will be no make-up quizzes or make-up exams without the prior approval of the instructor. Students are expected to follow the university policy for academic integrity.

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 (Required)

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/

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.
Required Texts/Readings

*Textbooks and course materials are FREE; there is NO cost to students. Links to this material will be placed in the weekly Canvas Modules. No action by students concerning the textbooks listed below is necessary as the assigned material from them (and possibly from other free sources) will be provided within the weekly canvas modules.*

**Boundless Marketing** by Boundless
- Updated in 2018
- Open access textbook by Cool4Ed

**Principles of Marketing** by Mary Ann Raymond and John Tanner
- Provided without attribution as requested by the work's original creator or licensor.
- CC BY-NC-SA 3.0 License
- Updated in 2018

**Core Concepts of Marketing** by John Burnett
- Attributed to the University of Georgia
- Licensed under CC BY 3.0 License
- Updated in 2018

*The textbooks listed above are available at no cost to students through the Cool4Ed.org website and MERLOT. Cool4Ed and MERLOT are free services of the California State University System.*

Course Protocol

- This online course will be offered through the Canvas Learning Management System. All enrolled SJSU students are already registered for Canvas. Course materials and assignments will be posted on the course website in folders corresponding to the Week Number. All communications with the students will also be done through Canvas and LINE, thus it is the responsibility of each student to regularly check Canvas and LINE for updated course announcements. Please make sure that you have access and know how to navigate Canvas and LINE.

Important Canvas Links and additional information:

- Student Resources: [http://www.sjsu.edu/at/ec/canvas/student_resources/index.html](http://www.sjsu.edu/at/ec/canvas/student_resources/index.html) (Links to an external site.)
- Canvas link: [http://www.sjsu.edu/at/ec/canvas/index.html](http://www.sjsu.edu/at/ec/canvas/index.html) (Links to an external site.)
• Students are welcome to schedule an in-person meeting in the instructor’s office. Another option is to schedule a video call or a conference video call via LINE. This is a completely free service of LINE and is available anywhere in the world.

• To successfully complete the course requirements, it is very important that students closely monitor the class LINE chat group and check in with the course website on Canvas at least three times a week.

• In online courses, it’s very important that you are a collaborative and active learner. Your active participation in course activities reflects the extent to which you comprehend the course material, and it is critical for your learning, as well as those of your classmates.

• Whenever you have an inquiry, question or clarification, please send me an email to my campus address or a message via LINE. I will try to deal with your concerns and requests regarding the course promptly.

Academic integrity

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University’s Academic Integrity policy S07-2 (Links to an external site.) requires 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 Student Conduct and Ethical Development website (Links to an external site.) is available at http://www.sjsu.edu/studentconduct/.

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 your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Integrity Policy S07-2 requires approval of instructors.