SYLLABUS

PROFESSOR: Mark J. Fragoso

COURSE: MKTG 101 – Principles of Marketing
Tues 6 – 8:50 Room: AMD152

OFFICE: Tahoe 2033

OFFICE HOURS: M & W 5:45pm – 6:10pm and T 5:05 – 6:50

COURSE MATERIALS:
Students can access syllabus and various other course materials through your SacCT/Blackboard account. You must print any materials needed for class. I will not provide hard copies.

EMAIL: fragosom@csus.edu
Email is the quickest way to reach me. When communicating by email, include your last name and MKTG101 in the subject line. The subject line must contain these elements or I will NOT open the email. Example: Subject: SmithMKTG101

PREREQUISITES:
See the current catalog for prerequisites at:
http://catalog.csus.edu/current/programs/bus.html

COURSE DESCRIPTION (from catalogue):
Social and economic implications of marketing for profit and nonprofit institutions; market structure and behavior; marketing institutions; channels of distribution for consumer and industrial goods; marketing costs; pricing; public regulations.

COURSE GOALS & OBJECTIVES
This course is designed for students to learn about the basic principles, key issues, and the vocabulary of today's marketing environment. As a foundation course in business, this class will introduce you to the function of marketing in a business and how this function integrates with the other business areas.

MAIN OBJECTIVES
1. To develop a clear understanding of the marketing concept.
2. To provide a marketer’s view of current and past marketing success stories.
3. Explain how different combinations of the marketing mix are utilized to deliver value to a product and end consumer.
4. Describe and define marketing vocabulary that will be crucial in future coursework and business knowledge.
5. Have fun and develop a passion for marketing!
REQUIRED TEXT:

RECOMMENDED:

COURSE REQUIREMENTS
Instruction will consist of a combination of lectures, class exercises, discussion, and articles from the business press, cases, and videos. The expectation is that you will come to class prepared, having read the assigned text prior to class. Class participation is expected.

Please contact the professor at any time if you have suggestions for material that you believe should be covered in the class. THE PROFESSOR MAY CHANGE THE CALENDAR AND ASSIGNMENTS AS NEEDED. Students are responsible for verifying assignments and due dates.

ADD/DROP POLICY
There is typically more demand for this class than space. Students who do not attend one class sessions during the first two weeks may be dropped to make room for those waiting to add the class. Note the university policy: “Instructors have the authority to administratively remove any student who, during the first two weeks of instruction, fails to attend any two class meetings (for courses that meet two or more times a week) or one class meeting (for courses that meet once a week).”
(http://aaweb.csus.edu/catalog/current/First%20100%20Pages/registration.html#Drop)

ATTENDANCE AND PARTICIPATION
In order to succeed in this course, you must read the assigned text prior to class and attend the majority of classes. SOME MATERIAL COVERED IN EXAMS IS NOT IN THE ASSIGNED READINGS BUT ARE COVERED ONLY IN LECTURE. Class participation is expected. However, if you are ill, especially if you are feeling flu-like symptoms, do not come to class.

COURSE EXAMS, QUIZZES AND ASSIGNMENTS
Below outlines the course exams, quizzes and assignments. Additional detailed information will be provided in class and on SacCT (WebCT). Hard copies of the assignments will NOT be provided in class.

Examinations: Examinations 1, 2 and 3(Final) will consist of true/false & multiple-choice questions. The examinations will cover information from the lectures, text, video cases, guest speakers and any outside readings. Each examination will contain about 50 questions and be worth 100 points. You will need to bring your own 882 ScanTron sheets. Exams must be taken on the day and time that they are scheduled (exception maybe made if arrange a minimum of 2 weeks prior to the exam date). NO MAKEUP EXAMS WILL BE GIVEN REGARDLESS OF THE REASON. If you are physically unable to attend class the day of an exam because of illness or emergency, contact the professor before the exam. Written documentation from your Doctor will be required.
Quizzes: There will be ~6 quizzes given at random (pop quizzes not scheduled). Each quiz will be non-cumulative and will consist of 5 true/false & multiple-choice questions with a total of 10 points. The quiz for that day will cover information from the chapter or chapters assigned for that day and/or any assignment due that day. You will need to bring your own ScanTron (short) sheets (not the 882 forms). **NO MAKEUP QUIZZES WILL BE GIVEN REGARDLESS OF THE REASON.**

In-Class Activities and Participation
Each student will be part of in-class groups that will be assigned a task based on the readings in the text. These group activities will require you to apply the skills and vocabulary in an immersive role-play type scenario. Your attendance and participation in these exercises AND in discussions of the material will constitute the portion of this grade.

CLASS PARTICIPATION

**CRITERIA FOR PARTICIPATION**
Clearly, you must participate in class if you are going to share your ideas with others. There is no need to contribute in every class. Some of the best contributors in the past are those who have participated in only three or four sessions. Their contributions, however, were truly insightful and persuasive. The issue is one of **quality**, not quantity or frequency. In a class of this size, there are likely to be times when you will experience frustration at not being called upon. If you feel you are having a problem either being passed over regularly or in getting your hand up (stage fright), please see me. To preserve order and fairness, I request that students speak only when called on.

Below is an outline of how I propose to "calibrate" your class contributions:

**Outstanding Contributor.** Contributions in class represent exceptional preparation. Ideas offered are always substantive and provide one or more major insights as well as direction for the class. Arguments, when offered, are well substantiated and persuasively presented. If this person were not a member of the class, the quality of the discussion would be significantly diminished.

**Good Contributor.** Contributions in class represent thorough preparation. Ideas offered usually are substantive, provide good insights, and sometimes provide direction for the class. Arguments, when offered, are generally well substantiated and are often persuasively presented. If this person were not a member of the class, the quality of the discussion would be considerably diminished.

**Adequate Contributor.** Contributions in class represent satisfactory preparation. Ideas offered are sometimes substantive, provide generally useful insights, but seldom offer direction for the class. Arguments, when offered, are fairly well substantiated and are sometimes persuasive. If this person were not a member of the class, the quality of the discussion would be diminished somewhat.

**Unsatisfactory Contributor.** Contributions in class represent inadequate preparation. Ideas offered are seldom substantive, provide few, if any, insights, and never give a constructive direction for the class. Integrative arguments and effective comments are never presented. Class contributions are, at best, "cherry picking" efforts making isolated, obvious, or confusing points. If this person were not a member of the class, valuable air time would be saved.

**Nonparticipant.** This person has said little or nothing in this class to date. Hence, there is no basis for evaluation. If this person were not a member of the class, the quality of the discussion would be unchanged.

*Note: Attendance is considered mandatory. Arrive on time for class. On time means you are in your seat by 6:06pm. I will take attendance at the beginning of each class. If you have to leave early from class please let me know at the start of class. You are given 2 days of sick leave. For absences beyond your 2 days you will be docked 10 points for each absence. Be sure to get assignments from another student if you must be absent from a class.*
Discussion Threads/Assignments: Articles, cases and/or questions will be posted on SacCT.

Optional Extra Credit: Article Presentation: Find a current, substantial magazine, newspaper or Internet article. The article you select must be related to one of the topics covered in the text and lectures. Give a brief presentation (less than 3 minutes) of your article according to a syllabus topic. The presenter should also allow 2 to 5 minutes for a Q&A session. This presentation will be worth 10 points. Only 2 extra credit opportunities will be available each class session. Each student is allowed to present only one case during the entire semester. Depending on the quality of the presentation, the professor will credit the student’s account with 2 to 10 extra credit points. The professor will select the 1-2 students for the extra credit presentations based on 2 criteria: 1. First to email the professor with their presentation idea each week follow the nights lecture, and 2. Attendance. Example A: Bill Jones emails the professor at 9pm follow the nights lecture with his idea. Bill has attended all classes. Bill is selected for the following weeks extra credit presentation. Example B: Jane Miller emails the professor at 8:55pm follow the nights lecture with her idea. Jane has missed several classes. Jane is not selected for the following weeks extra credit presentation. To claim the points, the student should email the professor his or her PowerPoint slides 24 hours before the presentation.

Case Analyses: Cases will be used to illustrate class concepts. Please come prepared to discuss any assigned cases.

POSSIBLE POINTS:
Please use this chart to track your grade in the course.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam #1</td>
<td>100</td>
</tr>
<tr>
<td>Exam #2</td>
<td>100</td>
</tr>
<tr>
<td>Pop Quiz #1</td>
<td>10</td>
</tr>
<tr>
<td>Pop Quiz #2</td>
<td>10</td>
</tr>
<tr>
<td>Pop Quiz #3</td>
<td>10</td>
</tr>
<tr>
<td>Pop Quiz #4</td>
<td>10</td>
</tr>
<tr>
<td>Pop Quiz #5</td>
<td>10</td>
</tr>
<tr>
<td>Pop Quiz #6</td>
<td>10</td>
</tr>
<tr>
<td>Field Project</td>
<td>25</td>
</tr>
<tr>
<td>In-Class Activities or Assignments</td>
<td>50</td>
</tr>
<tr>
<td>Class Participation</td>
<td>10</td>
</tr>
<tr>
<td>Exam #3 Final</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>445</td>
</tr>
</tbody>
</table>

GRADE CALCULATION:
Grades will be assigned according to the following scale.

100%-95% A
94%-90% A-
89%-88% B+
87%-85% B
84%-80% B-
79%-78% C+
77%-75% C
74%-70% C-
69%-68% D+
67%-64% D
64%-60% D-
59%-0% F
INCOMPLETE GRADES:
University policy concerning incomplete grades can be found at http://www.csus.edu/admbus/umanual/UMG05150.htm. Students should familiarize themselves with the policy.

CLASS POLICIES:
- Cell phones and pagers must be turned off before coming to class. If you are expecting an urgent call, let me know before class and you may keep the phone on vibrate. No text messaging is allowed during class.
- Arrive on time for class. On time means you are in your seat by 6:06pm.
- Do not leave the classroom in the middle of a lecture. If you need to leave early, please let me know prior to the commencement of class, sit near the exit, and when you must leave do so quietly.
- When you are participating in class discussion, please do not talk over other students or the professor.
- Laptops are not allowed in class unless specifically approved by the professor.

ETHICAL BEHAVIOR

Plagiarizing:
Students should review the student tutorial on how not to plagiarize found at http://library.csus.edu/content2.asp?pageID=353.

Cheating and Unethical Conduct. At CSUS, cheating is the act of obtaining or attempting to obtain credit for academic work through the use of ANY dishonest, deceptive, or fraudulent means. Cheating at CSUS includes but is not limited to:

1. Copying, in part or in whole, from another's test or other evaluation instrument.

2. Using crib notes, "cheat sheets," or any other device, including electronic devices, in aid of writing the exam not permitted by the instructor;

3. Submitting work previously graded in another course unless doing so has been approved by the course instructor or by department policy.

4. Submitting work simultaneously presented in more than one course, unless doing so has been approved by the respective course instructors or by the department policies of the respective departments.

5. Altering or interfering with grading or grading instructions;

6. Sitting for an examination by a surrogate, or as a surrogate;

7. Any other act committed by a student in the course of his or her academic work that defrauds or misrepresents, including aiding or abetting in any of the actions defined above.

Please also refer to the University's policy on academic honesty (http://www.csus.edu/umanual/AcademicHonestyPolicyandProcedures.htm). Note especially that, in order to prevent the integrity of learning from being compromised by
acts of academic dishonesty, Sacramento State has assigned the following responsibilities to students:

- Understand what cheating and plagiarism are and take steps to avoid them. Students are expected to do this whether working individually or as part of a group.

- Do not taking credit for academic work that is not your own.

- Do not knowingly encourage or make possible cheating by others.

- Know the policies and procedures regarding academic honesty as specified in the above-referenced document

- Exercise your option, if so inclined, to inform the faculty member or the Student Conduct Officer of alleged cheating.

**Penalties for Cheating or Unethical Conduct**
The penalty for cheating or unethical conduct will be a failing semester grade. The student’s conduct will also be reported to college administration.

**Disruptive Behavior**
Refer to the University's policy on student disruptive behavior (http://www.csus.edu/umanual/student/UMD03250.htm). Note that a disruptive student is defined as a student who engages in classroom behavior that interferes with the process of teaching and learning.

A student exhibiting disruptive behavior will be asked to cease that behavior. If the behavior continues, the student will be asked to leave or will be removed from the classroom, the behavior will be reported to the student conduct officer (CSU/CBA administration), and any credit that would have been due for a related assignment will be denied. If the behavior is repeated in a subsequent class, even once, the student will be disenrolled from the class and will receive a failing semester grade.

**ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:**
If you have a disability and require accommodations, you need to provide disability documentation to SSWE, Lassen Hall 1008, (916) 278-6955. Please discuss your accommodation needs with me after class or during my office hours early in the semester.
## Tentative Schedule for Mktg 101, Spring 13 Professor Fragoso

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/29</td>
<td>Course Overview, Student Information Sheet, Introductions, Chap 1: Welcome to the World of Marketing</td>
<td>Print Syllabus from SacCT and bring to class, Ch.1</td>
</tr>
<tr>
<td>02/05</td>
<td>Ch. 2: Strategic Market Planning</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>02/12</td>
<td>Ch. 3: Thrive in the Marketing Environment</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>02/19</td>
<td>Exam 1: Chapters 1, 2, and 3</td>
<td>Exam 1</td>
</tr>
<tr>
<td>02/26</td>
<td>Ch4: Marketing Research, Ch 5: Consumer Behavior</td>
<td>Chapter 4 &amp; 5</td>
</tr>
<tr>
<td>03/05</td>
<td>Ch 6: B-to-B Markets, Ch7: Sharpen the Focus</td>
<td>Chapter 6 &amp; 7</td>
</tr>
<tr>
<td>03/12</td>
<td>Chap 8: Create the Product</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>03/19</td>
<td>Chap 9: Manage the Product</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>03/26</td>
<td>Spring Break</td>
<td></td>
</tr>
<tr>
<td>04/02</td>
<td>Exam 2: Chapters 4, 5, 6, 7, 8, and 9</td>
<td>Exam 2</td>
</tr>
<tr>
<td>04/09</td>
<td>Ch 10: Services &amp; Other Intangibles, Ch. 11 Price the Product</td>
<td>Chapter 10 &amp; 11</td>
</tr>
<tr>
<td>04/16</td>
<td>Ch. 12: One-to-One to Many-to-Many</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>04/23</td>
<td>Ch.13: One-to-Many, Ch. 14: One-to-One</td>
<td>Chapter 13 &amp; 14</td>
</tr>
<tr>
<td>04/30</td>
<td>Ch. 15: Delivering Value</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>05/07</td>
<td>Ch. 16: Retailing</td>
<td>Chapter 16</td>
</tr>
<tr>
<td>05/14</td>
<td>Semester Summary</td>
<td></td>
</tr>
<tr>
<td>05/21</td>
<td>Final Exams. Please refer to CSUS final exam schedule for date, time and location of exam. Note: no makeup exams will be given. If you have a time conflict with another class please ask the professor to arrange another time for you to take his/her exam.</td>
<td>Final Exam</td>
</tr>
</tbody>
</table>

**CLASS SCHEDULE:** NOTE: The professor may change the calendar and assignments as needed. Students are responsible for verifying assignments and due dates.
Student Background Information Sheet

Name: ____________________________________________________________

Name you would prefer to be called in class: __________________________

Contact Phone #: _______________  E-mail: _____________________________

Current Major/Class year: ____________________________________________

Current job position if applicable: _________________________________

Sales Experience if applicable: ______________________________________

Other: ____________________________________________________________

I have read the course syllabus and I am thoroughly familiar with its contents, and I especially understand the presentation requirements, grading policy, make-up policy, participation policy and exam policy. Also, I understand that the content of the course syllabus may be subject to change and that I am responsible for being aware of all changes.

Name: _____________________________________  Date: _____________________

Signature: ___________________________________________________________________________________