

Introduction to Marketing
Spring 2010
Bus 130-4 (code 25520): MW 1:30-2:45, Room BBC 022

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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Text: Because of the unreasonable costs of textbooks, there is no required text per se. However, you must read one of the textbooks that are on reserve in the library (see the list below). Those other textbooks, while not the very latest editions, are satisfactory. Alternatively, 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.

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:

Feb. 5 (F) last day to drop without an entry on student's permanent record
Feb. 12 (F) last day to add courses and also instructor drop deadline
Feb. 15 (M) campus furlough day—no class
Feb. 22 (M) faculty furlough day—no class
March 29-April 2 spring recess

Introduction to Marketing (Spring 2010): Reading Assignments

<u>Date</u>	<u>Topic</u>	<u>Chapter(s)</u>				
		Ke	Ko	L	P	S
January						
27 (W)	Introduction					
February						
1, 3	Overview	1	1	1	1	1
8, 10	Strategy planning, market segmentation	9	7	7	10	7
17 (W)	Uncontrollable variables (marketing environment)	3	3	2	3	2
	Consumer behavior	5	5	5	5	5
24 (W)	International marketing	7	19	4	7	3
March						
1, 3*	International marketing, first exam					
8, 10	Industrial and consumer products	6,10,11	6, 8,9	6,9,10		
				6,11,12,13		6,8,9
15, 17	Product life cycle					
22, 24	Branding, packaging					
	Distribution	15	12	12	15	15
April						
5, 7	Wholesaling, retailing, distribution	17	13	13	16,17	16
12, 14*	Distribution, second exam					
19, 21	Promotion	18	14	14	18	12
26, 28	Advertising, personal selling, publicity	19	15	15	19	13
	Sales promotion	20	16	16	20	14
May						
3, 5	Pricing	13,14	10,11	17,18	21,22	11
10, 12	Pricing, marketing research	8	4	8	9	4
*17	Exam (to be decided)					

Exams: First exam March 3 (W)
 Second exam April 14 (W)
 Final exam: May 17 [or May 24 (M) 12:15-1:45]—to be decided

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.

Textbooks are used only to supplement the lectures. It is critical that you take good notes. You will not perform well if you don't study and if your class notes are inadequate.