**MKT 310: PRINCIPLES of marketing**

**fall 2017**

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Email: via Canvas Inbox

Office Hours: Tuesdays and Thursdays from 6 pm to 7:30 pm | Visit at 2035 Sage Hall |

If these times do not work, please send an email to schedule

Course Information: Section 3 — T/Th 12:00-1:15 in Broom Library 1750

Section 4 — T/Th 1:30-2:45 in Manzanita 1149

Course Text: All reading materials will be posted on Canvas.

1. The Marketing Book by Michael Baker (available for free online)
2. Marketing Principles (available on Canvas)

Course Description: This course is designed as a semester-long introduction to marketing concepts, processes and practices commonly encountered in the industry. We will be looking at real-life examples to illustrate and understand how products and services are marketed. Towards the end of the course we will be able to discuss and devise marketing strategies for specific cases. More importantly, we will analyze the societal and economic effects of these practices.

Lectures and Workshops: The objective in this course is for you to get introduced to marketing concepts, principles and practices. The lecture + workshop structure will give you the opportunity to utilize the theory right after you learn it. The lectures will require you to understand and discuss the concepts; the workshops will allow you to apply the topic of that week to a project. I hope to be a facilitator or guide more than a lecturer, and surely I will need your help to do this. Most of my students in the previous years said they loved this structure because it means most assignments can be accomplished during class and there is less to do on their own time; it also resolves any scheduling conflicts you may encounter for your team project meetings.

Program Learning Goals: These are the skills we try to help you build in all MVS courses

1. Critical Thinking
2. Oral Communication
3. Written Communication
4. Collaboration
5. Conduct (Ethics)
6. Competency in Discipline

Course Learning Outcomes: Upon completion of this course, you will be able to

1. Describe and apply basic marketing concepts to real life cases (A, C, F)

2. Analyze and suggest marketing strategies for brands or companies through your team projects (A, B, C, D, E, F)

3. Communicate these suggestions through professional presentations and reports (B, C)

4. Evaluate existing marketing practices used by companies (A, E, F)

**Assessment**

The grading system in this class might seem unusual at first, but I will explain it in detail at our first session. Please make sure you understand the structure, if not, ask and come visit me during office hours so it is crystal clear.

You will be collecting points through your participation, exams and assignments as listed below. They will add up to your final grade (so no need to calculate percentages from letter grades).

GRADES ARE NON-NEGOTIABLE! If there seems to be an error (e.g. missed a part in an exam or make a mistake calculating) let me know.

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| --- | --- | --- | --- |
| **Assignment** | **# of submissions** | **Points per submission** | **Total** |
| Participation |  | | 15 |
| The Pitch Assignment | 2 | 2 | 4 |
| Workshops | 6 | 1 | 6 |
| Paper WMC Draft | 1 | 5 | 5 |
| Final Draft | 1 | 10 | 10 |
| Final Presentation | 1 | 10 | 10 |
| Peer Evaluation | 1 | 5 | 5 |
| Quizzes | 2 | 5 | 10 |
| Midterm exam | 1 | 15 | 15 |
| Final exam | 1 | 20 | 20 |
| **Final Total** | | | 100 |

Assignments: I will post assignments sporadically on Canvas. They will range from 1 to 5 pages depending on the topic of the week. Most of them will be related to the project and you might even be able to finish them during the workshops, in which case you will only be responsible for remembering to upload them to Canvas.

Exam: You will have one midterm and one final exam as scheduled (see the schedule below).

Participation: I am a big believer in participation, especially as part of a marketing course: You need to be able to present your thoughts in a discussion and more importantly you need to be able to convince people (i.e. me and the other students in the class) that your argument is valid. If you feel uncomfortable speaking in class I strongly suggest you seek another class/section that does not require as much involvement.

Project: You will be working on a project in groups of 4 or 5. The project will entail analysis of a company’s marketing practices and suggestions on its improvement. In the past my students have done similar projects with start-ups and non-profits; they even found jobs through this project. Keep in mind, the project can only be what you make of it. You reap what you sow!

Presentation: I expect that you will be able to present your team project in a truly professional manner, all kinds of performances are welcome. Details will be explained in class.

DEADLINES ARE NON-NEGOTIABLE! If a submission is late it is an automatic 0 point (though you might be able to make up for it through other assignments). I will respect your busy schedules by helping you do most of the work in class. I hope you'll return the favor by not asking me to change my schedule.

It is your responsibility to keep track of due dates (see schedule below) Any changes will be reflected on Canvas so watch out for new assignments, and announcements throughout the semester.

**CSUCI Policies**

Disability Accommodations: CSU Channel Islands is committed to equal educational opportunities for qualified students with disabilities in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990. The mission of Disability Accommodation Services is to assist students with disabilities to realize their academic and personal potential. Students with physical, learning, or other disabilities are encouraged to contact the Disability Accommodation Services office at (805) 437-8510 for personal assistance and accommodations.

Academic Honesty: I was a student not so long ago, you should take honesty seriously, so will I. Understand that, by registering in this section you agree to uphold your end of the deal.

In case you have doubts as to what constitutes academic dishonesty please see below:

1. Academic dishonesty includes such things as cheating, inventing false information or citations, plagiarism and helping someone else commit an act of academic dishonesty. It usually involves an attempt by a student to show possession of a level of knowledge or skill that he/she does not possess.

2. Course instructors have the initial responsibility for detecting and dealing with academic dishonesty. Instructors who believe that an act of academic dishonesty has occurred are obligated to discuss the matter with the student(s) involved. Instructors should possess reasonable evidence of academic dishonesty. However, if circumstances prevent consultation with student(s), instructors may take whatever action (subject to student appeal) they deem appropriate.

3. Instructors who are convinced by the evidence that a student is guilty of academic dishonesty shall assign an appropriate academic penalty. If the instructors believe that the academic dishonesty reflects on the student's academic performance or the academic integrity in a course, the student's grade should be adversely affected. Suggested guidelines for appropriate actions are: an oral reprimand in cases where there is reasonable doubt that the student knew his/her action constituted academic dishonesty; a failing grade on the particular paper, project or examination where the act of dishonesty was unpremeditated, or where there were significant mitigating circumstances; a failing grade in the course where the dishonesty was premeditated or planned. The instructors will file incident reports with the Vice Presidents for Academic Affairs and for Student Affairs or their designees. These reports shall include a description of the alleged incident of academic dishonesty, any relevant documentation, and any recommendations for action that he/she deems appropriate.

4. The Vice President for Student Affairs shall maintain an Academic Dishonesty File of all cases of academic dishonesty with the appropriate documentation.

5. Student may appeal any actions taken on charges of academic dishonesty to the "Academic Appeals Board."

6. The Academic Appeals Board shall consist of faculty and at least one student.

7. Individuals may not participate as members of the Academic Appeals Board if they are participants in an appeal.

8. The decision of the Academic Appeals Board will be forwarded to the President of CSU Channel Islands, whose decision is final.

**Course Outline**

**Week 1: Aug 29 – Aug 31 | PART I – Getting Started**

Course Overview and Introductions

What is Marketing?

**Week 2 – 3: Sept 5 – Sept 12 | PART II – Module A – Marketing as…a discipline**

Topic 1 – Marketing Research

Topic 2 – Consumer Behavior

Debate – Marketing Ethics

Online Quiz 1 – Life Lessons from an Ad Man

**Week 3 – 7: Sept 14 – Oct 12 PART II – Module B – Marketing as…a strategic business process**

Topic 1 – Marketing Strategy

Assignment 1 - The Pitch (form teams)

Workshop 1 – Team Contract & Project Outline

Stage 1 – Market Analysis

Workshop 2 – External Analysis PESTEL & Internal Analysis VRIO

Stage 2 – Market Selection: STP

Workshop 3 – ST

Stage 3 – Marketing Decisions

Topic 2 – Competitive Advantage

Workshop 4 – USP & Positioning

**Week 8: Oct 17 – Oct 19 | Midterm Review and Exam**

**Week 9 & 11: Oct 24 – Nov 9 PART II – Module C – Implementation of Marketing Decisions**

Topic 1 – Marketing Mix

Product

Place

Workshop 5 - The 2 Ps

Price

Promotion

Topic 2 – Branding

Workshop 6 – IMC (Promotions and Branding)

[Stage 4 – Evaluation: Customer Loyalty and Satisfaction, Marketing Metrics]

**Week 12: Nov 14 | PART III – Module A – Markets as…**

Topic 1 - … a place

Topic 2 - … an economic entity

Substitutes

Competitor: direct, indirect

Types of Competition

Topic 3 - … people

Suppliers

Customers: Consumer, User, Buyer, Client

**Week 12 – 14: Nov 16 – 21 | PART III – Module B – Market Dynamics**

Topic 1 - Actors: C2C, B2C, B2B, Government, Non Profit

Types of Markets: Consumer, Institutional, Industrial, Reseller

Topic 2 - International Markets & Economic Systems

**Week 14: Nov 28 | PART III – Module C – Social Marketing**

Topic 3 - Social Change through Marketing

Online Quiz 2 – What nonprofits can learn from Coca-Cola

**Week 14 & 15: Nov 30 – Dec 5 | Presentations**

**Week 16: Dec 12 | Final Exam**

Section 3 @ 10:30

Section 4 @ 1:00

**Summary Schedule**

**Week 15 & 16: Dec 7 & 14 | Final Review and Exam**

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| Week #  Day | Date | Topic | Due Date of.. |
| 1 – Tu | Aug 29 | Overview |  |
| 1 – Th | Aug 31 | What is Marketing? |  |
| 2 – Tu | Sep 5 | Marketing Research |  |
| 2 – Th | Sep 7 | Consumer Behavior |  |
| 3 – Tu | Sep 12 | Marketing Ethics Debate:  Life Lessons from an Ad Man | Quiz:  Life Lessons from an Ad Man |
| 3 – Th | Sep 14 | The Strategic Marketing Plan |  |
| 4 – Tu | Sep 19 | The Pitch | The Pitch - Proposal |
| 4 – Th | Sep 21 | Workshop 1: Project Outline | Team Contract |
| 5 – Tu | Sep 26 | Market Analysis | Workshop 1: Project Outline |
| 5 – Th | Sep 28 | Workshop 2: SWOT |  |
| 6 – Tu | Oct 3 | STP | Workshop 2: SWOT |
| 6 – Th | Oct 5 | Workshop 3: Market Selection |  |
| 7 – Tu | Oct 10 | Competitive Advantage | Workshop 3: Market Selection |
| 7 – Th | Oct 12 | Workshop 4: USP & Positioning |  |
| 8 – Tu | Oct 17 | Midterm Review | Workshop 4: USP & Positioning |
| 8 – Th | Oct 19 | Midterm Exam |  |
| 9 – Tu | Oct 24 | Marketing Mix: Product & Place |  |
| 9 – Th | Oct 26 | Workshop 5: The 2 Ps |  |
| 10 – Tu | Oct 31 | Marketing Mix: Price | Workshop 5: The 2 Ps |
| 10 – Th | Nov 2 | Marketing Mix: Promotion |  |
| 11 – Tu | Nov 7 | Branding |  |
| 11 – Th | Nov 9 | Workshop 6 : IMC |  |
| 12 – Tu | Nov 14 | Markets as place/economic entity/people | Workshop 6: IMC |
| 12 – Th | Nov 16 | Market Dynamics: Actors |  |
| 13 – Tu | Nov 21 | Market Dynamics:  International Markets and Economic Systems |  |
| 13 – Th | Nov 23 | Happy Thanksgiving ☺ | |
| 14 – Tu | Nov 28 | Market Dynamics:  Social Change through Marketing | Quiz:  What nonprofits can learn from Coca Cola |
| 14 – Th | Nov 30 | Presentations | Final Paper |
| 15 – Tu | Dec 5 | Presentations |  |
| 15 – Th | Dec 7 | Final Review |  |
| 16 – Tu | Dec 12 | Final Exam |  |