

Introduction to Marketing
Fall 2009
Bus 130-4 (code 40263): MW 1:30-2:45, Room BBC 224

Instructor: Dr. Sak Onkvisit, Professor of Marketing
Office: BT 758
Office Hours: MW 10:00-10:25 and 2:45-4:45; also by appointment
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Home Page: http://www.cob.sjsu.edu/onkvis_s/index.htm

Text (recommended): Dhruv Grewal and Michael Levy, *Marketing*, NY: McGraw Hill/Irwin, 2009.

Other Texts: The recommended text alone is not adequate. You should also read one of the other textbooks that are on reserve in the library. Those other textbooks, while not as current, may actually be used as a substitute for the recommended textbook.

Roger A. Kerin et al., *Marketing*, 8th ed., Boston: McGraw-Hill, 2006.

Philip Kotler and Gary Armstrong, *Principles of Marketing*, 12th ed., Upper Saddle River, NJ: Pearson, 2008.

Charles W. Lamb, Jr., Joseph F. Hair, Jr., and Carl McDaniel, *Marketing*, 7th ed., Mason, OH: South-Western, 2004.

William M. Pride and O.C. Ferrell, *Marketing*, 14th ed., Boston: Houghton Mifflin, 2008.

Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart, *Marketing*, 4th ed., Upper Saddle River, NJ: Pearson, 2006.

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.

Important Dates:

Sept. 3 (Th) last day to drop without an entry on student's permanent record
Sept. 7 (M) Labor Day--campus closed
Sept. 11 (F) last day to add courses and also instructor drop deadline
Oct. 19 (M) campus furlough day--no class
Nov. 11 (W) Veteran's Day--campus closed

Introduction to Marketing (Fall 2009): Reading Assignments

Date	Topic	Chapter(s)					
		Grewal	Ke	Ko	L	P	S
August							
24, 26	Introduction and overview	1	1	1	1	1	1
31, 2	Strategy planning, market segmentation	7	9	7	7	10	7
September							
9 (W)	Strategy planning, market segmentation	7	9	7	7	10	7
14, 16	Uncontrollable variables (marketing environment)	4	3	3	2	3	2
	Consumer behavior	5	5	5	5	5	5
21, 23	International marketing	6	7	19	4	7	3
*28, 30	First exam, product						
October							
5, 7	Industrial and consumer products, product life cycle	9, 10	6, 10, 11	6, 8, 9			
			6,9,10	6,11,12,13	6,8,9		
12, 14	Branding, packaging	9					
21 (W)	Distribution	13	15	12	12	15	15
26, 28	Wholesaling, retailing, distribution	14	17	13	13	16,17	16
November							
*2, 4	Second exam, promotion	15					
9 (M)	Promotion	15	18	14	14	18	12
16, 18	Advertising, personal selling, publicity	16,17	19	15	15	19	13
23, 25	Sales promotion, pricing	17	20	16	16	20	14
		12	13,14	10,11	17,18	21,22	11
December							
30, 2	Pricing, marketing research	12,8	8	4	8	9	4
Exams: First exam Sept. 28 (M) Second exam Nov. 4 (W) Final exam: Dec. 7 (M)							

Notes: Additional readings may be assigned throughout semester.
Scantron form (no. 882-ES) is needed for each exam.

This course is not for any students who cannot devote adequate time and effort. You need to either visit my Web Page. To avoid penalty, please inform me in writing within the first 2 weeks that you have read and understood all the course requirements.