

**CLEVELAND STATE UNIVERSITY**  
**James J. Nance College of Business Administration**  
**Marketing Department**  
**Spring 2003**

Course Title:	<b>Introduction to Marketing</b>	Faculty:	S. Jacobs
Credit Hours:	(3-0-3)	Office:	BU 465
Course Section:	MKT 301	Office Hours:	MW 11 am-Noon; 1:30 pm-2:30 pm F 11 am-1 pm
Class Meetings:	Sec 1: MWF 8:30 – 9:20 am	Office Phone:	216-687-3799
Classroom:	BU 201	Fax:	216-687-9354
Course Prerequisite:	Junior Standing or Permission of Chairperson	Email:	<a href="mailto:s.jacobs@csuohio.edu">s.jacobs@csuohio.edu</a>
Drop Date:	March 28, 2003		

NOTE: ANY STUDENT ENROLLED IN THIS CLASS WITHOUT THE PREREQUISITE, JUNIOR STANDING, WILL BE ASKED TO WITHDRAW (OR MAY BE REQUIRED TO RETAKE THE COURSE OR TAKE AN ADDITIONAL COURSE FOR GRADUATION).

**TEXT:**

Lamb, Charles W., Jr., Joseph F. Hair, Jr. and Carl McDaniel, *Marketing*, 6<sup>th</sup> ed. Cincinnati: South-Western College Publishing, Thomson Learning, 2002 and Supplement.

Grade Maker Study Guide (optional). A limited number of copies are on reserve in the library.

*Wall Street Journal* - daily, Marketing column and articles (optional)

**COURSE CATALOG DESCRIPTION:**

Examines the role of marketing in business and nonprofit organizations from managerial as well as societal and ethical perspective. Focuses on development and implementation of the marketing program by surveying relevant concepts from the social and behavioral sciences, examining trends in domestic and world markets, and exploring decisions related to markets selection, strategic market planning, and the marketing mix areas of product, price, promotion and distribution.

**COURSE OBJECTIVE:**

The purpose of this course is to introduce students to the field of marketing as it is currently practiced in both profit and non-profit making organizations. Exploration of the evolution of current practice is also reviewed. The course is designed to position marketing as both a management process and a societal force. It exposes students to the environment in which marketing operates and the impact of the changes in consumer behavior, technology, government regulation, demographics and global economies on marketing decision making. Students will gain an understanding of the steps taken by successful marketers to produce quality products and services, which provide customer satisfaction through the judicious selection of target markets and the appropriate marketing mixes, which reach those customers.

**TOPICS COVERED:**

This course centers on four primary areas:

1. Evaluating the environment in which marketing is undertaken.
2. Analyzing marketing opportunities through the use of strategic planning, consumer decision making, business-to-business relationships and marketing research.
3. Segmenting and targeting markets.

4. Developing the marketing mix; product, distribution, communication, and pricing decisions to bring satisfaction to those in the target market.

**COMMON BODY OF KNOWLEDGE:**

Areas covered include: written and oral communication; computer usage; financial analysis; human behavior; ethical, social, legal, environmental, and technological perspectives; and demographic diversity perspectives.

**SPECIFIC KNOWLEDGE AREAS:**

Students in gaining insights into current marketing practice will draw on their academic work in lower division courses in the humanities, business administration, accounting, statistics, and price theory.

**METHOD OF INSTRUCTION:**

The course is delivered on instructor led discussions and lectures. Guest speakers and/or video cases may be scheduled. The student will study an introductory marketing text, participate in class discussions, take exams and quizzes, do homework assignments, and analyze cases.

**PERFORMANCE EXPECTATIONS:**

Students are expected to achieve satisfactory results on three examinations and a number of quizzes, complete a variety of homework assignments, and participate fully in class discussions.

**ASSIGNMENTS:**

To achieve the performance expectations, students should study the comprehensive marketing text and if necessary use the study guide available in the library, attend all class sessions and participate in class discussions, and submit all assignments at the designated time.

**ATTENDANCE/ MAKE-UP POLICY:**

As in the business world, students are expected to be present for each class session. Attendance will be taken and excess absences (beyond two) will reduce the course grade. Advise the instructor if extraordinary circumstances exist. If you are going to miss a class, please notify the instructor before class by phone. Late homework will not be accepted because generally the material will be discussed during the class session.

It is your responsibility to be current on reading the text material. Unannounced quizzes on the text assignments will be given. There will be no make-up quizzes.

It is your responsibility to retain a copy of all papers submitted. If a paper “disappears,” you must produce the duplicate. You should also retain all graded papers until the end of the term. If any paper submitted is not returned when other papers are handed back to your classmates, you should contact Mr. Jacobs immediately to resolve the problem.

**RETENTION OF STUDENT WORK FOR PORTFOLIOS**

The professor reserves the right to retain for pedagogical reasons either the original, or a copy, of any student’s test, written assignment, paper, video, or similar work submitted by the student, either individually or as a group project, for this class. Students’ names will be deleted from any retained items.

**GRADING:**

The final grade will be based on the following criteria:

Final Examination	25%	A = 90 - 100%
Midterm Examination	40%	B = 80 - 89%
Quizzes; Homework;		C = 70 - 79%
Case Studies	25%	D = 60 - 69%
Class Participation;		F = Below 60%
Attendance	10%	

**COURSE SCHEDULE AND ASSIGNMENTS\***

<b>WEEK</b>	<b>TOPIC</b>	<b>READING ASSIGNMENT</b>	
1	1/13 1/15 1/17	Introduction to the Course An Overview of Marketing An Overview of Marketing (cont'd)	Ch. 1 Ch. 1
2	1/20 1/22 1/24	<b>MARTIN LUTHER KING DAY (NO CLASS)</b> Strategic Planning for Competitive Advantage Strategic Planning for Competitive Advantage (cont'd)	Ch. 2 Ch. 2
3	1/27 1/29 1/31	The Marketing Environment The Marketing Environment (cont'd) Developing a Global Vision	Ch. 3 Ch. 3 Ch. 4
4	2/3 2/5 2/7	Developing a Global Vision (cont'd) Consumer Decision Making Consumer Decision Making (cont'd)	Ch. 4 Ch. 5 Ch. 5
5	2/10 2/12 2/14	Business Marketing Business Marketing (cont'd) Segmenting and Targeting Markets	Ch. 6 Ch. 6 Ch. 7
6	<b>2/17</b> 2/19 <b>2/21</b>	<b>PRESIDENT'S DAY (NO CLASS)</b> Segmenting and Targeting Markets (cont'd) <b>MIDTERM EXAM – covers Ch. 1 - 7</b>	Ch. 7
7	2/24 2/26 2/28	Decision Support Systems and Marketing Research Decision Support Systems and Marketing Research (cont'd) Product Concepts	Ch. 8 Ch. 8 Ch. 9
8	3/3 3/5 3/7	Product Concepts (cont'd) Developing and Managing Products Developing and Managing Products (cont'd)	Ch. 9 Ch. 10 Ch. 10
9	<b>3/10-3/14</b>	<b>SPRING BREAK (NO CLASSES)</b>	
10	3/17 3/19	Services and Nonprofit Organization Marketing Services and Nonprofit Organization Marketing (cont'd)	Ch. 11 Ch. 11

	3/21	Marketing Channels and Supply Chain Management and Supplement on Wholesaling	Ch. 12 and Suppl.
11	3/24	Marketing Channels and Supply Chain Management and Supplement on Wholesaling	Ch. 12 and Suppl.
	3/26	Retailing	Ch. 13
	3/28	Retailing (cont'd)	Ch. 13
12	<b>3/31</b>	<b>MIDTERM EXAM – covers Ch. 8 - 13</b>	
	4/2	Internet Marketing	Ch. 19 and Suppl.
	4/4	One - to - One Marketing	Ch. 20
13	4/7	One-to-One Marketing	Ch. 20
	4/9	Pricing Concepts	Ch. 17
	4/11	Pricing Concepts (cont'd)	Ch. 17
14	4/14	Setting the Right Price	Ch. 18
	4/16	Setting the Right Price (cont'd)	Ch. 18
	4/18	Integrated Marketing Communications	Ch. 14
15	4/21	Integrated Marketing Communications (cont'd)	Ch. 14
	4/23	Advertising and Public Relations	Ch. 15
	4/25	Advertising and Public Relations (cont'd)	Ch. 15
16	4/28	Sales Promotion and Personal Selling	Ch. 16
	4/30	Sales Promotion and Personal Selling(cont'd)	Ch. 16
	5/2	Review/Teacher Evaluations	
17	<b>5/5</b>	<b>FINAL EXAMINATION 8:30 - 10:30 A.M.</b>	

- Schedule may be changed depending on class progress.

**WHEN IN A CAR BE SURE TO BUCKLE YOUR SEAT BELT!!!**