

Marketing 431 – “Principles of Marketing”

T, TH 9:35-10:50
Sections 1 and 2 HSS 130 (or online)
<http://ilearn.sfsu.edu>

Dr. Bruce Robertson
mktgprof@sfsu.edu
Ph: (415) 338-6288
Sci 373

Office Hours:
Tuesdays and Thursdays 11:00-1:00
and by appointment

CATALOG DESCRIPTION

Introduction to marketing principles and functions designed to satisfy an organization's target markets by offering an appropriate marketing mix consisting of product, price, place and promotion in domestic and international settings.

Prerequisite: Upper Division Standing.

OVERVIEW

This is a survey course designed to give business students a sense of what “Marketing” is all about. The content of the class will be delivered both in person and over the Internet giving students the choice of taking the class in a traditional classroom setting, or as an online course. Testing will be handled entirely online allowing students to schedule tests at their convenience.

Lectures will originate from HSS 130 every Tuesday and Thursday from 9:35 to 10:50 am. These lectures will be streamed live over the internet to give students the option of viewing the lectures from home in real-time. In addition, an archive version of the lecture will be posted (usually within 48 hours) on the class website. Once posted, the archive lectures will be available 24/7 for the balance of the semester. Also, a videotape of each lecture will be available at the Media Access Center in the library (usually immediately following the lecture).

The first class meeting is a mandatory introductory lecture that explains how the class works. If you are unable to attend this lecture in person, please view the video tape or access the online archive to view it.

TEXT

Principles of Marketing. Required. This is a custom-published textbook created specifically for Marketing 431. The text has been adapted from Marketing 8th Edition by Kerin, Hartley, Berkowitz and Rudelius © 2006. Because some of the content has been edited and the order of the chapters re-arranged, the book is available at a substantial savings.

Brand You, by Liz Harris-Tuck, 2008. Optional. This is an excellent tool to use if you are thinking of applying for a job in the near future. It is full of exercises and worksheets that will help you take the principles of marketing discussed in class and use them to find the perfect job for you.

Study Guides for Marketing 431. Optional. This is a bound set of the lecture notes for the class. You can download these study guides for free over the course of the semester.

CLASS WEBSITE

The class will be managed using an i-Learn website. You are automatically enrolled in the i-Learn class when you register for the class. i-Learn works best with the Firefox browser. The website is organized by topic as follows:

The Basics. This is where you will find the basic information you need to participate in the class including an online syllabus and an archive of the mandatory orientation lecture. This is also where you will find the **Announcements** forum. All official announcements for the class will be posted to this forum. This could include changes to the schedule, extra credit opportunities or clarifications of class-related issues. Announcements will be sent by e-mail to your i-Learn account and you can find an archive of all announcements in the announcements forum. *It is the student's responsibility to check the announcements at least once/week to stay current with the class.*

Discussion Forums. This is an opportunity for you to share your experience in the class with other students. There are two basic discussion forums: Issues with the Class, and Internet Café.

The *Issues with the Class* forum is for you to discuss technical problems you may be having with the class. Other students may be having the same issues, or they may be able to solve the problem you are having. Please do not use this forum to ask the instructor for help with a grading problem, or a specific issue. When you post an issue to this discussion board, be sure to read the other postings first to see if other students have had similar issues. It helps if you use an informative heading for your contribution so that other students can determine the subject without reading the full posting. For example "lecture 2 keeps freezing up on me when I try to view it from home using Internet Explorer on a PC" is more informative than "I'm having problems with the lectures".

The *Internet Café* forum is a chance for students to talk with each other about topics related to the course. A lot of what we discuss in class has applications in the real world and it

can be fun to make the connection. Students are encouraged to participate in these threaded discussion groups and are welcome to introduce topics that may be of interest to the class. This forum is not a place for commercial announcements or other spam. The college of business has a site for job postings so you do not need to use this forum for job announcements. Also, abusive or inappropriate comments will not be tolerated. Students who abuse the discussion boards may be dropped from the discussion lists or subject to other disciplinary action if necessary.

Lectures. This is where you will find the lecture archives. They will be posted, usually within 48 hours of the live lecture. In addition to the lecture archives there is a search function that allows you to enter keywords and be taken to the point in a lecture where the keyword was used. You may also subscribe to a podcast for the audio portion of the lectures.

Study Guides. This is where you will find a downloadable version of the study guides. These study guides are an outline version of the lecture PowerPoint slides (without graphics) and are designed to help you take notes while viewing the lectures. The online study guides will be available for free download shortly before the material is covered in class. You also have the option of purchasing a complete set of study guides through the bookstore.

Mini Tests. This is where you will find the mini tests. Each test is available for a limited time (usually two weeks).

Review Tests. This is where you will find review versions of the mini tests. They will become available at the same time the mini tests are available and will remain available until the lectures end. You may use these review tests to continue working the test bank after you have achieved perfect scores on your mini tests. There is also a practice version of the final exam available. You can use this anytime to assess your overall preparedness for the class.

GRADING

Grades are based on performance on the 13 “mini” exams (50%) and a comprehensive final examination (50%).

Letter grades will be assigned to the percentage scale as follows:

93% - 100%	4.0 A	73% - 76%	2.0 C
90% - 92%	3.7 A-	70% - 72%	1.7 C-
87% - 89%	3.3 B+	67% - 69%	1.3 D+
83% - 86%	3.0 B	63% - 66%	1.0 D
80% - 82%	2.7 B-	60% - 62%	0.7 D-
77% - 79%	2.3 C+	LESS THAN 60%	0.0 F

You **MUST** earn a C- or better in this course in order to meet College of Business prerequisite and core requirements for an undergraduate degree in Business Administration. Students who take the class on a credit/no credit basis need 70% to earn credit for the class.

One formula for calculating your final grade is:

$$[(\text{Mini test scores}/130 + \text{Final exam score}/50)*50]=\text{Percentage Score}$$

Say, for example, you 120 out of a possible 130 on the mini tests and 35 out of a possible 50 on the final exam. You would have 92% (.923) on the mini tests and 70% (.70) on the final. $(.923+.70) * 50 = 81.2$ which would be a B- for the course. It is not uncommon for students to incorrectly calculate their grade by adding the mini test score to their final exam score and dividing the total by 180. It is easy to do this because iLearn adds up the total points in your gradebook. This approach gives the mini tests more than twice the weight of the final exam. Because mini test scores tend to be significantly higher than the final exam (after all, you can take them as many times as you wish) this approach is likely to overstate your actual grade for the class.

Mini Tests. These are 10-question multiple choice exams. The questions are randomly drawn from a pool of questions covering the week's content. Most of the questions will be based on the material covered in class. However, there will be questions that can only be answered if you have read and understood the concepts in the text book.

Over the course of the semester, there will be 13 "Mini Tests". Each mini test will cover the material presented in class for a given week. The tests will be available for at least one full week after the material has been presented. In order to take one of these tests, you must log into the i-Learn Website for the class. Clicking on the appropriate test will call up a 10-question quiz randomly drawn from a pool of questions covering that topic area. You have 10 minutes to complete the exam. While you are taking the test, i-Learn will show a "countdown" box showing how much time you have left to take the exam. When the time expires, i-Learn will automatically submit the test with the answers you have completed when time ran out.

You may take each mini test as many times as you wish during the two-week window. Yep, you read it right, you can re-take each exam an unlimited number of times. There is a 10 minute "cooling off" interval between test attempts. Each time you take the exam, you will see a different set of questions. The only catch is the score from the most recent test will count towards your final grade. So if you have an 8 on a test, re-take it and get a 7, you are stuck with the 7 (unless, of course, you take the test again).

The first mini tests will be available until after the 4th week drop-add deadline in order to accommodate students who add the class after the semester starts. There will be no make ups for the mini exams. If you are unable to find a time to take a mini test during the two-week period, you will receive zero points for the exam. Please allow yourself some extra time in case you are taking an exam from home and there are problems with your internet connection. If you wait until the last couple of days to attempt an exam for the first time, you do so at your own risk. It is not uncommon for technical problems to happen at the last minute because of heavy traffic on the servers.

When you have successfully completed a mini test, use the "grades" function in iLearn to make sure your score is recorded properly. This shows you how the test is scored in the instructor's gradebook. If there is a discrepancy, you need to call it to the instructor's attention before the test expires.

As a rule of thumb, if you do not have "10's" on the first three mini tests by the time of the drop/add deadline, you are in danger of failing the class and should seriously consider withdrawing from the class before the drop/add deadline. Because this class is very convenient, there is a temptation to take shortcuts. The rule of thumb for college-level work is you need to spend 2-3 hours outside of class preparing for every hour in class. This means you should be

spending 6-9 hours each week preparing for marketing 431 in addition to viewing the lectures. If you do not have all “10’s” on your mini tests, it is either because the material is too difficult for you or because you have not been able to devote the time to the class that you had intended. Whatever the reason, it is a signal that you might not do very well in the class. If you drop the class before the fourth week deadline, there will be no consequences for your grade. If you choose to remain in the class after the fourth week drop/add deadline, it will count as one of your three attempts even if you later choose to withdraw from the class.

Final Examination. There will be a comprehensive final examination for the class. The final will be given in a computer lab on campus, will last 50 minutes, and will be offered over several days around finals week. A schedule and sign up program will be made available approximately the last two weeks of class. If you have a potential conflict with other classes, be sure to sign up for a time quickly. As a rule of thumb, the last times fill up first. When you go to the lab, ***you will need to show a valid SFSU ID*** to the proctor assigned to the lab. You will then be given the password for the final examination.

The final examination will consist of 50 questions *randomly drawn from the same pool of questions used for the mini exams*. The exam will be administered through the i-Learn website. You will have fifty minutes to complete the final examination. If you leave the i-Learn website during the exam, lose your internet connection, or your exam just disappears, you may have to start over. If it appears to be necessary, a pencil and paper version of the final may be substituted at the instructor’s discretion.

There will be ***no make-up exams***. It is your responsibility to find a time during finals week to take the online final exam.

CLASSROOM POLICIES

Attendance. Students are expected to stay current with the course. At a minimum students are required to check the class website weekly in order to check for announcements, to take the mini tests and to verify their grades.

Attendance in person is optional. If you choose to participate using one of the online options for the class, it is important to stay current with the lectures. Most of the test questions will be based on material presented in the lectures. However there will be some questions that can only be answered if you have read and understood the concepts presented in the textbook.

If you prefer to interact with the instructor in a traditional classroom setting, you are encouraged to attend the lectures in person. Seating is limited to 150, first come first served. Seating is usually very crowded for the first two weeks of class. After that, things settle down and there are plenty of available seats. If you want to attend in person, but are intimidated by the crowding the first couple of days, try again after the drop/add deadline has passed.

Academic Dishonesty. Students are expected to do their own work. Academic dishonesty (including but not limited to cheating, plagiarism, fraudulent excuses) will result in an “F” for the class and the case will be forwarded to the student discipline officer. The questions for the mini tests are copyrighted. Unauthorized reproduction is prohibited.

Safe Classroom Policy. It is my belief that everyone has the potential to make a positive contribution to the classroom experience. The free exchange of ideas expected in a college-level course requires an atmosphere of mutual respect free from harassment and intimidation. In order to achieve this, the class will abide by the following principles:

- **Participation is a good thing.** If you have a question, ask it. If someone else is asking a question, or responding to a question, please listen courteously. If there is a point you don't understand, ask for clarification. If you have something to contribute, but are uncomfortable bringing it up during class, talk with the instructor outside of class to find a way to share your contribution. Students taking the class as an online course are encouraged to ask questions using e-mail or by contacting the professor during posted office hours.
- **Distractions are a bad thing.** Please turn off cell phones and other electronic devices. Be on time. If you must arrive late or leave early, do so with as little commotion as possible. Do not walk in front of the camera when lectures are being broadcast. Please do not re-enter the classroom if you need to leave early. Please do not use the class list for spamming or for purposes unrelated to Principles of Marketing.
- **Harassment will not be tolerated.** Consistent with University policy and common courtesy, no physical, verbal or other threatening or intimidating behavior of any sort, and for any reason will be tolerated in the classroom or in any class-related medium.

Disability Accommodation. Students with disabilities who need reasonable accommodations are encouraged to contact the instructor. The Disability Programs and Resource Center is available to facilitate the reasonable accommodations process.

Religious Holidays. It is the policy at this university to make reasonable accommodations for the observance of religious holidays. If you will be unable to participate in this class due to a religious observance, please contact the instructor in advance to arrange for an accommodation. Normally this communication will take place in the first couple of weeks in the semester.

Enrollment/Withdrawal. Because attendance is optional, the instructor has no way of knowing which students have dropped the class based on attendance.

If you choose to drop the class, you must do so by Friday, February 20. All students registered as of February 21st will receive a grade for the class determined by their performance on the tests. There are a couple of College of Business policies you should consider as we approach the 4th week drop/add deadline. First, you are allowed to withdraw from a class after the fourth week and receive a "w" on your transcript only once. Second, marketing 431 falls under the College's *Three-Strikes Rule*. This means you are limited to a maximum of three attempts at this class. If you are enrolled after the drop/add deadline, it will count as one of your three attempts regardless of the outcome.

If want to withdraw from the class, you must do so by Friday, April 24.

Prerequisites. Upper division standing (60 or more credit hours) is required for you to register for this class. This assumes that you have completed at least two semesters of economics as well as some of the lower division business classes. The concepts covered in these foundation classes are important to the understanding of marketing principles. We will not be reviewing these concepts in class. If you do not have a general understanding of these disciplines and their terminology you may be better off if you wait to take this class until later in your academic career. If you find you are in over your head, be sure to drop the class before the deadline.

Communication Policy. Please use e-mail for all “official” communication with the instructor. The address mktgprof@sfsu.edu will get you to the appropriate person. Allow one business day for a response. If you are asking for personal information (about a grade, for example) your email address must be the same e-mail address associated with your name in iLearn. Telephone messages and postings to the iLearn discussion forums do not count.

RESEARCH

Because one of the functions of a university is to create knowledge, students may be invited to participate in one or more research projects related to marketing. If such an opportunity becomes available, there will be an announcement made to the class. Participants will receive a one-half percentage point increase in their final grade for each project in which they participate. In order to insure *participation is voluntary*, a student may choose not to participate in a research project and complete an alternative assignment (such as a book report) for the extra credit. Arrangements for the alternative assignment must be made at the time the extra credit opportunity is available.

PRELIMINARY CLASS SCHEDULE

	Date	Topic	Notes
Week 1	Tue, 1/27	Orientation Lecture (Mandatory): How the Class Will Function	After today, the class will meet in HSS 130 or online. If you did not attend the live orientation, you must view an archive version of the orientation lecture
	Thu 1/29	Lecture 1 – Overview	Read Chapter 1
Week 2	Tue 2/3	Lecture 2 – Consumer Markets I	Read Chapter 2
	Thu 2/5	Lecture 3 – Consumer Markets II	
Week 3	Tue 2/10	Lecture 4 – Business markets	Read Chapter 3
	Thu 2/12	Lecture 5 – Market Research I	Read Chapter 4
Week 4	Tue 2/17	Lecture 6 – Market Research II	
	Thu 2/19	Lecture 7 – Target Marketing I (Segmentation)	Read Chapter 5 <i>Drop/add deadline 2/20</i>
Week 5	Tue 2/24	Lecture 8 – Target Marketing II (Positioning)	
	Thu 2/26	Lecture 9 – Product I (Development)	Read Chapter 6
Week 6	Tue 3/3	Lecture 10 – Product II (Management)	Read Chapter 7
	Thu 3/5	Lecture 11 – Product III (Branding)	
Week 7	Tue 3/10	Lecture 12 – Product IV (Service Marketing)	Read Chapter 8
	Thu 3/12	Lecture 13 – Price I (Theory)	Read Chapter 9
Week 8	Tue 3/17	Lecture 14 – Price II (Strategy)	Read Chapter 10
	Thu 3/19	Careers in Marketing I (Guest Speaker)	<i>Credit/No credit deadline 3/20</i>
Break	Tue 3/24	Spring Break	No mini test this week
	Thu 3/27		
Week 9	Tue 3/31	Cesar Chavez Day	No mini test this week
	Thu 4/2	Careers in Marketing II (How to get a job)	
Week 10	Tue 4/7	Lecture 15 – Distribution I (Theory)	Read Chapter 11
	Thu 4/9	Lecture 16 – Distribution II (Logistics)	Read Chapter 12
Week 11	Tue 4/14	Lecture 17 – Distribution III (Retailing)	Read Chapter 13
	Thu 4/16	Lecture 18 – Promotion I (Theory)	Read Chapter 14
Week 12	Tue 4/21	Lecture 19 – Promotion II (Advertising Sales promotion & PR)	Read Chapter 15
	Thu 4/23	Lecture 20 – Promotion III (Personal Selling and Sales Management)	Read Chapter 16
Week 13	Tue 4/28	Lecture 21 – Ethics in Marketing	Read Chapter 17 <i>Withdrawal deadline 4/24</i>
	Thu 4/30	Lecture 22 – Marketing Management I (Scanning)	Read Chapter 18
Week 14	Tue 5/5	Lecture 23 – Lecture – Marketing Management II (Strategy)	Read Chapter 19
	Thu 5/7	Lecture 24 – Marketing Management III (Implementation)	Read Chapter 20; Appendix A
Week 15	Tue 5/12	Lecture 25 – Special Topics (Internet Marketing)	
	Thu 5/14	Lecture 26 – Special Topics (Global Marketing I)	Read Chapter 21
Finals Week		Final Examination	Schedule to be announced

Preliminary Mini test Schedule

Mini Test	Available	Expires	Covers Lectures
1	1/27/09	2/25/09*	Orientation, 1, 2
2	2/5/09	2/25/09*	3, 4
3	2/12/09	2/26/09	5, 6
4	2/19/09	3/5/09	7, 8
5	2/26/09	3/12/09	9, 10
6	3/5/09	3/19/09	11, 12
7	3/12/09	4/9/09	13, 14
8	4/7/09	4/21/09 [†]	15, 16
9	4/14/09	4/28/09	17, 18
10	4/21/09	5/5/09	19, 20
11	4/28/09	5/12/09	21, 22
12	5/5/09	5/19/09	23, 24
13	5/5/09	5/20/09	25, 26

Mini tests are normally available shortly before the material is covered in class and for a minimum of a week after the material has been presented in class. The expiration deadline is listed in the description for each test. Should a change in this preliminary schedule be necessary there will be an announcement on the class website and the revised deadline will be included in the test description.

*No mini tests will expire until after the 4th week drop/add deadline (February 20). This allows students who add the class an opportunity to catch up and gives students who are having problems accessing the tests time to work out the bugs.

[†]Please note that mini tests will expire on a different day of the week following the spring break.