

Marketing Management

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Office Hours: MWF at 12:00-12:40 pm at room "Trailer DD-12" (in my office behind the MB Building);
 and MW at 9:40-10:10pm at room AE 271 (in the classroom after class); and by appt.

Course Focus:

Successful organizations seek to find out what most of their **customers** want and then manage to find a way to satisfy them by offering a solution called a "**product**" (or "**service**"). This process of finding out what customers want and then satisfying them is called **marketing**. The implementation of this process is called **marketing management**. To be successful, organizations must find out what most of their customers want and then respond to both customers and changing conditions better and faster than **competitors**.

Marketing 3401 is an introductory, junior-level, undergraduate survey course focused on understanding marketing management. For students who are at least junior-level there are no required prerequisites, however Economics 2301, Introductory Microeconomics, is highly recommended. Class objectives are:

- To introduce the role of marketing in society and the firm.
- To survey basic concepts and terminology of marketing and professional practice.
- To discuss examples of how marketing has been used successfully and unsuccessfully.

Text

("A&K") = Armstrong, Gary and Kotler, Philip, *Marketing: An Introduction*, Prentice Hall, NJ, 2000. This text provides a survey of basic marketing concepts.

(**Study Guide Reader**) = Study Guide Reader for Mktg 3401; *Multiple Choice Questions for Armstrong & Kotler, Marketing: An Introduction, 5th Ed.*, available from the "Books On the Run" textbook store at 25200 Mission Blvd., Hayward, CA. (tel. 247-7310). Diligent use of this and the text's online *Study Guide* are especially recommended to help you prepare for exams.

Other Sources: You may want to read the *Harvard Business Review*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Industrial Marketing Management*. If you enjoy the case study approach, you may find the current cases in *Forbes*, *Wall Street Journal*, *Inc Magazine*, and *Business Week* are especially good.

Grading

Assignment:	Points Possible:
Midterm Exams (2)	100
Final Exam	100
Total	200

Assignment Grading: Each quiz, examination and assignment during the term will be weighted by the scale at right. [Note: Please save a copy of each of your papers, as insurance, should there be some mix-up. You are also encouraged to discuss your progress as we go and not to wait until the end of the term to discuss potential grading problems.] This scale may be modified as the quarter progresses. You will be responsible for keeping up with any changes announced in class.

Course Grading: "Zero-based" grading will be used. Students start with no points and accumulate points with each exam or assignment completed. Potentially everyone could get an "A". The point scale below will be used to issue final grades:

Curved Points	Grade	Curved Points	Grade	Curved Points	Grade
200-185	A	175-165	B	155-140	C
184-180	A-	164-160	B-	139-120	D
179-176	B+	159-156	C+	119-0	F

Bonus Curve For Exams: "Bonus" curve points will be added to exams to ensure that at least half (50%) of the class gets an "A" or "B"! This "bonus" can only add points to your score. **Improvement Bonus:** If you improve your % score on the final exam over your average % scores on the mid-term exams, I will add 0 to 10 points (max.), proportional to your improvement, to your final exam score. This bonus can only *add* points and is meant to recognize "improvement".

Course Outline

This outline is subject to change as the quarter progresses. You will be responsible for keeping up with any changes announced in class. Please complete the assigned readings before each class.

Week	Readings	Topics and Assignments
Week 1: 3/27	A&K (text) ch. 1 & 2	Overview of Marketing & Marketing Strategy
Demand Side Analysis: "Find out what customers want"		
Week 2: 4/3	A&K ch. 4	Marketing Research & Information Systems
Week 3: 4/10	A&K ch. 5	Consumer & Business Buyer Behavior
Week 4: 4/17	Midterm EXAM!	Midterm Examination: 50 multiple choice questions, including Ch. 1, 2, 4, 5. Bring a <i>Green</i> ScanTron Card.
	A&K ch. 6	Market Segmentation, Targeting, and Positioning
Supply Side Analysis: "Satisfy customers"		
Week 5: 4/24	A&K ch. 7	Product & Services Strategy
Week 6: 5/1	A&K ch. 8	New Product Development & PLC Strategies
Week 7: 5/8	A&K ch. 9	Pricing
Week 8: 5/15	Midterm EXAM!	Midterm Examination: 50 multiple choice questions, including Ch. 6, 7, 8, 9. Bring a <i>Green</i> ScanTron Card.
	A&K ch. 10	Distribution & Logistics
Week 9: 5/22	A&K ch. 12	Integrated Marketing Communications
	5/29	**HOLIDAY**
Week 10: 5/31	A&K ch. 13 & 14	Integrated Marketing Communications

Final Exam
11am to 1pm
on Mon. 6/5

FINAL EXAM!

Final Examination: A *cumulative* exam, 100 multiple choice questions, covering *all* assigned chapters (40 questions on chapters 10,12,13,14 plus 60 questions on all prior assigned chapters.). Bring a ***Green*** ScanTron Card.

Additional Class Information

Academic Dishonesty: Do not cheat! Do your own work. Examples of dishonest cheating include: handing in plagiarized work done by someone else as if it was your own, talking to another student during an exam or quiz, looking at another student's paper in an exam, showing your paper to someone else in an exam, trading exam papers, or using unauthorized books or notes in an exam. Cheating is a serious offense and is not tolerated in this class. If you are found cheating it is my policy to immediately assign you an "F" for the entire class, to attach a dishonesty report to your file, and recommend that you be expelled from the CSU System. If one of your classmates asks you cheat, do not do it. Helping another student to cheat is called a "conspiracy" and is a very serious offense. A person asking you to cheat is not your friend—tell your instructor immediately, before they get *you* into trouble.

Examinations: Examinations have 50 to 100 questions and are based on the textbook. Many questions are about terms and concepts and will be similar to questions in the *Study Guide*. Knowing marketing terminology is essential. Students tell me that: (1) having a study partner, and (2) using the *Study Guide* are useful ways to prepare! Exams will be of the multiple choice type, where you will select the one best answer from the alternatives. The correct answer will be judged according to the information given in your textbook. Think of multiple choice questions as a process of eliminating wrong answers and then choosing the one best answer.

Make Up Examinations: Make up examinations are specially prepared, 2-HOUR, closed book, essay exams. Only students who are absent due to special circumstances beyond their control, and have suitable documentation to substantiate their reasons (such as a doctor's note), may schedule a make up examination. Having to "be at work" is *not* an acceptable reason to make up an exam.

Marketing

Find Out What Most of Your Customers Want *and* **Manage To Satisfy Better & Faster**

Demand Side:

- * **Segment and Target**
[Who are the customers?]
- * **Conduct Market Research**
[Listen to these customers!]
- * **Analyze Buyer Behavior**
[Motivations? Buying process?]

Supply Side:

- * **Product**
- * **Price**
- * **Placement**
- * **Promotion**

Overview Successful organizations seek to find out what most of their **customers** want and then manage to find a way to satisfy them by offering a solution called a "**product**" (also known as a "**service**"). This process of finding out what customers want and then satisfying them is called **marketing**. The implementation of this is called **marketing management**.

The Process To be successful, organizations must find out what most of their **customers** want and then respond to them under changing conditions. The marketing process starts when a group of potential customers are selected to be **served**. This is called "**segmentation and targeting**". The organization then analyzes these customers' **needs, wants, and buying behaviors**. This is called "**market research**". Market research is used to find out what most of the customers want (i.e., demand). The organization then adapts itself to serve this demand by delivering a solution to the targeted customers. Successful organizations adapt to serve customers **better and faster** than **competitors**. They adapt through managing choices involving the four primary categories of variables under management's control--**product, price, promotion, and placement** (or the "**4Ps of marketing**"). Although all four Ps of the **marketing mix** are important, decisions about the

product are usually the most critical. Decisions about the 4Ps' of the marketing mix are called an organization's "**marketing strategy**".

*** Going for an "A"? Try putting this chart somewhere highly visible, like on your refrigerator. Look at it daily. Meditate on it. Think about it! ***

EMERGENCY INFORMATION

I. IN CASE OF FIRE

- A. Calmly exit building.
- B. Do NOT use elevators.

II. IN PREPARATION FOR A MAJOR EARTHQUAKE

- A. Carry a Survival Kit in your car at all times. Minimally, be sure you have one (1) gallon of water, a blanket or warm clothing, a flashlight, and a portable radio. Ideally, have a first aid kit and some food, too.
- B. Read an emergency/earthquake poster. Posters are on bulletin boards in every classroom. The campus emergency telephone number is 3333.

III. IN THE EVENT OF A DAMAGING EARTHQUAKE

- A. DUCK under a desk or table. COVER your head with your arms.
- B. Do not exit the building until the shaking stops.
- C. When safe, assemble at the outdoor Amphitheater.

NOTE: Response to fire is different from response to earthquake:

- FIRE: Exit rapidly, but calmly
- EARTHQUAKE: Duck and cover