

**ORFALEA COLLEGE OF BUSINESS
CALIFORNIA POLYTECHNIC STATE UNIVERSITY**

**BUS 346: Principles of Marketing
Winter 2010**

Instructor: Lynn Metcalf, Ph.D.

Class Time: TR 12:10am-2:00pm

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Office Hours: Thursday 10:00–12:00pm;
and by appointment or email

Blackboard via [MyCalPoly](#) portal

Course Description

Introduction of the marketing process: identifying target markets; developing and launching products or services; and managing pricing, promotion, and distribution strategies. Focus on leveraging technologies that result in innovation and impact marketing practice.

Recognition that markets are global. Ethics and social responsibility in marketing decision-making. 4 lectures.

Course Objectives

The primary objective of this course is to introduce you to the fundamental concepts of marketing. Consequently, the course covers a wide range of topics and materials – giving you a broad view of the many areas of marketing. All of you – regardless of major – will benefit from this course by gaining an appreciation of marketing's role in companies and nonprofit organizations. This course will also make you a more knowledgeable consumer by heightening your awareness of marketing activities and customer behavior.

When you complete the course, you should be able to:

1. Acquire information about markets and use it to a) describe customers, b) understand markets, and c) make marketing mix decisions (LO1)
2. Communicate marketing strategy using precise language (LO2)
3. Demonstrate independent thinking, creativity, and innovation in developing solutions to common marketing challenges (LO3)

You'll accomplish these objectives by participating in class activities and discussions, collaborating with classmates on specific tasks, and completing the readings.

Instructional Materials

M: Marketing (2008) by Dhruv Grewal and Michael Levy, ISBN 9780077240806 or 9780073381176, McGraw-Hill.

Wall Street Journal available at kiosks throughout the OCOB.

Additional resources available through [Blackboard](#) and <http://www.mhhe.com/GrewalM>

Requirements

Exams. There will be two exams, which will cover both the assigned readings and class lectures. Please bring an answer sheet (Form 882-E) to each exam.

Participation. Participation involves your contribution both within the classroom and in the virtual class that takes place through the Discussion Board. Throughout the quarter, we will engage in a number of online discussions that will complement the class lecture. You will be expected to contribute to this dialog by reading the preceding comments and then adding your own. Active participation requires a commitment to adding value both in-class and on-line.

- **Superior (A):** Contributes consistently and significantly to in-class and online discussions. Quality of participation indicates that the readings and exercises for the day have been completed. Accurately uses marketing terminology. Actively listens to presentations made in class; asks informed questions. Builds on the thinking of others.
- **Good (B):** Contributes thoughtfully to in-class and online discussions. Quality of participation indicates that the readings and exercises for the day have been completed. Generally uses marketing terminology.
- **Acceptable (C):** Contributes occasionally to in-class and online discussions. Generally uses marketing terminology.
- **Unacceptable (F):** Is not prepared for class and does not contribute. May repeat what has already been said. Does not build on the thinking of others. Is not able to use marketing terminology appropriately.

Project. The project is a three-stage assignment, which is to be done in teams. The instructor will determine group membership. You will collaborate with your team members to develop a detailed analysis of a company and its market. Based on your team's market analysis, you'll make marketing recommendations that will strengthen the company's competitive positioning. The project provides an opportunity for you to work collaboratively, as well as to integrate and apply the major marketing concepts discussed throughout the quarter. Project grades are based on a weighted aggregate of instructor and peer evaluations. The instructor evaluates the group by focusing on writing and content, while the peer evaluation gauges individual contribution.

Mapping Course Requirements to Course Learning Objectives

LO1: Acquire information about markets and use it to a) describe customers, b) understand markets, and c) make marketing mix decisions

Students will use credible marketing information sources, primarily from the Marketing Top Ten Databases; formal bibliographical citations are required.

Describing customers and understanding markets are required elements of Stage 2: Project Proposal

Making marketing mix decisions is a required element of Stage 3: Project Report.

LO2: Communicate marketing strategy using precise language

Textbook chapters, interactive exercises, quizzes, and tests are designed to build fluency with marketing terminology and concepts.

Required element of in-class and online participation.

Required element of Stage 3: Project Report.

LO3: Demonstrate independent thinking, creativity, and innovation in developing solutions to common marketing challenges

Required element of Stage 3: Project Report

Course Evaluation

Exams (25% each)	50%
Participation	10%
Project	40%

A	95 and above
A-	90-94
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	64-66
D-	60-63
F	below 60

Course Policies

Academic Standards. [Section 684](#) of the Campus Administrative Manual states, "The University will not condone academic cheating or plagiarism in any form." While you are encouraged to discuss readings, assignments, and lecture material with each other, all individual work for the course must be completed without assistance from others. Failure to follow these policies on an assignment will result in a zero for that assignment.

Announcements. All students should monitor the Announcements area of the course website. Any information posted to this area is an official addition to the class syllabus.

Disability Services. It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and the Disability Resource Center, Building 124, Room 119, at (805) 756-1395, as early as possible in the term.

Late Assignments. Part of the assessment on assignments is the ability to complete them in a timely manner. As such, assignments that are not submitted by the due date will be penalized. For a late submission, a student should not expect to receive higher than the lowest grade among those assignments that were submitted on time.

Student Privacy. If you have chosen to protect your Directory Information (which includes name and email), it is important you communicate this to your instructor prior to or on the first day of class. This course uses Blackboard tools that will display students' full names and email addresses.

Faculty Furloughs

This year, across this campus and around the CSU system, some class days will be canceled because of furloughs. A furlough is mandatory un-paid time off. Faculty and staff on each CSU campus are being "furloughed" two days per month.

These cancelled class days are marked on your syllabus below. It is important to recognize that these days off are **not** holidays. Instead, they are concrete examples of how massive state budget cuts have consequences for you as students and for me as a faculty member.

The CSU has suffered chronic underfunding for at least 10 years. The fees you pay do not come close to covering the cost of your education, even with the increases you've seen recently.

This year, the budget cuts are the worst in the history of our university system — \$584 million or 20% of our budget. The CSU and Cal Poly are attempting to deal with these cuts. Classes have been cancelled, faculty and staff have been laid off and furloughed, library resources have been cut, and campus support services have been reduced.

Course Schedule

Date	Topic	Assignments
	Introduction	
01/05	Overview of Marketing	Chapter 1
	The Marketing Planning Process	
01/07	The Strategic Marketing Process	Chapter 2
	Understanding Markets and Customers	
01/12	Analyzing the Marketing Environment	Chapter 4
01/14	Secondary Research Workshop	Due: Project Stage I
01/19	Marketing Research and Information Systems	Chapter 8
01/21	Faculty Furlough (Project Work Day)	
01/26	<i>Project Work Day</i>	
	Targeting Customers	Chapter 7
01/28	Segmentation, Targeting, and Positioning	
	Value Creation	
02/02	New Product Development and Product Management	Chapters: 9-10
02/04	EXAM I (Chapters 2, 4, 7, 8, 9 & 10)	
02/09	Guest Speaker: Jay Singh, Packaging	Due: Project Stage II
	Value Capture	
02/11	Pricing Concepts	Chapter 12
02/18	Faculty Furlough (Project Work Day)	
	Consumer Behavior	
02/23	Consumer Behavior	Chapter 5
	Value Delivery	
02/25	Marketing Channels	Chapter 13 (pp. 257-263) & Chapter 14
	Guest Speaker: Ron Meritt, Meritt International	
	Value Communication	
03/02	Marketing Communications and Advertising	Chapters 15-16
03/04	<i>Project Work Day</i>	
03/09	Guest Speaker: Doug Sawyer, Forest Pharmaceuticals Personal Selling	
03/11	Course Wrap	Due: Project Stage III
3/18 4-7	EXAM II (Chapters 5, 12, 13, 14, 15 & 16)	