Economics 161A  
Introduction to Marketing  
Summer 2012  

Dr. Bob Baden  
Office: 427 Engineering 2  
Phone: 408-396-3302  
Email: rbaden@ucsc.edu  

Office Hours: Tuesday & Thursday 11:00-12:30 or by appointment  
Class Website: http://people.ucsc.edu/~rbaden/Marketing.htm  
Texts: Kotler and Armstrong, Principles of Marketing, 14th edition  
        Kotler and Keller, Marketing Management, 14th edition  

Grading (Total of 500 points)  
Homeworks (4, drop the lowest score) 150 points  
Marketing Plan 100 points  
Midterm 100 points  
Final 150 points  

Lectures  
I will lecture, using the book(s), to provide a theoretical background in the study of marketing. 
Each class may also contain video clips, periodical articles, etc. to encourage class discussion and 
enhance the theoretical material. To supplement the text, you should regularly read periodicals 
such as Business Week, The Wall Street Journal and The Economist. You are encouraged to 
relate such material to the textbook and to bring up examples during lectures.  

Homework  
These assignments constitute a major portion of your grade and as such, you should complete 
them thoroughly and carefully.  

Midterm and Final Exam  
You will have two exams which will be a combination of multiple choice questions and short 
answer questions. You are responsible for all the material in the chapters indicated in the 
syllabus even if we do not cover all the points in class.  

If you qualify for classroom accommodations because of a disability, please submit your 
Accommodation Authorization Letter from the Disability Resource Center (DRC) to me 
during my office hours or by appointment, preferably within the first week of the 
Summer Session. Contact DRC by phone at 831-459-2089 or drc@ucsc.edu for more information.
<table>
<thead>
<tr>
<th>Class Meeting</th>
<th>Reading</th>
</tr>
</thead>
</table>
| June 26       | Ch.1 Marketing: Creating and Capturing Customer Value  
Ch.2 Company and Marketing Strategy: Partnering to Build Customer Relationships |
| June 28       | Ch.3 Analyzing the Marketing Environment  
Ch.4 Managing Marketing Information to Gain Customer Insights |
| July 3        | Ch.5 Consumer Markets and Consumer Buying Behavior  
Ch.6 Business Markets and Business Buying Behavior |
| July 5        | Ch.7 Customer-Driven Marketing Strategy: Creating Value for Target Customers  
Ch.8 Product, Services, and Brands: Building Customer Value |
| July 10       | Ch.9 New Product Development and Product Life-Cycle Strategies  
Ch.10 Pricing: Understanding and Capturing Customer Value |
| July 12       | Ch.11 Pricing Strategies  
Ch.12 Marketing Channels: Delivering Customer Value |
| July 17       | Ch.13 Retailing and Wholesaling  
Ch.14 Communicating Customer Value: Integrated Marketing Communications Strategy |
| July 19       | Ch.15 Advertising and Public Relations  
Ch.16 Personal Selling and Sales Promotion |
| July 24       | Ch.17 Direct and Online Marketing: Building Direct Customer Relationships  
Ch.18 Creating Competitive Advantage |
| July 26       | Ch.19 The Global Marketplace  
Ch.20 Sustainable Marketing: Social Responsibility and Ethics |