

Business 130 Fall Semester 2011

Introduction to Marketing

Evening – on campus

6:00 P.M.

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Office Hours: By appointment M/T/W 3:00-4:30 No Appointment Needed M/T/W 4:30-6:00 & 8:20-9:00 pm²

Objective of Course: It is arguably true that marketing is the only business activity that actually produces revenue. Without revenue no business can exist. As such, marketing may be the most critical activity that a business or organization can engage in. By the same token, businesses and organizations need to produce products or services; manage operations; keep track of expenses and revenues; as well as organize and distribute information. It would be pure hubris to teach that marketing is the most important subject that you will study in your SJSU business education. However, if it is not the most important, surely it is one of the most important.

It is my intent in teaching this class for you to gain, or develop, three distinct skills or understanding. The first is understanding the basic principles and concepts underlying the marketing function. This second is developing an understanding of how marketing integrates into, and becomes part of, all of the other business functions. The third is to gain some experience in applying marketing concepts to business decision making activities and processes.

In order to develop the skills and understandings listed in the preceding paragraph, several approaches will be taken. There will be a readings from the textbook, readings from assigned articles, class presentations, organized (I hope) class discussions and debates, as well as a multi period marketing simulation.

It is not my intent to try to make you experts in marketing, nor to brainwash you as to marketing's importance. I do want you to find, discover, or appreciate how marketing concepts and the marketing orientation can help you, the Firm you work for, or any business you may start become more successful.

Expectations: I cannot tell you how many hours a week you'll have to spend preparing for the class, nor can I tell you that you'll find the material readily understandable or incomprehensible. I can tell you that to simply read the assignments, and take a few notes on the readings, you should not have to spend more than two hours a week outside of class plus time spent studying for exams and papers.

¹ E-Mails will be responded to within 72 hours of receipt. I will send group e-mails to your my.SJSU e-mail address which all students have. Please check your my.SJSU e-mail at least twice a week as readings, and other assignments will be sent to you there.

² I can also be reached at my law office which is 971-4655. I am at the Student Union in the Associated Students Business Office every Monday and Tues. from 3 pm to 4:15. I provide free legal advice and counseling to students during those hours. If there are no students looking for free advice, and there are only about two a day, I am happy to speak with you during this time. I am also available after class for as long as students want to meet.

When we get to the simulation, meeting with your group, analyzing past performance of competitors, making the decisions, entering the decisions into the database, documenting the logic and justification for each decision, and preparing your forecast for the next quarter will take four or five hours a week. If you take the simulation very seriously you could spend six or seven hours a week on the above in numerate and activities.

I do not anticipate that any of you will have to spend more than 12 hours a week outside of class on the material or assignments. Of course, each student learns differently, has their own level of study efficiency and their own learning expectations. If you want all As and are compelled to excel, you may in fact spend more than the ten hours indicated above. If you accept average performance, (average performance is not unreasonable, as being average in a college is way above average for the general population), you may spend significantly less than the 12 hours indicated.

I expect you to THINK about the material, not just memorize a few words or terms. The key skill for you to learn will be to develop critical thinking with respect to marketing problems, opportunities and competitive issues. To do this you have to have learned the language of marketing - its terms and definitions - and to have a full understanding of the basic concepts we will study, such as product life cycle, positioning, segmentation, differentiation, consumer and business decision making processes, penetration pricing, to mention but a few of the important concepts. You will be expected to have read the material before class and to be ready, willing and able to discuss the readings.

I encourage students to raise strange topics, to attempt to find problems or objections to the material we study. The problems and objections need to be with the application of the concepts or the concepts themselves and not with the amount of material or its ease or difficulty. For example, the issue of gun control does not seem, at first blush, to be very salient with respect to marketing. However, gun control is in fact highly integrated with marketing concepts and business activity. First off, gun control is a government regulation of a product. Government regulation of product availability, use, liability and promotion effects every aspect of business activity. There is also the marketing and social segmentation issues that go with the analysis of gun control. Finally, there is a political and cultural aspect to gun control that reflects potential future government activities and national debate.

I will always attempt to differentiate my personal positions and attitudes from those positions, attitudes and information that are of an academic or scholarly orientation. I encourage you to question, both in your mind and verbally, the statements, answers, opinions, and attitudes expressed in class by any one, and that includes myself; guest speakers; other students; and the material we read. There are no stupid questions and there are no stupid answers. Some questions and answers can be better structured, or more fully thought out, but they are never stupid.

Grading Standards & Components: My grading standard for essay type of assignments is based upon the relative endpoints in a class's performance. I look at the best answer[s] as being A level work and the worst answer[s] as being D level work. If you don't answer the question, don't turn in the assignment or simply try to pass off gobble gook³ as a meaningful response, the answer will be deemed an F.

³ Consider the term gobble gook to be synonymous with the American cliché "B.S." In this case the B.S. does not stand for bachelor of science.

We will primarily spend our time reading the book and some outside reading assignments and discussing the material. There will be a Quiz every other week for a total of 7 in class semester quizzes. Quizzes will be multiple choice, with 12, 18, 24 or 30 questions, as I see fit at the time I put the quiz together. Each quiz will be worth 12 points and you can drop one quiz out of the seven. The 6 remaining quizzes will be 72% of your grade.

The final will be 20% of your grade and class participation will be 8% of your grade.

Mere attendance in class does not constitute participation. To get maximum Class Participation points you need to make regular and relevant comments, answer questions, pose questions and engage in some discourse concerning marketing and the topics assigned.

Quiz # 1-7 12% each for a total of	72%
Final	20%
Participation	8%
	100%

- There is no extra credit work.
- All assignments are due at the beginning of class on the day assigned.
- There are no make-up exams unless there was a compelling reason for missing the exam. (ie. A death in the family; a serious family illness; your house or apartment burns down; your job unexpectedly and without notice sends you out-of-town; there is an earthquake that destroys roads in the bay area; or your temporary and un-anticipated death followed by non-zombie resurrections – becoming a zombie is not an excuse for missing an exam.) All such compelling reasons must be supported by medical or governmental records or documentation from H/R, signed by someone at the firm I can contact.

I believe in transparent grading and at the end of the semester all student grades on all graded assignments will be provided by student id number to each and every student. The grade distribution will be determinable from the files I send to you. In some cases, such as where there is an ambiguous question on a test, I will give adjustment points that will be added at the end of the semester. THESE POINTS GO TO ALL STUDENTS, not just those who missed the question.

Conceptual issues and problems with an exam are a valid topic for one on one interaction. I will not take up class time on an individual's test responses or grades.

Assignments:

The text book is Marketing: 2011-2012 Student Edition, , 5th Edition, Charles W. Lamb | Joseph F. Hair | Carl McDaniel, ISBN-978111528096 © 2012, Cengage Inc, publishing

All students will have to have a 1 year subscription to the Wall Street Journal. Sign-up cards will be passed out in class. We will discuss applied marketing issue from the WSJ.

SCHEDULE OF ASSIGNMENTS AND QUIZZES

Week 1

1. An Overview of Marketing.

Week 2

3. Ethics and Social Responsibility.
4. The Marketing Environment.

Week 3 **Quiz 1**

6. Consumer Decision Making.

Week 4

7. Business Marketing.
12. Services and Nonprofit Organization Marketing.

Week 5 **Quiz 2**

8. Segmenting and Targeting Markets.

Week 6

9. Decision Support Systems and Marketing Research.

Week 7 **Quiz 3**

10. Product Concepts.
11. Developing and Managing Products.

Week 8

13. Marketing Channels.
14. Supply Chain Management.

Week 9 **Quiz 4**

15. Retailing.

16. Integrated Marketing Communications.

Week 10

- 17. Advertising and Public Relations.
- 18. Sales Promotion and Personal Selling.

Week 11 **Quiz 5**

- 19. Pricing Concepts.

Week 12

- 20. Setting the Right Price.

Week 13 **Quiz 6**

- 21. Customer Relationship Management (CRM).
- 2. Strategic Planning for Competitive Advantage.

Week 14

- 22. Social Media Marketing.
- 5. Developing a Global Vision

Week 15 **Quiz 7**

Unfinished business and review

Final

You are all adults, you are University students, and many of you hold fulltime jobs and/or have families and understand the responsibilities that come with your position in life. Because I believe that the prior sentence is true, I do not take attendance and I do not need to know when or why you are not going to be in class. We all have outside obligations and sometimes those obligations require us to make choices and tradeoffs. If you feel that you have an obligation that requires you to be elsewhere, I respect your judgment and decisions. (Here it comes.) However, it is also your responsibility to see to it that your work is done and turned in on time, that you get copies of the notes and or information that was presented in class and that you are prepared to respond to test questions, or in class discussions, dealing with the material you missed.

University, College, or Department Policy Information:

a) **Academic integrity statement (from Office of Judicial Affairs):** “Your own commitment to learning, as evidenced by your enrollment at San José State University and the University’s Academic Integrity Policy requires you to be honest in all your academic course work. Faculty are required to report all infractions to the Office of Judicial Affairs. The policy on academic integrity can be found at <http://www2.sjsu.edu/senate/So4-12.pdf>

b) **Campus policy in compliance with the Americans with Disabilities Act:** “If you need course adaptations or accommodations because of a disability, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities register with DRC to establish a record of their disability.

c) **College of Business Policies and Procedures:**

Please check the url at

http://www.cob.sjsu.edu/cob/5_STUDENT%20SERVICES/cobpolicy.htm

To ensure that every student, current and future, who takes courses in the **Boccardo Business Center**, has the opportunity to experience an environment that is safe, attractive, and otherwise conducive to learning, the College of Business at San José State has established the following policies:

Eating:

Eating and drinking (except water) are prohibited in the Boccardo Business Center. Students with food will be asked to leave the building. Students who disrupt the course by eating and do not leave the building will be referred to the Judicial Affairs Officer of the University.

Cell Phones:

Students will turn their cell phones off or put them on vibrate mode while in class. They will not answer their phones in class. Students whose phones disrupt the course and do not stop when requested by the instructor will be referred to the Judicial Affairs Officer of the University.

Computer Use:

In the classroom, faculty allow students to use computers only for class-related activities. These include activities such as taking notes on the lecture underway, following the lecture on Web-based PowerPoint slides that the instructor has posted, and finding Web sites to which the instructor directs students at the time of the lecture. Students who use their computers for other activities or who abuse the equipment in any way, at a minimum, will be asked to leave the class and will lose participation points for the day, and, at a maximum, will be referred to the Judicial Affairs Officer of the University for disrupting the course. (Such referral can lead to suspension from the University.) Students are urged to report to their instructors computer use that they regard as inappropriate (i.e., used for activities that are not class related).

Academic Honesty:

Faculty will make every reasonable effort to foster honest academic conduct in their courses. They will secure examinations and their answers so that students cannot have prior access to them and proctor examinations to prevent students from copying or exchanging information. They will be on the alert for plagiarism. Faculty will provide additional information, ideally on the green sheet, about other unacceptable procedures in class work and examinations. Students who are caught cheating will be reported to the Judicial Affairs Officer of the University, as prescribed by [Academic Senate Policy So4-12](#).

Mission

The College of Business is the institution of opportunity, providing innovative business education and applied research for the Silicon Valley region.

Name _____
Last First

Home Phone _____ Work Phone _____

Cell Phone _____ E-Mail Address _____

City you live in _____

Your goal after you graduate: _____

Your favorite Book _____ Movie _____

If you Work your current job _____ Your current employer _____

Number of units you are taking this semester _____, Number of hours you work a week _____

Please inset a color photograph of yourself that was taken in the last two years. The photo should be of *you alone, not in a costume, and that shows your face.* (no masks allowed)

Insert the image in this space and scan the completed form with the image. E-mail the form to me at Lawyer1time@yahoo.fr

The e-mail should have as the subject line ***your name – Bus 130 fall 2011***

If this form is not turned in by the end of the third week of class you will receive no class participation credits. Information will not be kept past the end of the semester.