

SAN JOSE STATE UNIVERSITY
College of Business/Department of Marketing

Marketing
BUS 2130
Summer 2018

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OFFICE HOURS:

M,W 7:00am – 8:00am
or by appointment, or drop by.

REQUIRED READINGS:

Textbook: Marketing: An Introduction, Armstrong and Kotler, Pearson Education, ISBN9780134149530, 13th edition
Simulation: Marketplace Simulation (online purchase for first week of class)

COURSE ORIENTATION:

The orientation of this course is to thoroughly investigate the broadly defined topic of marketing. Marketing concepts will be analyzed as will their strategic and tactical implications. Our focus will not be limited to marketing that involves "tangible products"; rather, we will consider purveyors of services as well as products. Most concepts developed in the context of product marketing apply to services marketing although terminology may differ somewhat. We are concerned, not only with the assimilation of marketing concepts, but also with the development of critical thinking skills. Your command of the marketing material and the development of critical thinking skills will be facilitated in the context of 1) online lecture/discussion activities and 2) the strategic simulation. Online lectures will generally do one or more of the following: 1) further explain material from the text, 2) provide examples of concepts covered by the text, and/or 3) provide pertinent material which goes beyond the scope of the text. The marketing simulation provides a meaningful opportunity in which to develop your strategic and tactical abilities and demands that attention be devoted to critical-thinking. I encourage you to ask questions and to make comments. The simulation will provide exposure to actual strategic decision-making involving product, price, promotion, and distribution marketing decisions via preparatory material as well as the decision- making/feedback itself.

LEARNING OBJECTIVES:

- Understand how the 4 Ps plus positioning interact and influence each other's effectiveness and change over the course of the Product Life Cycle.
- Be able to explain how segmentation and differentiation are used and why they are important.
- Understand differences and similarities of consumer markets and business-to-business markets.
- Understand how the marketing environmental factors, including global differences influence the firm's ability to meet user needs.
- Demonstrate the ability to analyze markets and identify appropriate segmentation criteria to discover promising market opportunities.

GRADING POLICY:

Grades will be determined on the basis of four grade components. Note that there are actually five grade components. I will automatically drop your lowest grade from among Exam #1, Exam #2, or the Quizzes.

Exam #1	30 points
Exam #2	30 points
Quizzes	30 points
Simulation Performance 1	10 points
Simulation Performance 2	20 points
Participation	10 points
Subtotal	130 points
Dropped Component	-30 points (Exam#1, Exam#2, or Quizzes)
Total	100 points

There are no makeup exams or quizzes since 1) four quizzes are given of which the three highest count and 2) you are able to drop either a 30 point exam component or the 30 point quiz component.

EXAM POLICY:

Exams are individual efforts.

Exams will include 2 essays (you choose 1) and 20 multiple choice questions.

Exams will not be issued after the first person has left an exam session.

Visit the restroom before the exam begins! If you must leave, you will be given an alternative version of the test upon your return.

Put all books and papers on the floor.

Protect your answers to ensure that others are not tempted to copy your mistakes!

No headphones or cell phones are allowed.
Please use 882 Scantron

QUIZ POLICY:

Each quiz will be either multiple choice or essay format.
Put all books and papers on the floor.

Protect your answers to ensure that others are not tempted to copy your mistakes!

Approximately four quizzes will be administered over the course of the semester. I will automatically drop your lowest quiz score.

No headphones or cell phones are allowed.
Please use 882 Scantron

PARTICIPATION:

Be sure to maintain an active profile for all periods of the simulation with respect to the decision-making activities for the simulation itself and pre-meeting preparation for those decisions. At least 30 minutes of time on the simulation website before each class meeting is necessary to be properly prepared for your in-class discussion time. Participation points are earned the same as all other points—each point is earned.

ACADEMIC INTEGRITY:

Students are encouraged to share intellectual views and discuss freely the principles and applications of the course materials. However, graded exercises must be executed independently, except where noted by the instructor. This course operates under the SJSU academic code as described in the SJSU Catalog. Breaches of academic integrity will be dealt with to the fullest extent.

AMERICANS WITH DISABILITIES ACT:

If you need course adaptations or accommodations because of a disability or if you need special arrangements in case of building evacuation, please make an appointment with me. Presidential directive 97-03 requires that students with disabilities register with DRC to establish a record of their disability.

CALENDAR*

Day of:	Chapters/Exams	Topics
6/4	1; 2 Quarter 1 Simulation	Introduction; Strategy
6/6	3; 4 Quarter 2 Simulation	Environment; Marketing Information
6/11	5; 6 Quarter 3 Simulation	Consumer Behavior; Segmentation
6/13	X1; 7	Product
6/18	8; 9 Quarter 4 Simulation	New Product; Pricing
6/20	9 Quarter 5 Simulation	Pricing
6/25	10; 11 Quarter 6 Simulation	Channels; Retail/Wholesale
6/27	12; 13	Advertising/PR; Selling/Sales Promo
7/2	X2	Exam #2

***Calendar subject to change**