**MKT 310: PRINCIPLES of marketing**

**SPring 2020 SYLLABUS (Version 1)**

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Office Hours: **Tuesdays** and **Thursdays**, **3pm – 4:30 pm** | Visit at **Sage Hall 2035** |

You can make an appointment here (it’s very easy!): <https://calendly.com/taylan-ci>

Course Text: This class uses low or no cost educational materials.All reading materials will be posted on Canvas.

* Marketing Principles V2.0 (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.

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.

|  |  |  |  |
| --- | --- | --- | --- |
| **Assignment** | **# of submissions** | **Points per submission** | **Total** |
| Participation |  | | 15 |
| The Pitch Assignment | 2 | 1 | 2 |
| Workshop Assignments | 5 | 1-2 | 8 |
| Final Report | 1 | 15 | 15 |
| Final Presentation | 1 | 10 | 10 |
| Peer Evaluation | 1 | 5 | 5 |
| In-class Quizzes (Kahoot!) | 4 | 2.5 | 10 |
| Midterm exam | 2 | 10 | 20 |
| Final exam | 1 | 15 | 15 |
| **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.

**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**

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| --- | --- | --- | --- | --- |
| **Week** | **Tuesday** | | **Thursday** | |
| **1** | Jan 28 | Course Overview and Introductions | Jan 30 | Markets |
| **2** | Feb 4 | What is Marketing?  Ch 1 | Feb 6 | The Marketing Plan  Ch 16 |
| **3** | Feb11 | The Pitch  Presentation and Proposal due | Feb 13 | Kahoot!1 + Workshop 1 |
| **4** | Feb 18 | Marketing Research  Ch 10 | Feb 20 | Marketing Research  Ch 10 |
| **5** | Feb 25 | Consumer Behavior  Ch 3 | Feb 27 | Kahoot!2 + case analysis  Midterm 1 (Take home) |
| **6** | Mar 3 | Marketing Strategy  Ch 2 | Mar 5 | Workshop 2 |
| **7** | Mar 10 | Market Analysis | Mar 12 | Workshop 3 |
| **8** | Mar17 | Market Selection  Ch 5 | Mar 19 | Workshop 4 |
|  | **Spring Break ☺** | | | |
| **9** | Mar 31 | Positioning  Ch 5 | Apr 2 | Kahoot!3 |
| **10** | Apr 7 | Midterm 2 (Cheat sheet) | Apr 9 | Marketing Mix |
| **11** | Apr 14 | Product  Ch 6 & 7 | Apr 16 | Place  Ch 8 |
| **12** | Apr 21 | Price  Ch 15 | Apr 23 | Pricing  Ch 15 |
| **13** | Apr 28 | Promotional Strategy + Media Planning  Ch 11 | Apr 30 | IMC + Branding  Ch 11 |
| **14** | May 5 | Course wrap-up | May 7 | Kahoot!4 |
| **15** | May 12 | Presentations | May 14 | Presentations |
| **Finals week** | May 19 |  | May 21 |  |

* Readings are due on the lecture day.
* All assignments are due on next work Tuesday, unless stated otherwise.
* Presentation files are due on the day of presentation.
* All submissions are through Canvas.
* For final exam date and time please google: “csuci finals schedule spring 2020"