



MARKETING PRINCIPLES - BA 370 SECTION 5

COURSE OBJECTIVES

- To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.
- To understand the role of marketing within society and within an economic system.
- To portray the role of Marketing in the economy and within the business firm and to better understand public policy issues directed toward Marketing.
- To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
- To consider the various decision areas within marketing and to provide analytical tools and methods making decisions.
- To stress the importance of the consumer and the need for a consumer orientation.
- To explore career opportunities in the various Marketing disciplines.
- To appreciate how the marketing concept is important in your own personal and professional development.
- To prepare for additional studies in Marketing.

SCHEDULE OF CLASSES

DATE		09:00-10:15 Topic		10:25-11:40 Topic
1/16		"What's Wrong With Marketing?"	1	Developing Customer Relationships And Value Through Marketing
1/23	2	Linking Marketing & Corporate Strategies	3	Scanning The Marketing Environment
1/30	3	Scanning The Marketing Environment	4	Ethics and Social Responsibility
2/6	5	Consumer Behavior	6	Organizational Markets and Buyer Behavior
2/13	8	Turning Marketing Information Into Action	8	Turning Marketing Information Into Action
2/20		Test 1	9	Identifying Market Segments And Targets
2/27	10	Developing New Products And Services	11	Managing Products And Brands
3/5	12	Managing Services	13	Building The Price Foundation
3/12	14	Arriving At The Final Price	B	Financial Aspects Of Marketing
3/19		Spring Break		
3/26		Test 2	15	Managing Marketing Channels & Wholesaling
4/2	16	Supply Chain & Logistics Management	17	Retailing
4/9	18	Integrated Marketing Communications And Direct Marketing	19	Advertising, Sales Promotion & Public Relations
4/16	20	Personal Selling and Sales Management	20	Personal Selling and Sales Management
4/23	7	Reaching Global Markets	7	Reaching Global Markets
4/30	21	Implementing Interactive and Multichannel Marketing	22	Pulling It All Together: The Strategic Marketing Process.
5/7		Test 3		

GRADES

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Minimum Numeric Grade	93.33	90.00	86.67	83.33	80.00	76.67	73.33	70.00	66.67	60.00	<60

TEXT MATERIAL	Marketing, 7th Edition, Kerin, Berkowitz, Hartley and Rudelius, Irwin/McGraw-Hill, 2002. Do not try to get by with the 6th Edition.	CLASSROOM	
		SECTION	5
CLASS HOURS	Friday 0900 – 1015 & 1025-1140	SCHEDULE	21265
OFFICE HOURS	MW 1645-1745, F 1150-1250	SCANTRON	F289-PAR

GRADING		Value
Three exams will be given. Bring Scantron F-289-PAR-L for the exams. No other scantron can be used. No exam grades may be dropped. All exams are not comprehensive. Quizzes will be given routinely. The CPS electronic system will be used. Each student will submit one written assignment	Test 1	28
	Test 2	28
	Test 3	29
	Assignment	5
	Quizzes	10
		100

ATTENDANCE BONUS

Class attendance is considered meaningful. You can get a bonus just for coming to class. Here is how it works.
 We are scheduled for 30 classes. Each class is worth two points. That gives a total of 60 points. I will take attendance each class. If you are on time then you get two (2) points. If you are late, even by an instant, then you get one (1) point.
 You cannot get the bonus points if you are not in class, regardless of the reason. But you will never be penalized for missing a class or being late.

GRADING EXAMPLE

	Value	Score	Points	Here us a hypothetical student. All the work averages to 75. That's a "C" Let's assume that this student missed two classes and was late for one class	60 -1 -4 55 91.6%	Points Max One Late Two Absences Attendance Score
Test 1	28	73	20.4			
Test 2	28	73	20.4			
Test 3	29	76	22.0			
Assignment	5	80	4.0			
Quizzes	10	81	8.1			
Final Grade without bonus			75.0			
	Value	Score	Points	Now we recompute the score with the test average counting 90% and attendance counting 10% The bonus adjustment brings the grade from a C to a C+		
All tests	90	75.0	67.50			
Attendance	10	91.6	9.16			
Bonus Adjusted Grade			76.66			

Assignment - Worth 5 points

Each student will do one assignment. I will assign the date and topic. Your date and topic will be posted to my web site.
 All assignments are simple.
 Pick one of the Learning Objectives or Key Concepts from the chapter. Find an advertisement or story from a current newspaper, periodical or other publication. You can also go out and take a picture of a marketing activity or institution.
 Insert the picture in a document.
 Write 300 words or less stating why or how you think this ad or picture illustrates the concept that you chose..
 Convert the document to a "PDF" you can download a good converter at <http://www.pdfactory.com/>
 Name the assignment file properly
 Upload the assignment and be prepared to defend it in class.

QUIZZES

There will be quizzes almost every class.

At any time during the class, I will post a question to the screen. You will have a few seconds to respond with your response pad. The questions will be very basic and for the most part a definition or example from the chapter at hand.

This semester the 370 class will use a special technology. You must purchase the remote unit from the bookstore and register it online using the instructions provided to you by the bookstore.

All of the used textbooks for this course have been packaged with the CPS online code card.

If the code card was not with the book when you purchased it then you probably did not buy it directly from the Aztec Shops. All of the books purchased at Aztec Shops did have the code inside.

For those students who find themselves without the code card they can purchase it separately in the store.

The bookstore has a few extra on hand for those people.

The response pads are available for purchase in the Aztechnology store located just inside the north doors of the bookstore.

The Class Key is s2221m39.

If I find a student using another student's response pad then I will immediately award both students an "F" in the course.

At the end of the semester, I will tally all of the quiz questions. Your quiz grade will be based on the percentage that you answered correctly. I will curve this test if necessary.

EXAM SCORES & WEB SITE

I use my website www.rohan.sdsu.edu for most communication.

I also use my website to post grades. You will need a password to access your grades. I usually collect those passwords at the end of the first exam.

While this course is open on blackboard, I mainly use blackboard when I want to send you all an email. Don't post anything to blackboard and expect me to see it.

EMAIL AND OTHER COMMUNICATION

I try to answer student email. But I am a slow typist. So if I think that the response will take a few words then I'll respond with "come to my office"

Please don't email me asking if we have a class tomorrow or if a test has been rescheduled. I will communicate any such changes to you.

SPAM is a problem for all of us. Those of us that have had the same email address for many years get an unbelievable amount of SPAM.

So I use the message rules and block sender capabilities of Outlook Express to filter my email. I have set up a special address 370spring04@cox.net. My email program scans for that address and send the mail to my 370 folder. If you send to my other email address, especially if you use hotmail, yahoo, aol or earthlink, then I may not get it. It is also a good idea to put 370 in the subject line.

Welcome to marketing 370

I am looking forward to meeting all of you.

This semester we will be using some new technology in class. I think that it will be fun. But, like anything new, I am sure that we will have some problems.

After you secure the proper materials you need to sign up at a special website. I have put detailed instructions on my site at <http://www-rohan.sdsu.edu/~renglish/370/cponline.htm>

Once you sign up, I will be notified by email.

To get things moving, I will be giving extra credit to students that are properly signed up with einstruction.com before this Thursday at midnight.

I also collect pictures of students. I give extra credit for students that provide me with a picture. As an extra incentive, I will double that for pictures that I receive by Thursday at midnight.

See details at <http://www-rohan.sdsu.edu/~renglish/pictures/index.htm>

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