

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 2019

Bus 130-02 (code 43681): M/W 1:30-2:45, Room BBC 022

Bus 130-03 (code 40092): 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 (download): Philip Kotler and Gary Armstrong, *Principles of Marketing*, Boston: Pearson Prentice Hall, 14th ed., 2012.

Because of the unreasonable costs of textbooks, you can download the Kotler and Armstrong book for free. Alternatively, you may read one of the textbooks that are on reserve in the library. 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.

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 2019): Reading Assignments

<u>Date</u>	<u>Topic</u>	<u>Chapter(s)</u>
August		
21 (W)	Introduction	
26, 28	Overview of marketing, organizational orientation	1-2
September		
4 (W)	Strategy planning, market segmentation	7
9, 11	Economic and marketing environment	3
	Consumer behavior	5
16, 18	Consumer behavior, international marketing	5, 19
23, 25*	International marketing, first exam	19
October		
30, 2	Business/industrial products	6
	Consumer products	8
7, 9	Product life cycle, branding, packaging	8, 9
14, 16	Distribution	12
	Wholesaling, retailing	13
21, 23	Channel of distribution	12
28, 30*	Second exam, discussion	
November		
4, 6	Promotion	14
13 (W)	Advertising, personal selling, publicity	15, 16, 17
18, 20	Sales promotion, pricing	16, 10-11
25 (M)	Pricing	10-11
December		
2, 4	Pricing	10-11
	Marketing research	4
9 (M)*	Exam	

Exams: First exam Sept. 25 (W)
Second exam Oct. 30 (W)
Final exam section 2: Dec. 13 (F) 12:15-1:45 (90 minutes, not 2 ¼ hours)
Final exam section 5: Dec. 17 (T) 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. 2 (M) Labor Day holiday
Sept. 3 (T) last day to drop without an entry on student's permanent record
Sept. 10 (T) last day to add courses and also instructor drop deadline
Nov. 11 (M) Veteran's Day observed
Nov. 27 (W) Thanksgiving