Mktg. 370: Principles of Marketing
Study Abroad

May 22-June 30, 2018                  Dr. Gabriel Gonzalez SSE 3104

It is an organization’s marketing function, in both profit and non-profit organizations, that is responsible for identifying and serving consumer needs, for interacting with intermediary agents within the channels of distribution and for dealing with export services and media. Marketing is not simply a matter of glamorous advertising and splashy packaging but an entire process and the core of that process is the customer and his behavior. Having a solid understanding of consumer and industrial buyer behavior essentially drives all of the Marketing Manager’s actions.

Student Learning Objectives:

- Define and apply knowledge of the following key marketing concepts:
  - the marketing concept
  - market segmentation
  - target marketing
  - positioning
  - branding
  - buying behavior in consumer and business markets
  - the role of product/service planning
  - pricing
  - distribution
  - promotion in the marketing process
  - the importance of developing a market-driven orientation in an organization to business situations.

- Explain how marketing decisions are influenced by:
  - various forces in the external business environment
  - trends and developments affect current and future marketing practices.
I. Text: **REQUIRED**


The text is available for the summer course through the SDSU Aztec bookstore and is probably the cheapest combination you will find. There are TWO components you must have: 1. **The book,** and 2. **The Connect Code.** The version of the book sold by the Aztec Book Store is a loose-leaf version of the more expensive hard-cover text. Students must buy the text with the **Connect or CONNECTplus** package in order to get an access code to use the publisher’s online materials which are **required** for assignments, quizzes, and our exams. Should the student decide to buy just code and “get” the book elsewhere, it is the student’s choice and responsibility to do so via the publisher, McGraw-Hill. Google McGraw-Hill, connect, GrewalLevy and should be able to buy the code electronically online. Everyone MUST buy their own new Connect code and cannot use a friend’s from a previous semester nor will one from another class work. Access codes are valid only for one student and for one 180 days.

II. Course Description

This course is hybrid course; online for the first 4 weeks and in-class while abroad.

Students have the ability to review video classes and Tegrity podcast audio classes multiple times during each week. Those lectures are not limited to single viewings.

Every week there are assignments, quizzes, and or other activities that must be completed by specific deadlines clearly labeled three places: in the syllabus, and on Blackboard (BB) under the assignments tab. They are not available for extended periods and cannot be postponed until later in the semester. Quizzes, and assignments must be completed within a predetermined time frame. Students need to check the schedule on the schedule on Blackboard (BB) carefully to be sure they can meet those time obligations—please contact the instructor if there will be a time conflict. All times are posted in Pacific Daylight Time. If you can meet those deadlines and have adequate online access, you can be studying from anywhere in the world while taking the course.

**LECTURES:**
Class lectures are available through Camtasia and are listed in Lecture section on the Menu on BB. These lectures are provided by SDSU lead Marketing 370 Instructor Lois Olson. **You will only need to review recorded lecture content for lectures through Chapter 13 (the remaining material will be covered in-class lectures while abroad).**

Lecture Visuals are available as Prezis with voice over by the instructor. They can be reviewed as many times as the student chooses during the unit. On Camtasia, you can search for key terms within the lecture if you looking for a particular segment. There are several
innovative methods to view them including students transferring them to smart phones as pod casts.

The Original Skeleton Powerpoints from which the Prezis were created are available in “Course Documents,” upper left-hand corner menu button, as well as the transcripts stripped from the Prezis. *Prezis cannot be shared with you as the publisher can only enable 30 people to view them for 30 minutes.

TECHNOLOGY:
The student must be able to receive broadcasts, podcasts, documents, and Black Board quizzes, and assignments. The university does not provide technical support for individual student hardware and software problems. It is the student’s responsibility to be sure they have adequate hardware and software and the self-sufficiency technically to perform all tasks required. Be sure to have all updates, particularly for Adobe flash. Further, the publisher advises students NOT to use Explorer as your browser, especially for quizzes. They embedded videos and Explorer cannot support them.

Many of the tasks take place via the publisher’s site Connect, which is paired with Black Board. Technical issues that arise in conjunction with Connect are handled by McGraw-Hill’s technical staff. They are available extended hours, but not 24/7. They respond fairly quickly to either email or phone calls. Access can be found on the site itself and on our class Black Board site under the “syllabus and information” menu button.

Additionally, all students must have a camera function and microphone plugged to interact during certain group meetings. Be sure to have a functioning camera and microphone either built into the computer being used or added onto the computer, and then it must be turned on all of the time during the exam or pricing assignment.

III. Course Activities

CONNECT

The McGraw-Hill LearnSmart exercises, available through Connect, are very good practice and learning activities for students. Students are encouraged to use the online materials to review chapters well in advance of the quizzes.

Information about registration

The textbook publisher provides technical support for students, both email and phone support – REMEMBER the instructor is not tech support. Students must register with McGraw-Hill’s Connect using CODE packaged with the purchase of the book by June 1. Go early to the Connect site and explore all that is available. Technical support from the publisher is quite good either through email or phone particularly in summer although it is not 24/7 and they are located in Chicago on CDT.
That means they close at 9PM our time. Those contacts are readily accessible on the Connect site.

**Be sure to enter the quiz or LearnSmart exercise through Black Board and then exit through BB, hitting the yellow “return to BB” button each time.**

Otherwise, the score will appear only in your Connect grade book and NOT in the BB grade book, which is the official one used to calculate grades. These exercises are an excellent method to become fully familiar with the chapter and test your basic knowledge and terms.

1. **Learnsmart exercises**

Each LearnSmart exercise is available to students from the beginning of the class and is due as indicated on the last page of the Syllabus, in green, and on the front page of our class’s Connect website and on the Black Board site under the Assignments menu button. Check those due dates carefully as they are stagger throughout a unit and CANNOT be reset for anyone. As a student passes through the deck of questions, if he gets questions wrong, those questions will be filtered back into the deck before he finishes the exercise. All work must be completed by 11:59 PM on the due date. Check due dates very carefully both on the last page of the syllabus and on Black Board.

The number of questions per chapter varies as does the relative amount of time necessary to master the material. Approximately figure each will take the following amount of time. As time goes on during the next three weeks, you will get faster at the LSs and quizzes and actually come to appreciate the paces the exercise put you through.

(A student can get additional practice on the LearnSmart questions by entering the site from Connect. On the home page, on the right hand side, midway down, there is a picture of a brain connected to computer. Click there to enter open practice. On the assigned LearnSmart activities, a student can stop and start.)

<table>
<thead>
<tr>
<th>chapters</th>
<th>Unit 1: 1,2,5,6,7</th>
<th>Unit 2: 8,9,11-13</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Learning Points to Finish</td>
<td>Ave Minutes to Complete</td>
</tr>
<tr>
<td>1 8</td>
<td>53</td>
<td>40</td>
</tr>
<tr>
<td>2 9</td>
<td>53</td>
<td>40</td>
</tr>
<tr>
<td>5 11</td>
<td>50</td>
<td>38</td>
</tr>
<tr>
<td>6 12</td>
<td>70</td>
<td>53</td>
</tr>
<tr>
<td>7-13</td>
<td>34</td>
<td>26</td>
</tr>
</tbody>
</table>
2. MKTG 370 Connect Quizzes

Connect quizzes can be taken as early as you like and when you are ready to test yourself. There are due dates clearly marked in the schedule on this syllabus and on Connect. They are all due by 11:59PM on the day indicated. This means you cannot begin the quiz at 11:55 and expect to complete it. Upon completion you can see the score but you cannot review the answers until 1:00 AM following the due date, when all students have completed the quiz. The quizzes can only be taken one time and you cannot stop and start the quiz as the clock continues running. Consequently, be sure you have read the chapter, watched the Tegrity Prezi/listened to the podcast, and are truly ready to take the quiz.

3. Course Activities/Final Project

In-depth handouts detailing the group and individual projects will be available on blackboard as they become assigned. You will receive an email notifying you that persona activities have become assigned. Your first activity will be our online meeting May 29th, you will receive an email regarding sign-up later this week when everyone is up and running on blackboard.

Summary of Grading

<table>
<thead>
<tr>
<th>Item to be Graded</th>
<th># of Activities</th>
<th>Points Possible To Earn</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. LearnSmart Online Activities</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>2. CONNECTplus Online Quizzes</td>
<td>8</td>
<td>32</td>
</tr>
<tr>
<td>3. Presentations/Class Activity</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>1. Final Project</td>
<td></td>
<td>28</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td></td>
<td><strong>100</strong></td>
</tr>
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</table>

The Grade is determined based on 100 points. Final grades are delineated in pluses and minuses.

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<table>
<thead>
<tr>
<th>Total Points</th>
<th>Percentage Points</th>
<th>Course Grade</th>
<th>GPA Equivalent</th>
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</thead>
<tbody>
<tr>
<td>94 – 100</td>
<td>94 – 100.00%</td>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>87 – 89.99</td>
<td>87 – 89.99%</td>
<td>B +</td>
<td>3.3</td>
</tr>
<tr>
<td>84 – 86.99</td>
<td>84 – 86.99%</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>80 – 83.99</td>
<td>80 – 83.99%</td>
<td>B -</td>
<td>2.7</td>
</tr>
<tr>
<td>77 – 79.99</td>
<td>77 – 79.99%</td>
<td>C +</td>
<td>2.3</td>
</tr>
<tr>
<td>74 – 76.99</td>
<td>74 – 76.99%</td>
<td>C</td>
<td>2.0</td>
</tr>
<tr>
<td>70 – 73.99</td>
<td>70 – 73.99%</td>
<td>C -</td>
<td>1.7</td>
</tr>
<tr>
<td>67 – 69.99</td>
<td>67 – 69.99%</td>
<td>D +</td>
<td>1.3</td>
</tr>
<tr>
<td>60 – 66.99</td>
<td>60 – 66.99%</td>
<td>D</td>
<td>1.0</td>
</tr>
<tr>
<td>&lt; 60</td>
<td>Below 60%</td>
<td>F</td>
<td>0.0</td>
</tr>
</tbody>
</table>

**Final grade calculations are not “rounded up.”**
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<table>
<thead>
<tr>
<th>Week of</th>
<th>Topic and Readings</th>
<th>Assignments and Activities</th>
</tr>
</thead>
</table>
| May 22  | Chapt. 1: The Marketplace  
|         | Chapt. 2: Developing Marketing Strategy | Begin reading.  
|         | Begin reading.  
|         | Become familiar with Connect + LearnSmart: Register Connect code | Listen to lectures for Chapter 1 and 2. |
| May 28  | Chapt. 5: The Marketing Environment  
|         | Chapt. 7: B-to-B/Industrial Marketing  
|         | Chapt. 6: Consumer Behavior | Listen to lecture for chapter 6.  
|         | No lecture on chapter 7, review chapter. | LearnSmart 5,6,7 due 11:59PM  
|         | ONLINE MEETING Quizzes 1,2 due 11:59 PM  
|         | LearnSmart Chapter 5, 6, 7 due 11:59PM | Quizzes 5,6,7 due 11:59 PM |
| June 4  | Chapt. 8: Global Marketing  
|         | Chapter 9: STP  
|         | Chapter 11: Products, Branding | Listen to lectures for Chapter 8 and 9.  
|         | LearnSmart Chapter 8, 9 due 11:59 | LearnSmart Chapter 11 due 11:59 |
| June 11 | Chapt. 12: Developing New Products  
|         | Chapt. Services MKTG 13 | Barcelona Presentation Due 11:59PM  
|         | FREE TIME | FREE TIME |
| June 18 | Chapt. 14 and 15: Pricing  
|         | Chapt. 16 and 17: Placement | Program Introduction  
|         | Lecture Chapter 14-15: Pricing | Lecture Chapter 14-15: Pricing  
|         | Lecture Chapter 3: Marketing Ethics and Sustainability  
|         | CCIB Convention Center  
|         | Can Travi Nou Restaurant | Lecture Chapter 16 and 17: Channels/Placement  
|         | FREE TIME | FREE TIME |
| June 25 | Chapter 18,19: IMC | Monsterrat  
|         | Lecture IMC/Marketing in Digital Networked World  
|         | Roca Village Shopping | Group Activity Work  
|         | Guest Activity  
|         | Barca Experience | FREE TIME |
|         | | Group Activity Work  
|         | | Farewell – Garden CETT UB |
|         | | June 30 TRAVEL |
ACADEMIC INTEGRITY

The College of Business Administration is a community of individuals with diverse backgrounds and interests who share certain fundamental goals. Primary among these goals is the creation and maintenance of an atmosphere conducive to learning and personal growth for everyone in the community.

Student Academic Violations. *It is dishonest and a violation of student academic integrity if you:*

1. **Plagiarize** – You commit plagiarism by taking someone else's ideas, words or other types of product and presenting them as your own. You can avoid plagiarism by using proper methods of documentation and acknowledgement.
2. **Cheat on an examination** – You must not receive or provide any unauthorized assistance on an examination. During an examination you may use only material authorized by the faculty.
3. **Copy or collaborate on assignments without permission** – It is dishonest to collaborate with others when completing individual graded assignments or tests or writing papers or reports. If you have any questions regarding the definition of allowable behavior, it is your responsibility to ask for clarification prior to engaging in the collaboration.
4. **Fabricate or falsify data or records** – It is dishonest to fabricate or falsify data in research papers, reports or other circumstances; fabricate source material in a bibliography or “works cited” list; or provide false information on a resume or other document in connection with academic efforts. It is also dishonest to take data developed by someone else and present them as your own.

Professional Behavior

1. **Attendance:** Students are expected to attend each class session.
2. **Punctuality:** Students are expected to arrive and be seated prior to the start of each class session.
3. **Behavior:** Classroom interaction will be conducted in a spirited manner but always while displaying professional courtesy and personal respect.
4. **Preparation:** Students are expected to complete the readings, activity preparations and other assignments prior to each class session and to be prepared to actively participate in class discussion.
5. **Distractions:**
   a. **Exiting and Entering:** Students are expected to remain in the classroom for the duration of the class session unless an urgent need arises or prior arrangements have been made with the professor.
   b. **Laptop, PDA, and Other Electronic Device Usage:** Laptops, PDAs, or other electronic devices are permitted during lectures solely for the purpose of note-taking.
   c. **Cellular Phone and Pager Usage:** Students are expected to keep their mobile phones and pagers turned off during class. Answering phones or pagers while class is in session is not permitted.

Problems

I encourage you to make an appointment to see me if you incur any difficulties with MKTG 370 – but please approach me early in the problem so that we can work together to create the opportunities for you to succeed. If you wait until the end of the semester, it may be too late to take any effective action.