

**Very Important Notice:** This class adheres to grade integrity. Do not expect an easy and inflated grade. 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) you cannot be in class on a regular and timely basis, and (5) you are unable to adhere to the policy on professionalism in class conduct. 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**

**Fall 2016**

**Bus 130-03 (code 40111): M/W 1:30-2:45, Room BBC 224**

**Bus 130-04 (code 45172): M/W 3:00-4:15 BBC 224**

**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

**Phone:** 924-3535 (or call the Department at 924-3506)

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**Home Page:** <http://www.sjsu.edu/people/sak.onkvisit/>

**Text (free download):** Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, *Marketing*, 11th ed., Mason, OH: South-Western, 2011.

<http://proz-x.com/stephanlangdon/Library/USCore/Lamb.Marketing.pdf>

Because of the unreasonable costs of textbooks, you can download the Lamb, Hair, and McDaniel book for free. Alternatively, you **must** read one of the textbooks that are on reserve in the library (see the list below). Other textbooks not listed, while not the very latest editions, are satisfactory. Another option is that you may want to borrow the older editions of such textbooks from SJSU or other libraries. 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. In case that you can buy one online for a few dollars, it will be a good bargain.

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

Philip Kotler and Gary Armstrong, *Principles of Marketing*, 12<sup>th</sup> 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*, 14<sup>th</sup> ed., Boston: Houghton Mifflin, 2008.

Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart, *Marketing*, 4<sup>th</sup> 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 (Fall 2016): Reading Assignments**

<u>Date</u>	<u>Topic</u>	<u>Chapter(s)</u>
<b>August</b>		
24	Introduction	
29, 31	Overview of marketing, organizational orientation	1
<b>September</b>		
7 (W)	Strategy planning, market segmentation	8
12, 14	Economic and marketing environment	4
	Consumer behavior	6
19, 21	International marketing	5
26, 28*	First exam, discussion	
<b>October</b>		
3, 5	Business/industrial products	7
	Consumer products	10
10, 12	Product life cycle, branding, packaging	10, 11
17, 19	Distribution	13
	Wholesaling, retailing	15
24, 26	Channel of distribution	13, 15
<b>November</b>		
31, 2*	Second exam, discussion	
7, 9	Promotion	16
14, 16	Advertising, personal selling, publicity	16-18
21	Sales promotion	16-18
28, 30	Pricing	19, 20
<b>December</b>		
5, 7	Pricing	19, 20
	Marketing research	9
12 (M)*	Exam	

**Exams:** First exam Sept. 28 (W)  
 Second exam Nov. 2 (W)  
 Final exam section 3: Dec. 15 (Th) 12:15-1:45 (90 minutes, not 2 ¼ hours)  
 Final exam section 4: Dec. 19 (M) 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:**

Sept. 5 (M) Labor Day holiday  
 Sept. 6 (T) last day to drop without an entry on student's permanent record  
 Sept. 13 (T) last day to add courses and also instructor drop deadline  
 Nov. 23 (W) Thanksgiving