Lucas Graduate School of Business at San Jose State University
Business 230, MBA, Marketing Management (Fall 2015)

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Office hours:
Tuesdays 13:00 to 17:00 (on campus)
Wednesdays before and after class (at Bunker Hill)

Students are encouraged to wait until after the first class meeting before purchasing the textbook. Please do not email questions to me about the textbook options before the first class meeting. We will discuss the textbook in detail at the first class meeting.

(2) Wall Street Journal (subscription details will be available in class)

Course Description:
Marketing is a dynamic and contemporary field which encompasses a wide range of activities such as brand building, environmental analysis and marketing research, consumer behavior, new product development and planning, market segmentation, distribution, promotion, pricing, international marketing, and marketing strategy development. This class will use a combination of lecture, cases, guest speakers, video cases, and discussion to investigate the role of marketing in global business. This course deals with the fundamental concepts and skills required for analyzing markets and managing global marketing.

Evaluation: 25%=Case 25%=Marketing Plan 50%=Final Exam

Some notes concerning how students will be evaluated in this class:

1. It is essential for students to attend class on a regular basis as much of the material provided in lectures is not available in the textbook. Class participation is welcomed and may be used as a positive factor in grading.
2. Instructions on completing the marketing plan and the cases will be provided in class.
3. Canvas will be utilized in this class. Students should check their Canvas account frequently for Wall Street Journal assignments and class updates.
4. No wireless devices may be used during the final exam.
5. There is no eating in the classroom and mobile phones should be turned off during class.
6. There will be no makeup exams without the prior approval of the instructor.
# Class Schedule: Business 230 MBA for Professionals

## Fall Semester 2015

**San Jose State University**

Howard W. Combs

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
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<tbody>
<tr>
<td><strong>Wednesday October 14</strong></td>
<td>Course Expectations&lt;br&gt;Introduction to Marketing Management&lt;br&gt;Marketing Strategy&lt;br&gt;Creating a Marketing Plan</td>
<td>1, 2</td>
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<tr>
<td>18:00 to 22:00</td>
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<tr>
<td><strong>Wednesday October 21</strong></td>
<td>Branding, Brand Positioning, and Creating Global Brand Equity</td>
<td>4, 6</td>
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<td>18:00 to 22:00</td>
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<tr>
<td><strong>Wednesday October 28</strong></td>
<td>Segmentation, Targeting, Positioning Global Consumer Behavior</td>
<td>8, 9</td>
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<tr>
<td>18:00 to 22:00</td>
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<tr>
<td><strong>Saturday October 31</strong></td>
<td><strong>Marketing Case presentations</strong>&lt;br&gt;The Global Marketing Environment&lt;br&gt;Trends in Global Consumption</td>
<td>10, 11</td>
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<td>9:00 to 13:00; 14:00 to 18:00</td>
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<tr>
<td><strong>Wednesday November 4</strong></td>
<td>Place Strategy, Retailing Environment, Product Strategy</td>
<td>13, 15</td>
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<tr>
<td>18:00 to 22:00</td>
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<tr>
<td><strong>Wednesday November 11</strong></td>
<td>SJSU closed for holiday&lt;br&gt;no class due to Veteran’s Day Holiday</td>
<td>16</td>
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<tr>
<td><strong>Saturday November 14</strong></td>
<td><strong>Marketing Plan presentations</strong>&lt;br&gt;Economic Theory and Pricing Strategy&lt;br&gt;Promotion and IMC</td>
<td>18</td>
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<td>9:00 to 13:00; 14:00 to 18:00</td>
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<td><strong>Wednesday November 18</strong></td>
<td>Global E-Commerce and Technology&lt;br&gt;Using Social Media in Marketing</td>
<td>20, 21</td>
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<td>18:00 to 22:00</td>
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<td><strong>Wednesday December 2</strong></td>
<td><strong>Final Exam</strong></td>
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<td>18:00 to 22:00</td>
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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://www.sjsu.edu/advising/faq/index.html
Information about late drop is available at http://www.sjsu.edu/aars/policies/latedrops/. Students should be aware of the current deadlines and penalties for adding and dropping classes.

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
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 DRC (Disability Resource Center) to establish a record of their disability.

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:

Eating:
Eating and drinking (except water) are prohibited in the Boccardo Business Center. Students with food will be asked to leave the building. Students who disrupt the course by eating and do not leave the building will be referred to the Judicial Affairs Officer of the University.

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.