

Very Important Notice: You should not be in this class if: (1) you cannot take good notes, (2) you will not have adequate time to study, (3) you don't know how to study, (4) if your grade relies on a group project, and/or (5) you cannot be in class on a regular and timely basis. Textbooks are used only to supplement the lectures. There will not be any review to prepare for an exam. You must be able to perform at the college level.

To avoid penalty, please visit my Web Page and then inform me in writing within the first 2 weeks that you have read and have understood all the course requirements.

**Introduction to Marketing
Spring 2016**

Bus 130-01 (code 22890): M/W 1:30-2:45, Room BBC 022

Bus 130-02 (code 22503): M/W 3:00-4:15 BBC 022

Instructor: Dr. Sak Onkvisit, Professor of Marketing

Office: BT 758

Office Hours: M/W 9:00-10:25 and 4:15-4:30; also by appointment

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Text: Because of the unreasonable costs of textbooks, there is no required text. However, the reading assignments are mandatory, not optional. You must read one of the textbooks that are on reserve in the library (see the list below). Some other books and editions will be added to the list. These as well as other textbooks of the same kind, while not of the latest editions, are satisfactory. Alternatively, you may want to borrow the older editions of such textbooks from SJSU or other libraries. Another option is for you to make an online purchase of an older edition for only a few dollars. This will be money well spent. In general, standard marketing textbooks are comparable, and the contents of the older editions (published in the 2000s) are adequate. You should look at textbooks with such titles as: marketing, principles of marketing, introduction to marketing, and the like.

Roger A. Kerin et al., *Marketing*, 8th ed., Boston: McGraw-Hill, 2006.

Philip Kotler and Gary Armstrong, *Principles of Marketing*, 12th ed., Upper Saddle River, NJ: Pearson, 2008.

Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, *Marketing*, 7th ed., Mason, OH: South-Western, 2004.

William M. Pride and O.C. Ferrell, *Marketing*, 14th ed., Boston: Houghton Mifflin, 2008.

Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart, *Marketing*, 4th ed., Upper Saddle River, NJ: Pearson, 2006.

Course Description: Analysis of marketing opportunities; planning of marketing programs with emphasis on product, price, promotion, and distribution; control of the marketing effort; social and ethical responsibilities of marketing.

Prerequisites: Junior standing

Course Objective: The purpose of this course is to provide a managerial introduction to the concepts and processes of marketing. Upon completion of the course, the student should be able to: (1) understand the role of marketing in society, (2) have a working vocabulary of marketing terms and concepts, and (3) be familiar with basic marketing problems and practices.

Introduction to Marketing (Spring 2016): Reading Assignments

<u>Date</u>	<u>Topic</u>	<u>Chapter(s)</u>				
February		Ke	Ko	L	P	S
1, 3	Introduction	1	1	1	1	1
8, 10	Strategy planning, market segmentation	9	7	7	10	7
15, 17	Strategy planning, market segmentation Forecasting	9	7	7	10	7
22, 24	Consumer behavior	5	5	5	5	5
March						
29, 2*	International marketing, first exam	7	19	4	7	3
7, 9	Industrial products	6,10,11	6, 8,9	6,9,10		
				6,11,12,13	6,8,9	
14, 16	Consumer products, product life cycle	6,10,11	6, 8,9	6,9,10		
				6,11,12,13	6,8,9	
21, 23	Branding, packaging	6,10,11	6, 8,9	6,9,10		
				6,11,12,13	6,8,9	
	Distribution	15	12	12	15	15
28, 30	spring recess					
April						
4, 6	Wholesaling, retailing	17	13	13	16,17	16
11, 13*	Channel of distribution, 2 nd exam	15	12	12	15	15
18, 20	Promotion	18	14	14	18	12
25, 27	Advertising, personal selling, publicity	19	15	15	19	13
	Sales promotion	20	16	16	20	14
May						
2, 4	Pricing	13,14	10,11	17,18	21,22	11
9, 11	Marketing research	8	4	8	9	4
16 (M)	Exam					

Exams: First exam March 2 (W)
 Second exam April 13 (W)
 Final exam section 1: May 18 (W) 12:15-1:45 (90 minutes, not 2 ¼ hours)
 Final exam section 2: May 20 (F) 12:15-1:45 (90 minutes, not 2 ¼ hours)

Notes: Additional readings may be assigned throughout semester.
 Scantron form (no. 882-ES) is needed for each exam.

Important Dates:

Feb. 9 (T) last day to drop without an entry on student's permanent record
 Feb. 16 (T) last day to add courses and also instructor drop deadline
 March 28 – April 1 spring recess
 April 26 (T) last day to withdraw