Lucas Graduate School of Business at San Jose State University
Business 230 MBA/MSE
Marketing Management (Fall 2015)
08/27 to 10/15 (6 to 10 pm.)

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Tuesdays 15:00 to 18:00 (on campus)
Wednesdays before and after class (at Bunker Hill)

Textbook: (1) *Marketing Management*, 15th Edition (2016), Kotler and Keller, Prentice Hall. ISBN # 978-0-13-385646-0 *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)