

GREEN SHEET
BUS2 130: PRINCIPLES OF MARKETING
MARKETING AND DECISION SCIENCES
COLLEGE OF BUSINESS
SAN JOSE STATE UNIVERSITY

1. COURSE INFORMATION



Instructor :	BETTY "Bobbi" D. MAKANI-LIM, PhD
Section / Class number :	Section 15 / Class number 29066
Class Hours & Location:	Tuesdays and Thursdays 10.30am – 11.45am BBC 320
Office Hours:	Tuesdays: 8.30am – 10.30am And by appointment
Office Location:	BT 764
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2. COURSE OVERVIEW AND OBJECTIVES

This course provides a general introduction into the principles and concepts of Marketing. It aims to provide a broader view of Marketing beyond its usual functional perceptions of sales and advertising. During the course, various marketing theories, practices and key concepts will be introduced and discussed. Particular focus will be given to the practice of marketing in the context of sustainability, social responsibility and business ethics.

The emphasis of the course is on the appreciation, understanding and application of the fundamental concepts of marketing. Thus, towards the end of the course, students are expected to display a comprehensive knowledge on the dynamics of the market forces and its impact on the marketing mix. It is expected that the knowledge and understanding developed throughout the course would serve as a foundation for the higher-level marketing courses. Upon the completion of the course, students are expected to:

- A. Develop an in-depth knowledge and understanding of the various marketing principles, concepts, theories and applications.
- B. Comprehend the dynamics of marketing and analyze how its various components interact with each other in the real world.
- C. Realize and appreciate the importance of marketing in the business environment and in our everyday lives.
- D. Gain hands-on experience in creating a marketing plan for a chosen product or service of a particular organization, thus utilizing the different theories and concepts discussed in class and integrating them for application.

- E. Understand the advantages of interacting with a group in analyzing the marketing environment and determining the appropriate marketing mix for the target market.
- F. Develop an appreciation for group dynamics, group decision-making and the variety of relationships that may evolve during the decision-making process when working within a group.

2a. Principal text

Principles of Marketing, 12/E,
By: Philip Kotler and Gary Armstrong
Pearson Prentice Hall, ISBN 978-0-13-239002-6



2b. Other reading materials

- Significant use of other online and offline resources for class discussions
- Other resources, readings, cases and handouts may be distributed in class throughout the course.

3. COURSE REQUIREMENTS

- A. **CLASS LECTURES AND DISCUSSIONS.** Each class will consist of lectures by the instructor on the topic of the session, together with class discussion of the reading material and/or cases assigned for that session. During some sessions, written case analysis and/or exercises would be done in class.
- B. **CLASS PARTICIPATION.** Class participation is an important element of the course. Each member of the class could help others learn more by contributing to the class/case discussions through questions and insights. The quality of the student’s input into the discussion will be a major basis for the evaluation of his or her performance in class. Students are strongly encouraged to thoroughly prepare for class/case discussions for the day. It will be expected that students did advanced readings and are adequately prepared on the assigned chapters and cases for the day. Throughout the semester, class participation will be graded as necessary. As much as possible, the classroom discussions will stick to the fundamentals of the topics and their applications. Due to the importance of class participation, students are expected to follow a seating plan throughout the semester.
- C. **QUIZZES.** There will be quizzes given randomly throughout the semester. At the end of the semester, the lowest quiz will be dropped. The quizzes are given to evaluate your understanding of the reading and/or case assigned for the day and topics which have already been discussed. Latecomers risk not being allowed to take the quiz. Make-up quizzes will not be given.
- D. **Written Assignments and Written Analysis of Cases (WACs).** There will be written assignments and WACs assigned throughout the course. Assignments and WACs may be assigned individually or in groups. When assigned in groups, it is expected that the students would engage in a healthy exchange and sharing of ideas when completing the WACs. Assignments are given to support the concepts and theories found in the book as well as those discussed in class. The focus of the WACs is analysis and the resolution of marketing communication problems and/or issues as outlined in the cases. Students are strongly encouraged to thoroughly prepare for case discussions in class. Please read the reference chapters for the case, perform some analysis, examine the marketing communications issues and address the problems at hand.



D.1 Overview of WACs and Guidelines

Case studies present an account of what happened to a business, an industry or an individual over a period of time. Cases present an archive of events that key people in the organization have to deal with, such as changes either in the external or internal environment and chronicle the managers' responses. The purpose of the case study is to let students analyze the critical issues facing the specific organization and then apply the concepts learned in class in exploring alternatives to address these issues. The first time you read the case, try to get a grasp of the overall picture of what has transpired. Also review the guide questions as to what marketing issues would require special attention. Re-read the case carefully for several times to find out specific issues and problems that confront the organization. Take down important information, facts, issues and observations that you might have about the case. It would also be helpful to add your own insights to the issues at hand.

A case guide will be distributed for each case. The case guides will be posted on Blackboard at least a week before the case is due. Likewise, if the assigned case is not in the textbook, a copy of the case and the case guide will also be posted on Blackboard.

D.2. Suggested Outline for Written Case Analyses (WACs)

Identification of the Problem/s or Issue/s. The student must be able to identify the primary, underlying **marketing** threat or barrier that the company must overcome in order to succeed. Examples include the cause/s of decline in sales and/or market share, or threats to current or future success. The problem identification is NOT a decision or strategy that the company's management must make or the task to be accomplished.

Situation Analysis. Students must substantiate the threats the company faces, analyze the courses of action open to management, and evaluate the feasibility of each. The student must give evidences and cite his/her sources either from the case or from other related sources. Analysis involves identifying and interpreting relevant case facts and portions of exhibits, not just recounting the subject organization's history like a book report. SWOT analysis types are suggested.

Recommendations/Conclusion. The student must suggest concrete and specific courses of action as solutions to the core problems based on his/her situation analysis. Please refrain from motherhood statements. A thorough action plan to address your stated problem/issue is recommended.

The maximum number of pages for written WACs is 6 pages of text, excluding exhibits or appendices. Pages in excess of the stated maximum 6 will not be read nor corrected. The grade will be given based on the content contained within the specified number of pages.

Note: It is important to apply the concepts from the readings and class discussions to analyze the case and answer the discussion questions.

D.3. Format for All Written Work

All submitted written work must follow the following format:

- Font type: Arial or Times new roman, no less than 10pts.
- Paper: 8.5 x 11 (white short bond)



- Margins: At least 1-inch margins on all sides of the paper, except for the right side of the paper, which should have at least 2.5 inches.
- Spacing: Double-spaced
- Number the pages and proofread before turning in your paper.
- Please do not forget to indicate your name, your class number, title of the assignment, case or project, and date of submission.
- Deductions will be applied to all written work turned in that does not follow the format.

E. **GROUPS.** By the end of the 3rd week of the course, students should have formed their own groups of 4-6 members. The groups will remain the same for all written group work, case analysis and the final group project.

F. **GROUP WORK.** On some occasions, students will be asked to work on marketing problems in groups (either in class as an exercise or as an assignment). The group will be asked to employ concept and insights learned from the class. When called upon, each group should be prepared to present its solution to the class.

G. FINAL GROUP PROJECT

1. The students will submit a marketing plan for a product or service of a company/ organization, but not one listed in the text. The company/organization must have the basic information such as an annual reports, news releases, advertising, articles in the media, and the like. This is to be a “real-world” integrated marketing plan for a product or service.

The objectives of the project are:

- a. For the students to synthesize and apply the various marketing concepts learned from the class.
- b. To cultivate the research skills of the students.
- c. To develop the students’ oral and written communicative skills.
- d. To develop the students’ ability to think critically and creatively.

The evaluation of the final project will be on the quality of the analysis and the application of relevant concepts. Thus, you should link your observations about the company, market environment and the target market to various concepts you have learned in class or from the textbook. Particular focus would be given to the consistency of the marketing mix strategies with the market analysis.

2. Selection of a product or service. Select a product or service for which you will create a comprehensive marketing plan. The most important thing for you to consider is the availability of market and financial data on the product or service your choice. For practicality and ease of research, publicly traded companies could be selected.

3. Tips:

- a. To be able to maximize your learning points, do not try to take on too big a project. Focus on what can be adequately covered in a student-designed plan. For example, to develop a comprehensive marketing plan for T-Mobile may be a bit too broad, but to develop a specific marketing plan for the prepaid plans of T-Mobile would be more manageable.

- b. Please ensure that your marketing plan relates to the materials discussed and learned in class. I will be looking for references to concepts, theories and materials from the text and from those used in classroom discussions. Keep in mind that the purpose of this project is to let you use the concepts learned throughout the course and apply them to a real world situations.
4. Project proposal (MP Part I). After your group has chosen your company, product or service, you should submit a project proposal for approval (submission date is on your green sheet course schedule). The proposal is not to exceed 4 pages. The proposal should include the following:
 - I. Brief description of the product or service as well as the organization/company
 - II. List of information sources available for completion of the project:
 1. Annual reports
 2. Articles
 3. Interviews
 4. others
 - III. A short discussion on why your group selected this particular product or service and what your group's objectives are for the project.

Indicate the name of the product or service and a list of the names and majors of all the members of your group on the cover page. The cover page is not part of the 4-page limit of the project proposal.

5. Market Analysis (MP Part II). Prior to the group consultations, a progress report is to be submitted (submission date is on your green sheet course schedule). The Market Analysis (MP Part II) should contain a comprehensive detailed analysis of the marketing environment and consumers. MP Part II should contain parts IV, V and VI of the marketing plan (please refer to Marketing Plan outline given in number 9).
6. Group consulting sessions. Prior to the submission of the final project, group consulting sessions will be scheduled to review the status of your term project with the professor. Each team will have a 15-minute individual group meeting with the professor during class time to discuss their projects.
7. Final presentations. There will be a **15-minute presentation** followed by a **10-15 minute question and answer session** for evaluation of the final project. All members of the group should be prepared to answer questions on the final project. Each group will be randomly assigned to a date and time. The group presentations are scheduled for **April 30, May 5, 7 and 12**. If the class has more than 8 groups, additional presentations will be scheduled during the final exam time for this course. All students are required to be in attendance for all the final presentations. For the presenting groups, all members of the group should be present during the presentation. The overall group project grade will be reduced by 10% for each group member not in attendance during the final presentation.
8. Written plan. An ideal marketing plan length might be between 15 and 20 pages, but the actual format and the contents would eventually dictate your real plan length. There will be no limit on the number of pages in the final project, but conciseness is preferred. Keep in mind that the appearance of your final marketing plan will be taken into consideration when grading. At the very least, they should be stapled together. The final report will not be returned to the groups.

9. Marketing Plan project content

The final report should contain the following: *(Note: The following content are the minimum information requirements for your final group project. This content guide is not intended to serve as the final outline for your project. Each group is expected to utilize the most appropriate analytical methods and techniques for their respective industries and organizations)*

- I. A cover page listing the names of all the group members, student ID number and major.
- II. Table of Contents
- III. Executive Summary (no more than 4 pages)
- IV. Current Marketing Situation
 - a. Internal environmental analysis
 - 1) SWOT analysis
 - b. External environmental scanning and analysis
 - 1) Competitor analysis
 - 2) Market analysis
 - 3) Trends analysis
- V. Marketing Objectives and Issues
- VI. Target Market, Customer Analysis and Positioning
- VII. Marketing Strategy (marketing mix)
 - a. Product
 - i. Brief description
 - ii. Benefits and features (USP)
 - iii. Position
 - iv. Product and branding strategy
 - b. Price
 - i. Product cost
 - ii. Index vs. competition
 - iii. Pricing strategy
 - c. Place
 - i. Distribution strategy
 - ii. Marketing channels
 - iii. Logistics
 - d. Promotion
 - i. Promotions mix
 - ii. Promotions strategy
- VIII. Marketing Budget and Financial Plans
- IX. References/Bibliography
- X. Exhibits

H. COURSE POLICIES

1. Class participation is an important component of the course and attendance is required to earn class participation points. A class seating chart will be used to keep track of student attendance.
2. Students must turn off or place on silent mode all mobile phones during class hours.



3. Unless there is a discussion or exercise in class that requires student connection to the internet, students are not allowed to use laptops in the classroom. Using laptops (when not required) in class will result to a **deduction of class participation credits** for the day.
4. Please complete registration in Blackboard by February 6, 2009. Blackboard will be used to post assignment details, additional course resources, and other announcements. All communications (off-campus) with the students will also be done through Blackboard. It is the responsibility of each student to regularly check Blackboard for course announcements.
5. All assigned written work should be turned in hard copy at the start of the class, unless specified otherwise. Late papers will not be accepted.
6. **Peer evaluation.** Each member of the group will be asked to evaluate the contribution of all the other team members. The peer evaluation will be used to determine each student's individual grade for the group project and other group assignments. Each student's group grade will be adjusted to account for each individual's relative contribution to the group effort. All students are required to turn in a peer evaluation forms for all group written works submitted. Students who do not turn in the peer evaluation forms will have a deduction of 5% from the overall group average grade.



7. **Extra Credit.** Students may earn extra credit by submitting WACs on unassigned cases. As with the assigned WACs, case discussions will have case guides posted on Blackboard. Students who would like to earn extra credit points may turn in extra WACs and these are due on the day of the case discussion at the start of the class.

8. For expectations about classroom behavior; see Academic Senate Policy S90-5 (<http://www.sjsu.edu/senate/s90-5.htm>) on Student Rights and Responsibilities.

5. EVALUATION/GRADING

GRADE DISTRIBUTION	
Item	Approximate weights
Quizzes	15%
Class participation	15%
Written case analysis (WAC)	20%
Other written work (homework, exercises, etc)	10%
Marketing Plan Project (Parts I, II and III)	30%
Final presentation	10%
TOTAL:	100%

Final letter grades will be assigned according to the following percentages:

A	92 – 100	C	72 – 74.9
A-	88 – 91.9	C-	69 – 71.9
B+	85 – 87.9	D+	66 – 68.9
B	81 – 84.9	D	63 – 65.9
B-	78 – 80.9	D-	60 – 62.9
C+	75 – 77.9	F	0 - 59.9

6. UNIVERSITY, COLLEGE AND DEPARTMENT POLICY INFORMATION

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drops, academic renewal, etc. Information on add/drops are available at <http://info.sjsu.edu/web-dbggen/narr/soc-fall/rec-324.html>. Information about late drop is available at <http://www.sjsu.edu/sac/advising/latedrops/policy/>. Students should be aware of the current deadlines and penalties for adding and dropping classes. You are responsible for understanding the policies and procedures about add/drops, academic renewal, withdrawal, etc. found at <http://www2.sjsu.edu/senate/S04-12.pdf>

Academic integrity

Students should know the University's Academic Integrity Policy that is available at http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf. Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The website for Student Conduct and Ethical Development is available at http://www.sa.sjsu.edu/judicial_affairs/index.html. Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 requires approval of instructors.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make 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 requesting accommodations must register with the DRC (Disability Resource Center) to establish a record of their disability.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at <http://www.sjsu.edu/writingcenter/>

COLLEGE OF BUSINESS POLICIES

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 S04-12. As appropriate to your particular class, a definition of plagiarism, such as that found on Judicial Affairs website at <http://www2.sjsu.edu/senate/plagiarismpolicies.htm>

Please check the URL at **College of Business Policies and Procedures:**
http://www.cob.sjsu.edu/cob/5_STUDENT%20SERVICES/cobpolicy.htm

7. COURSE OUTLINE

(Note: This course calendar is subject to change with fair notice to the students)

DATE & DAY		READINGS / TOPICS / CASES / ASSIGNMENTS / EXERCISES / DEADLINES / SUBMISSIONS
Jan 22 (Th)	1	<ul style="list-style-type: none"> Course overview, discussion of syllabus and fill in data sheets <p>HW 1: (to be done individually, due on Jan 27)</p> <ul style="list-style-type: none"> Answer the question: What is the difference between a need, a want and a demand? Describe the need versus the want for the following products: Gatorade, Nike, iPod. Maximum number of pages is 1. (15 credit points)
Jan 27 (Tu)	2	<p>Reading: Chapter 1: Marketing: Managing Profitable Customer Relationships</p> <p>HW 2: (to be done individually, due on Feb 3) Applying the Concepts, p59. Answer question number 3. Maximum number of pages is 2. (15 credit points)</p> <p>WAC 1: (to be done in groups, WAC due on Feb 5) Company Case: Trap-Ease America: The Big Cheese of Mousetraps, pp60-61</p>
Jan 29 (Th)	3	<p>Reading: Chapter 2: Company and Marketing Strategy: Partnering to Build Customer Relationships</p>
Feb 3 (Tu)	4	<p>Readings: Chapter 3: The Marketing Environment Chapter 18: Creating Competitive Advantage</p>
Feb 5 (Th)	5	<p>Case Discussion: WAC 1: Trap-Ease America</p>
Feb 10 (Tu)	6	<p>Reading: Chapter 4: Managing Marketing Information</p> <p>Company Case: Prius: Leading a Wave of Hybrids, pp92-93 Case to be discussed on Feb 17.</p>
Feb 12 (Th)	7	<p>Readings: Chapter 5: Consumer Markets and Consumer Market Behavior Chapter 6: Business Market and Business Market Behavior</p>
Feb 17 (Tu)	8	<p>Case Discussion: Prius: Leading a Wave of Hybrids</p> <p>HW 3: (to be done individually, due on Feb 24)</p> <ul style="list-style-type: none"> Discussing the Concepts, p154. Answer question number 2. Maximum number of pages is 1 (15 credit points)
Feb 19 (Th)	9	<p>Reading: Chapter 7: Customer-Driven Marketing Strategy: Creating Value for Target Customers</p>
Feb 24 (Tu)	10	<p>Readings: Chapter 8: Product, Services and Branding Strategy Chapter 9: New Product Development and Product Life Cycle Strategies</p> <p>In-class Exercise (EX1) prep: When you get home, check out your pantry/cupboard, the place where you keep your laundry detergents and bleaches, and your bathroom. List down the items and the brands of the things you find there. (e.g. Shampoo-Garnier, Potato Chips-Lays, etc.) Bring this list with you when you come to class on Feb 26 (Thurs-session 11).</p>
Feb 26 (Th)	11	<p>In-class Exercise (EX1): to be done in pairs, instructions will be given in class **Note: Please bring your PCs to class. Internet access is required for this exercise.</p>

Mar 3 (Tu)	12	<p>Readings: Chapter 10: Pricing Products: Understanding and Capturing Customer Value Appendix 2: Marketing by the Numbers</p> <p>WAC 2: (to be done in groups, WAC due on March 17) Company Case: Southwest Airlines: Waging War in Philly, pp302-304</p> <p>Submission of MP Part I</p>
Mar 5 (Th)	13	<p>Reading: Chapter 11: Pricing Products: Pricing Strategies</p>
Mar 10 (Tu)	14	<p>In-Class Exercise 2 (EX2): to be done in groups, instructions will be given in class **Note: Please bring your PCs to class. You may use internet access for this exercise.</p>
Mar 12 (Th)	15	<p>Readings: Chapter 12: Marketing Channels and Supply Chain Management Chapter 13: Retailing and Wholesaling</p> <p>WAC 3: (to be done individually, WAC due on April 2) Company Case: Zara: The Technology Giant of the Fashion World, pp361-362</p>
Mar 17 (Tu)	16	<p>Case Discussion: Southwest Airlines: Waging War in Philly</p>
Mar 19 (Th)	17	<p>Reading: Chapter 14: Communicating Customer Value: Integrated Marketing Communications Strategy</p>
Mar 24 (Tu)	18	Spring break (no class)
Mar 26 (Th)	19	Spring break (no class)
Mar 31 (Tu)	20	Cesar Chavez Day (no class)
Apr 2 (Th)	21	<p>Case Discussion: Zara: The Technology Giant of the Fashion World</p>
Apr 7 (Tu)	22	<p>Readings: Chapter 15: Advertising and Public Relations Chapter 16: Personal Selling and Sales Promotion</p> <p>In-class group exercise 3 (EX3): to be done in pairs. Instructions to be given in class **Note: Please bring a magazine to class. You may use your PCs for the exercise.</p>
Apr 9 (Th)	23	<p>Readings: Chapter 19: The Global Marketplace</p> <p>Video Case: Nivea</p>
Apr 14 (Tu)	24	Long Exam
Apr 16 (Th)	25	<p>MP group meetings</p> <p>Submission of MP Part II: Please turn in a copy of MP Part 2 to BT 750 on or before 3pm.</p>
Apr 21 (Tu)	26	MP consultation
Apr 23 (Th)	27	MP consultation
Apr 28 (Tu)	28	Course wrap-up
Apr 30 (Th)	29	Final presentations
May 5 (Tu)		Final presentations
May 7 (Th)	29	Final presentations
May 12 (Tu)		Final presentations
May 18 (Mon)		<p>Final Exam Day (0945 – 1200)</p> <p>Submission of completed Marketing Plan (MP Part III)</p> <ul style="list-style-type: none"> • Bound hard-copies to be submitted in class. • Electronic copies to be submitted via email on or before 3pm <p>Note: Late submission or failure to submit the electronic copy will result to a 0.50 grade point deduction on the final grade of the MP Part III.</p>