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 book 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, that is student’s choice and responsibility to do so via the publisher, McGraw-Hill.

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 only for one 180 days.

II. Course Description

**FULLY ONLINE:**

This course is a completely online program, however, there are specific **windows of time during which students must participate in online activities, do assignments, and take online exams**:

<table>
<thead>
<tr>
<th>June 4</th>
<th>June 18</th>
<th>July 2</th>
</tr>
</thead>
</table>

Check your schedule carefully and clearly identify these **three Wednesday** mornings for which you MUST have online availability for up to one hour at the time of your choice somewhere between 6 and 11 AM Pacific Daylight Time, on those mornings. 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 multiple assignments, quizzes, and or other activities that must be completed by specific deadlines clearly labeled three places: in the syllabus, and on Black Board and on the Connect site for course. They are not available for extended periods and cannot be postponed until later in the semester with all of the work being completed within the last two days of the semester. Exams, quizzes, and assignments must be completed within a **predetermined time frame**. Students need to check the schedule on the schedule and Black Board and Connect carefully to be sure they can meet those time obligations as there are no exceptions. 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. Should there be any discrepancies in dates, the BB/Connect linked dates are ALWAYS the correct ones. They are set in the M-H system and definitive.

**LECTURES:**

Class lectures are available on Tegrity, accessible through Black Board in Connect. You must have a Tegrity code available with the textbook or for purchase online. You can access Tegrity on Connect by scrolling down on the Connect Home page to recorded lectures, midway down right-hand side, and it says” Recorded Lectures.” Lectures are available as Prezis with voice over by the instructor. They can be reviewed as many times as the student chooses during the unit. There are several innovative methods to view them including students transferring them to smart phones as pod casts. The instructor is NOT tech
support. Each student needs to check out those alternative options on their own with the assistance of the tech support staff CARE at Connect. (see their contacts under the Syllabus button).

It is critical that students have adequate bandwidth to receive the lectures that are archived in 15-30 minute segments. They can be replayed by the individual student multiple times as necessary if the student needs to hear a section of the lecture again, and there actually is a search function to find a topic within a Tegrity lecture.

**TECHNOLOGY:**
The student must be able to receive broadcasts, podcasts, documents, and Black Board quizzes, assignments, and tests that are large files. 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 while taking exams. Students will be monitored by the instructor and screen changes are detected once the exam is begun. That indicates cheating and at that point the exam is terminated. 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. Grading**

Students will be graded on four factors;

1. MKTG online chapter quizzes ......................................................16 quizzes
2. LearnSmart chapter assignments......................................................16 exercises
3. Preliminary Examinations.............................................................3 exams
4. Extra credit experiments...............................................................2 experiments

Most assignments and quizzes are automatically graded in Connect. For items such as the three exams that require instructor grading, there will be an Announcement posted on BB to alert students when they are completed.

It is the student’s responsibility to manage his grade updates PROMPTLY. There are 70 of you and at least 35 graded items for each student. Managing all 2550 of your grades within less than 6 weeks is not easy. Let the instructor know EARLY if it seems there is a problem with a grade. Do not expect to lobby a complaint about chapter quiz #1 after the term ends.

Identify yourself when emailing giving your name since the instructor only sees the email address, and clearly state the problem as completely as possible…in proper grammar and spelling. Professionally written emails are usually answered within 24 hours.
A. Non-Exam Graded Activities

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 exams.

Information about registration is listed under the “Syllabus and Information” menu button on BB. The textbook publisher provides technical support for students — 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. Those contacts are readily accessible on the site.

1. LearnSmart Online Activities (.5% each) 7.5%

Each completed LS results in one half point. The total percentage correct out of a maximum of 7.5 points will be transferred to the BB grade book from the student’s Connect grades at the end of the semester. Should the student miss one LS, there is no penalty.

If the student has an 82% average on the 15 assignments, he will receive 7.15 points in total on the LearnSmart quizzes. If the student has completed all 16, he receives 7.5 points. Generally, if one does the LS exercise to completion, the score is 100%.

Each LearnSmart exercise is available to students from the beginning of the unit 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.

Be sure to enter the quiz, test, 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.

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.

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 those 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.

<table>
<thead>
<tr>
<th>Learning Points to</th>
<th>Ave Minutes to</th>
<th>Learning Points to</th>
<th>Ave Minutes to</th>
<th>Learning Points to</th>
<th>Ave Minutes to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 1: 1,2,5,6,7</td>
<td></td>
<td>Unit 2: 8,9,11-13</td>
<td></td>
<td>Unit 3: 14-19</td>
<td></td>
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</tbody>
</table>
2. MKTG Online Chapter Quizzes  

The publishers of the text provide many online materials through the CONNECTplus website that are very good study tools such as video clips, and practice quizzes. For the 16 chapters covered, students can receive up to 15 points for full credit for the quizzes. The scores are counted based on the actual percentage the student gets right. For example, on 16 quizzes if the total accurate is 81%, the student would receive 12.96 total points.

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, on BB, and on Connect. They are all due by 11:59PM on Monday night before each Wednesday exam. 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 Tuesday at 1:00 AM following the due date, when all students have completed the quiz. The practice 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. There are also ungraded practice quizzes available that are not scored and they do not show up in my grade book although you will see a score.

Graded Practice Quizzes are due:

- Unit 1 11:59 PM June 2
- Unit 2 11:59 PM June 16
- Unit 3 11:59 PM June 30

3. Extra Credit Opportunities  

There will be two opportunities for each to participate in faculty-led experiments and studies that occur online. For each, you can receive one and a half points. It is important that you enable your email to receive messages from Professor Honea (hhonea@mail.sdusu.edu) as she will send email messages to all of you to inform of you of each study. These are not mandatory and result in extra credit.

B. Preliminary Examinations  

Each exam will be multiple choice and matching questions and is taken online with cameras and a microphone on each student. Exams cover material presented in lecture, videos, and from the text. Exams are administered via CONNECT, through Black Board, and are available ONLY during a very specific time window.
Students MUST be available to take the exam sometime during that five hour time frame. THERE ARE NO MAKE-UP exams as the exam window is only open briefly, from 6:00 AM - 11:00 AM. Students have flexibility within that window having 1 hour to answer 50 MC questions. If you open the exam at 10:45, you will have only 15 minutes to complete it. Exam days are as follows:

1. Wednesday, June 4
2. Wednesday, June 18
3. Wednesday, July 2

Summary of Grading

Students can earn a maximum total of 106.5 points for the term. They are identified below.

<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. CONNECTplus Online Quizzes</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>2. LearnSmart Online Activities</td>
<td>16</td>
<td>7.5</td>
</tr>
<tr>
<td>3. Exams</td>
<td>3</td>
<td>80</td>
</tr>
<tr>
<td>4. Extra Credit Experiment /Survey Participation</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td></td>
<td><strong>106.5</strong></td>
</tr>
</tbody>
</table>

Final grades are delineated in pluses and minuses. Students need 93 points to earn an A.
A= 90-99   B=80-89   C=70-79   D=60-69   F= below 60

Syllabus Online 370- Summer I, May 21- July 2, 2014

<table>
<thead>
<tr>
<th>Week of</th>
<th>Topic and Readings</th>
<th>Assignments and Activities</th>
<th>Monday</th>
<th>Wednesday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 19</td>
<td>Chapt. 1 Introduction to MKTG</td>
<td>Begin Reading Become familiar with Connect + Learnsmart: Register Connect code</td>
<td>List to Tegrity lectures for Chapter 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 26</td>
<td>Marketing Strategy: Chapt. 2 Environmental Analysis: Chapt. 5</td>
<td>LearnSmart Chapter 1 due 11:59</td>
<td>LearnSmart Chapter 2,5 due 11:59</td>
<td>LearnSmart Chapter 6,7 due 11:59</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Listen to Tegrity lectures for Chapter 2</td>
<td>List to lectures for chapter 5,6</td>
<td></td>
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<tr>
<td>June 2</td>
<td>B-to-B / Industrial Mkts: Chapt. 7 Chapter 6: Consumer Behavior Begin Chapter 8</td>
<td>1,2,5,6,7 Due 11:59PM</td>
<td>Exam 1; Chapt. 1,2, 5-7 6-11 AM June 4</td>
<td>List to Tegrity Lecture for Chapt 8</td>
<td></td>
</tr>
<tr>
<td>June 9</td>
<td>Target Markets/ Market Segmentation:</td>
<td>LearnSmart Chapter 8 due 11:59</td>
<td>LearnSmart Chapter 9 due 11:59</td>
<td>LearnSmart Chapter 11, 12 due 11:59</td>
<td></td>
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<tr>
<td>June 16</td>
<td>Chapt. 9 Product Decisions: Chapt. 11</td>
<td>Listen to Tegrity for Chapter 8</td>
<td>Chapt. 11,12</td>
<td>Listen to Tegrity sections of Chapter 13</td>
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<tr>
<td>June 16</td>
<td>.Product Decisions: Chapt. 12, service Marketing Chapt. 13</td>
<td>LearnSmart Chapter 13 due 11:59 PM</td>
<td>Exam 2; Chapt. 8, 9, 11-13 6-11 AM JUNE 18</td>
<td>Listen to Tegrity Chapter 14, 15</td>
<td></td>
</tr>
<tr>
<td>June 23</td>
<td>Pricing Strategy 14,15 Placement Strategy Chapter 16,17</td>
<td>LearnSmart Chapter 14-15 Due 11:59PM</td>
<td>Listen to Tegrity Chapter 16</td>
<td>LearnSmart Chapter 16-7 Due 11:59PM</td>
<td></td>
</tr>
<tr>
<td>June 30</td>
<td>IMC Chapter 18,19</td>
<td>LearnSmart Chapter 18, 19 Practice Quiz #14-19 Due 11:59PM</td>
<td>Exam #3: Chapt 13-18 6-11 AM July 2</td>
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**ACADEMIC INTEGRITY**

One of the most critical elements of university learning is honesty and academic integrity. Otherwise, the degree is meaningless. The severity of violations of academic integrity is magnified in an online course. Violations include, but are not limited to:

1. Unauthorized assistance on exam- each student is to take the exam alone.
2. Falsification, invention, or sharing of data- each student’s work is solely his own.
3. Unauthorized collaboration on assignments- each of 40 graded assignments is to be completed only by the student.
4. Plagiarism- anything that has been taken from another source WITHOUT citations is plagiarism, which is a crime. Cutting and pasting anyone else's work or other publications is against university policy and is punishable criminally.
5. Unauthorized access or copying of the curriculum and instructor’s materials or files- students may not distribute copyrighted materials nor copy any document.

If standards are not met in totality on any test or assignment, the student will automatically receive a grade of zero on the test or assignment and will be reported to the Dean’s Office. A second offense will result in removal from the class and the student will receive a zero for the course. University policy is quite severe and the student will be fully prosecuted.