

Syllabus for Principles of Marketing (MKT-310)

Instructor

John J. Griffin, J.D., M.B.A.

Office: Sage Hall, Room 2038

Office Hours: Mon/Wed/Thu from 12:15p to 1:15p, or by appointment

(805) 338-6036 (mobile/text)

john.griffin@csuci.edu

Course Description

This course presents and analyzes the fundamental principles, methods and procedures in modern marketing: planning, pricing, distribution, and promotion. Topics include creating customer value and satisfaction, strategic planning, marketing process and environment, research and information systems, consumer markets and consumer buyer behavior, business markets and business buyer behavior, segmentation, product and services strategy, new-product development and product life cycle strategies, pricing, communications, direct and on-line marketing, and social responsibility and marketing ethics. We view these topics through the emerging business trends of globalization, social responsibility, environmental sustainability, and managerial ethics.

Program Learning Goals (PLGs) for MVS School of Business & Economics Program

The MVS School has six stated Program Learning Goals: (1) Critical Thinking; (2) Oral Communication (3) Written Communication; (4) Collaboration; (5) Conduct (Ethics); and, (6) Competency in Discipline.

Learning Objectives

On completion of this course, students will be able to:

- discuss the fundamentals of marketing and its importance to all organizations, public and private (PLG-2, PLG-6);
- write comprehensive Marketing Plans and Marketing Strategies (PLG-3, PLG-4, PLG-6);
- formulate and execute strategies businesses employ to both attract new customers and keep existing ones (PLG-1, PLG-5, PLG-6);
- identify, conceptualize, and develop solutions for the complex and critical decisions management must face before a product or service is advertised or sold (PLG-1), and;
- communicate logical, reasoned business information to support conclusions about marketing processes and business ethics through discussion, writing and oral presentations (PLG1, PLG-2, PLG3, PLG-5, PLG-6).

Required Text

Marketing: An Introduction (12th Edition)

by Gary Armstrong and Philip Kotler

Prentice Hall; 12th edition (January 17, 2014)

ISBN-13: 978-0133451276 – ISBN-10: 0133451275

You must have ready access to a copy of the book in order to do well in the course.

Course Approach

The class will consist of lectures, business cases, market research, field assignments, class discussions, and in-class group workshops. Students are encouraged to ask questions and actively participate in class. It is expected that students will come to class having read the assigned reading materials. Students will frequently work in teams to gain experience in this essential workplace skill.

The PowerPoint slides, assignment instructions, and course hand-outs can be found on the course CI-Learn (Canvas) site. These materials are intended to supplement, not replace, the textbook.

Each class will start with a short discussion of a current event topic that is relevant to the course subject matter.

Course Policies

Your attendance each meeting is essential to your success in the course. Please see the Student Guidebook (available at www.csuci.edu/studentaffairs/procedures-policies.htm) and the CSU-CI Policies webpage (available at www.csuci.edu/legal) for campus-wide policies applicable to this and all CSU-CI courses including policies on academic dishonesty and accommodations available for students having disabilities.

Evaluation Method

Points	Date	Description
40	Feb 26 Apr 4 May 16	Tests. Three tests will be offered throughout the session with each test worth 20 points; the lowest test score dropped. Tests will consist of multiple choice and short essay questions.
20	Apr 30	Group Project. The course project will consist of a written Marketing Plan document (15 points) and a class presentation (5 points). A fuller description of the course project is presented below.
8	Various	Case Presentation. Each student team will be responsible for presenting a marketing business case as shown below. A description of the grading can be found on CI-Learn (Canvas).
7	Various	Subject Matter Expert. You and your team will be the class experts for one of the textbook chapters as indicated below. In that role you will be responsible for answering questions about the material.
7	Mar 5 Apr 11	Market Research. Each student team will prepare a market research survey on SurveyMonkey or GoogleDocs , distribute the survey to friends, family, or other students in the class, and prepare an analysis of the results. See description at CI-Learn for a more.
10	Various	Class Prep Quizzes. Ten (10) online quizzes will be assigned for selected chapters. Each quiz consists of eight (8) questions. Questions will come directly from the reading assignment for that class and are to be completed before the class when due. The two lowest quiz scores will be dropped.
8	In-Class	Class Participation. Points will be awarded for participation in class discussions and field assignments.

Course Team Project

During the course you and your team will prepare a marketing plan for a new product or service. A sample Marketing Plan is available as a sample in Appendix 2 of the textbook and on CI-Learn. We will spend time during our first session to discuss the project, form groups, and develop a strategy for the successful completion the project. The project write-up (Word document posted to CI-Learn) will be due on Monday, April 30, 2018. Each group will give a presentation of their Marketing Plan to the class during one of our last three sessions.

Reading and Assessment Assignments

The table that follows presents a schedule of course assignments, subject to change with notice. Teams indicated in the SME (subject matter expert) column will present the chapter material for the class indicated.

Week	Date	Reading / Classroom Assignment	Deliverable / Case Study	Quiz	SME-Team
1	22-Jan	Syllabus & Merchants of Cool			
	24-Jan	Chap-01: Marketing: Creating and Capturing Customer Value	Demo: In-N-Out Burger (1)		
2	29-Jan	Chap-02: Company and Marketing Strategy: Partnering to Build Customer Value and Relationships			
	31-Jan	Chap-16: Sustainable Marketing: Social Responsibility and Ethics			
3	5-Feb	Chap-03: Analyzing the Marketing Environment	Team F: Warby Parker (16)	Quiz-01 Chap-03	A
	7-Feb	Case Presentation	Team G: Xerox (3)		
4	12-Feb	Chap-04: Managing Marketing Information to Gain Customer Insights		Quiz-02 Chap-04	B
	14-Feb	Case Presentation	Team H: Oracle (4)		
5	19-Feb	Chap-05: Understanding Consumer and Business Buyer Behavior		Quiz-03 Chap-05	C
	21-Feb	Case Presentation & Review	Team I: Pet Insurance (5)		
6	26-Feb	Test-1	Test-1		
	28-Feb	Chap-06: Customer-Driven Marketing Strategy: Creating Value for Target Customers		Quiz-04 Chap-06	D
7	5-Mar	Chap-07: Products, Services, and Brands: Building Customer Value	Marketing Survey Questions	Quiz-05 Chap-07	E
	7-Mar	Case Presentation	Team J: Zipcar (7)		
8	12-Mar	Chap-08: New Product Development and Product Life-Cycle Strategies	Team K: Google (8)	Quiz-06 Chap-08	F
	14-Mar	Field Assignment 1	Field Assignment		
9	19-Mar	Spring Break			
10	26-Mar	Chap-09: Pricing: Understanding and Capturing Customer Value	Team A: JC Penney (9)	Quiz-07 Chap-09	G
	28-Mar	Field Assignment 2	Field Assignment		
11	2-Apr	Chap-10: Marketing Channels: Delivering Customer Value	Team B: Corning (10)	Quiz-08 Chap-10	H
	4-Apr	Test-2	Test-2		
12	9-Apr	Chap-11: Retailing and Wholesaling			
	11-Apr	Field Assignment 3	Market Survey Results & Field Assignment		
13	16-Apr	Chap-12: Engaging Consumers and Communicating Customer Value: Advertising and Public Relations	Team C: The Super Bowl (12)	Quiz-09 Chap-12	I
	18-Apr	Field Assignment 4	Field Assignment		
14	23-Apr	Chap-13: Personal Selling and Sales Promotion	Team D: Salesforce.com (13)	Quiz-10 Chap-13	J
	25-Apr	Chap-14: Direct, Online, Social Media, and Mobile Marketing	Team E: Pinterest (14)		K
15	30-Apr	Chap-15: The Global Marketplace	Marketing Plan Document		
	2-May	Marketing Plan Presentations	Project Presentations		
16	7-May	Marketing Plan Presentations	Project Presentations		
	9-May	Marketing Plan Presentations	Project Presentations		
17	16-May	Test-3 @ 1:00p	Test-3		