Foundations of Marketing: MKTG 302
California State University - San Marcos
Spring 2007
Wednesday, 3-5:50 p.m., MH 125

Instructor: Dr. Camille P. Schuster
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Office Hours: 2:00–3:00 p.m. Wednesday and 10:00-11:00 a.m. Saturday and by appointment

Course Description: Marketing is the process of identifying and satisfying customers’ needs for products, services and ideas, and simultaneously creating and delivering a standard of living to society. Examines the components of the marketing process, sources and uses of marketing intelligence, consumer behavior and international marketing. May not be taken for credit by students who have received credit for MKTG 305. Prerequisite: All lower-division pre-business core.

Course Objectives: Students will learn the vocabulary of marketing, a marketing approach to business activities, the importance of a consumer perspective, and the application of marketing in the marketplace.

Course Format: Students will read the assigned chapters, learn the concepts, participate in class activities, complete required homework, and take exams. You are encouraged to participate by asking questions and offering your comments and opinions about the material discussed in class. You will learn more by being an active participant in classroom discussions.

Course Materials:


Class Notes are available online

Course Requirements:

Assignments must be turned in by class time on the day they are due. One letter grade will automatically be deducted for each day it is late.
NO makeup exams will be given unless you receive PRIOR approval by the professor.
NO extra credit work will be allowed.
Attendance is not required, but strongly encouraged.
The Academic Honesty policy of CSUSM will be enforced.
If you need any special assistance with assignments or exams, please see me early in the semester so that accommodations can be arranged.

Since marketing involves the management of a system of exchange of equal value between two parties, I am willing to exchange excellent grades for excellent work.
Assignments:

Exam 1 
Exam 2 
Exam 3 
Exam 4 
Exam 5 
Exam 6 
Application Activity 1 (Highest 1 of 2) 
In Class Assignments (Best 7 at 3 points each) 

Total 

93% = A  
90% = A- 
87% = B+ 
83% = B 
80% = B- 
77% = C+ 
73% = C 
70% = C- 
60% = D 
Below 60% = F 

What You Can Expect From Me:

1. I will come to each class prepared.
2. I will read and carefully prepare all assigned material.
3. I will grade all assignments and return them to you in a timely manner.
4. I am always eager to hear your input during class.
## Schedule*

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 24</td>
<td>Introduction, Overview</td>
<td>Ch. 1</td>
</tr>
<tr>
<td>Jan. 31</td>
<td>Marketing Perspective</td>
<td>Ch. 2</td>
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<tr>
<td>Feb. 7</td>
<td><strong>Exam 1</strong>, Marketing Strategy</td>
<td>Ch. 3, 4</td>
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<tr>
<td>Feb. 14</td>
<td>Consumers, Activity 1</td>
<td>Ch. 5</td>
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<tr>
<td>Feb. 21</td>
<td><strong>Exam 2</strong>, Segmentation and Positioning</td>
<td>Ch. 6</td>
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<tr>
<td>Feb. 28</td>
<td>Products and Brands, Activity 2</td>
<td>Ch. 7</td>
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<tr>
<td>Mar. 7</td>
<td><strong>Exam 3</strong>, Services</td>
<td>Ch. 8</td>
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<tr>
<td>Mar. 14</td>
<td>Pricing, Activity</td>
<td>Ch. 9</td>
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<tr>
<td>Mar. 21</td>
<td><strong>Exam 4</strong>, Channels and Supply Chain</td>
<td>Ch. 10</td>
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<td>Mar. 28</td>
<td><strong>Spring Break</strong></td>
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<td>Apr. 4</td>
<td>Retailing, Activity 3</td>
<td>Ch. 11</td>
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<td>Apr. 11</td>
<td><strong>Exam 5</strong>, Promotion</td>
<td>Ch. 12</td>
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<td>Apr. 18</td>
<td>Promotion, continued</td>
<td>Ch. 13</td>
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<td>Apr. 25</td>
<td><strong>Exam 6</strong>, Marketing in Digital Age</td>
<td>Ch. 14</td>
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<td>May 2</td>
<td>Global Marketplace, Activity 4</td>
<td>Ch. 15</td>
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<td>May 9</td>
<td>Marketing and Society</td>
<td>Ch. 16</td>
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<tr>
<td>May 16</td>
<td><strong>Exam 7</strong></td>
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Exam 1 covers chapters 1, 2 and lectures on Jan. 24 and 31
Exam 2 covers chapters 3, 4, 5 and lectures on Feb. 7 and 14
Exam 3 covers chapters 6, 7 and lectures on Feb. 21 and 28
Exam 4 covers chapters 8, 9 and lectures Mar. 7 and 14
Exam 5 covers chapters 10, 11 and lectures on Mar. 21 and Apr. 4
Exam 6 covers chapters 12, 13 and lectures on Apr. 11 and 18
Exam 7 covers chapters 14, 15, 16 and lectures on Apr. 25, May 2 and May 9

*Topics and assignments may change during the course of the semester due to unforeseen circumstances. Verbal notification during any regularly scheduled class meeting period and/or an announcement online will be considered sufficient notification to effect any changes in the syllabus.

Created on 9/22/07