

Introduction to Marketing
Spring 2012
Bus 130-8 (code 21401): TR 1:30-2:45, Room BBC 224
Bus 130-10 (code 21484): TR 3:00-4:15, Room BBC 224

Instructor: Dr. Sak Onkvisit, Professor of Marketing
Office: BT 758
Office Hours: TR 9:00-10:25 and 4:15-4:30; also by appointment
Phone: 924-3535 (or call the Department at 924-3506)
E-mail: sak.onkvisit@sjsu.edu
Home Page: http://www.cob.sjsu.edu/onkvis_s/index.htm

Text: Because of the unreasonable costs of textbooks, there is no required text. However, the reading assignments are mandatory, not optional. **You must read one of the textbooks that are on reserve in the library (see the list below).** These as well as other textbooks of the same kind, 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. 6 (M) last day to drop without an entry on student's permanent record

Feb. 13 (M) last day to add courses and also instructor drop deadline

March 26-30 spring recess

Introduction to Marketing (Spring 2012): Reading Assignments

<u>Date</u>	<u>Topic</u>	<u>Chapter(s)</u>				
		Ke	Ko	L	P	S
January						
26 (R)	Introduction					
31, 2	Overview	1	1	1	1	1
February						
7, 9	Strategy planning, market segmentation	9	7	7	10	7
14, 16	Strategy planning, market segmentation	9	7	7	10	7
21, 23	Consumer behavior	5	5	5	5	5
	International marketing	7	19	4	7	3
*28, 1	first exam, industrial products					
March						
6, 8	Industrial and consumer products	6,10,11	6, 8,9	6,9,10		
				6,11,12,13	6,8,9	
13, 15	Product life cycle, branding, packaging					
20, 22	Product life cycle, branding, packaging					
	Distribution	15	12	12	15	15
April						
3, 5	Wholesaling, retailing, distribution	17	13	13	16,17	16
*10, 12	second exam, promotion					
17, 19	Promotion	18	14	14	18	12
	Advertising, personal selling, publicity	19	15	15	19	13
24, 26	Sales promotion	20	16	16	20	14
	Pricing	13,14	10,11	17,18	21,22	11
May						
1, 3	Pricing	13,14	10,11	17,18	21,22	11
8, 10	Pricing	13,14	10,11	17,18	21,22	11
	Marketing research	8	4	8	9	4
15	Marketing research	8	4	8	9	4

Exams: First exam Feb. 28 (T)
 Second exam April 10 (T)
 Final exam section 8: May 22 (T), 12:15-1:45 (90 minutes, not 2 ¼ hours)
 section 10: May 17 (R), 2:45-4:15 (90 minutes, not 2 ¼ hours)

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. To avoid penalty, please visit my Web Page and then 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.