## MKT 310: Principles of Marketing – 1083

## Spring 2020

Professor: Violet Z. Christopher, MBA

Email: violet.christopher@csuci.edu

E-mail and our Canvas communications will be the usual way for you to contact me.

Class Meetings: **All sessions for this course are held online.**

**Please note that this class meets only for 8 weeks. We end by Spring break. Be prepared for this accelerated pace and make the necessary adjustments to your schedule.**

Required Materials: Our textbook is offered at no cost to you.

**Principles of Marketing**; Jeff Tanner and Mary Anne Raymond, Flat World Knowledge

[Click here for a free downloadable copy](http://www.saylor.org/site/textbooks/Principles%20of%20Marketing.pdf).

If you prefer a hard copy at low cost, [Click here](http://catalog.flatworldknowledge.com/catalog/editions/tanner_2-0-principles-of-marketing-2-0).

Prerequisites: None

Technology Skills: The class follows a 100% online format so there is a strong component of technology. Students must have a moderate level of competence in computer literacy. Students must be able to comfortably navigate the Internet, download materials, send materials via attachments, take timed quizzes in the online environment, and post responses to online discussion forums in Canvas.

#### 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 lifecycle strategies, pricing, communications, direct and online marketing, and social responsibility and marketing ethics.

Marketing has critical importance to the health and success of organizations. In this course, we will develop the skills and perspective that enable a manager to understand, define and execute complex marketing strategies. We will introduce students to the basics of marketing using a 100% online learning methodology.

***COURSE OBJECTIVES:***

Student learning outcomes include:

* Discuss the fundamentals of marketing and its importance to all organizations, public and private. 1, 5
* Write comprehensive Marketing Plans and Marketing Strategies 1,3,5,6
* Formulate and execute strategies businesses employ to both attract new customers and keep existing ones 1,5,6
* Identify, conceptualize, and develop solutions for the complex and critical decisions management must face before a product or service is advertised or sold 1,4,5,6
* Communicate logical, reasons business information to support conclusions marketing processes and business ethics through discussion, writing and oral presentations. 1,2,3,4, 5,6
* Additional objectives which align with our Business Program Learning Outcomes:
* Critical thinking
* Oral and written communication
* Ethical behavior
* Collaboration

#### COURSE ADVISORY:

This course follows an online format which is only **8 weeks** long, half of the length of our traditional face-to-face courses on campus. This course, therefore, is delivered at a faster pace and requires a more intense effort. You must stay up with the materials and assignments every single week. Even one disturbance to the schedule can compromise your understanding, your grade and even your completion of the course.

Please do not take this session if you cannot meet these guidelines. Should you have trouble once enrolled, please contact me right away.

#### NET-IQUETTE AND ONLINE CONDUCT:

* Online participation is essential to doing well in this class. Failure to follow course guidelines, participate online and complete assignments on time will not be excused.
* An introductory business class is ideally suited for an online format. Social skills, written and verbal skills and networking are all essential ingredients to success in business. These skills will be practiced online and will be reflected in your grade.
* You are responsible for the content of your writing. Please remember these guidelines are not intended to squelch communication but simply to ensure that we always remain civil, friendly and professional. Hopefully, participants will disagree, at times, as that is what fosters intellectual growth. Sometimes, the quietest participants have the best ideas. So, speak- up, please. It is not only vital to your grade and to how productive our time together will be but, also, to your future success.

# Treat classmates’ contributions with respect and understand that differences in opinion are, not only natural but, encouraged and supported.

# Have patience and a sense of humor with technology. Remember in exchange for less travel time you may have to devote some of it to the computer.

# Keep an open mind.

# Ask for help when you need it and assist others when possible.

# Contribute regularly to collaborative activities to ensure other members of the community have ample opportunity to read/listen, reflect, and respond to your ideas.

# Understand that communications shared through text have a higher likelihood of being misinterpreted than the spoken word. Therefore, when you type a thought or a comment, read it carefully before you submit it. If you question the way it is worded, re-write it.

# Contribute regularly. Think of this class as a conversation. Each of your contributions plays a role in building the content and ideas in our community from which your peers will learn.

# Respond to your instructor and classmates within 24 hours, ideally, but no later than 48 hours.

# Avoid generalization or vague comments that are not supported by reliable data from reliable sources.

***PLEASE READ:***

* **This syllabus is your template for success.** For anything clearly outlined here, “I didn’t know” is an unacceptable retort. This approach is designed to reinforce your professional rigor in the workplace. I want you to stand out in the best way possible and the habits I am trying to help instill in you are designed to do just that. If you ask a question via e-mail that is included here, I will know you did not read the syllabus or have forgotten to use it as your guide. It is thorough because it comes from years of experience with students’ common problems. You are not likely to have a concern that is not addressed here.

***TEACHING METHODS:***

* This course is taught exclusively online. Details on the course structure are provided in this syllabus and on Canvas.
* We will be using the Canvas Learning Management System. The modules I have created will direct our activities. Each week will have a new subject of interest to learn and discuss. If you need help with Canvas, refer to the [Canvas Student Guide.](https://community.canvaslms.com/docs/DOC-4121) Some of the features you might want to review immediately are:
  + Syllabus - Explains the course objectives, grading criteria, and online student responsibilities.
  + Announcements - Includes updates and reminders for the course.
  + Modules - Provides notes and assignment information.
  + Discussions - Involves students in responding to questions and replying to classmates. There are weekly discussion assignments which count for much of your course grade.
  + Grades - Offers an area where students can keep up with their progress. Be sure to read the syllabus before you access your grades and please do not obsess over your grades. If you don’t understand the grading system, some of you will panic over the slightest perturbation in your grade. Your grade is determined gradually with each assignment and task. Even an absence from a weekly assignment, if necessary, will not make a huge impact. Consistent, conscientious, timely work will produce the best results
* Inquiry Learning is encouraged. An old adage states: "Tell me and I forget, show me and I remember, involve me and I understand." Class participation is, therefore, essential. Participatory, active learning will also ensure we meet the course's stated Course Objectives. The method of evaluation that follows has been designed to assess both your understanding of the material as well as the course design's success in meeting these learning objectives.

***CLASSROOM POLICIES AND GUIDELINES:***

* All students are expected to take an active part in the learning process. That means prepared, on-time attendance and active engaging in the learning process.
* Assigned text, articles, and handouts constitute required reading.
* Any inappropriate academic conduct in this course will be addressed in accordance with the school’s stated policies and procedures on academic integrity. Violations will be taken seriously and are noted on student disciplinary records.
* It is each student’s responsibility to have a CSUCI email address. It is required that you check your CSUCI email regularly. Failure to have an email address or web access is not an acceptable excuse for missing or late work. I also routinely send notices of campus events or information that may be of use to you.
* The best way to reach the instructor is through e-mail which will generally be answered within 24 hours, often sooner. Please be sure to use your CSUCI email account only.
* Deadlines: If you miss the assignment deadline, do not e-mail it to me for special consideration. I am firm on deadlines as ample time is provided and punctuality is a soft-skill employers are demanding. Practicing it in this class will help ready you for the workplace. If you ask a question that is on the syllabus or submit an assignment late via e-mail, do not expect a reply. You may instead see this “fella” reminding you 😊



* + Make-up assignments: Missed assignments cannot be made up. However, a total of 3 missed points will be excused, i.e. you will get an EXC in the Canvas gradebook and it will not impact your grade. Any incurred excuses will be entered in the order of use. Once you exceed the number of points needed to excuse an assignment, that assignment will not be excused. So, for example, you use an “exc” for a missed in-class exercise. You will now have 2 remaining “exc” points. You miss an assignment worth 3 points, that assignment will not be excused. You must have the required number of points to excuse an assignment.
* Please see me if a serious or compelling issue arises that may compromise your attendance and performance in this class.
* Extra credit: **No extra credit will be offered**. You will have on demand access to your course average through the Canvas gradebook. It is your responsibility to keep up with the course work and to earn the highest grade possible. Extra credit only puts already stressed students into greater stress. By requiring an additional extra credit assignment, I have found that the quality of all the remaining assignments suffers. Instead, concentrate on doing your best work possible on all the required assignments. “Hail-Mary” attempts after the course is completed or near completion will not be offered.
* Reasonable accommodationwill be provided for any student who is registered with the Disability Accommodation and Support Services (DASS) and requests needed accommodations. Click here for more information on [DASS](https://www.csuci.edu/dass/students/apply-for-services.htm). Please let me know immediately if you require any accommodations.
* Academic Integrity is required.Students are encouraged to discuss cases, readings and assignments in and outside of class. However, all assignments should reflect the ideas of the author. Ideas that are not of the author must be referenced in a consistent manner so that credit can accrue to the original sources. University policy specifically prohibits cheating, plagiarism, misrepresentation, and collusion. Academic dishonesty will result in a failing course grade plus any other academic sanctions allowed by the university policy. For additional details of expected student conduct, read about CSUCI’s [Academic Dishonesty](http://www.csuci.edu/campuslife/student-conduct/academic-dishonesty.htm) policy.
* **Attendance:** Attendance is required except for excused absences and advanced notification to the instructor (see University Policy). This online course “meets” virtually asynchronous every week. Students are required to “attend” online lectures by watching assigned online lectures and interacting online with the instructor and other students. Posting comments on the threaded discussion as required by the instructor each week is part of the performance measure to ensure you have attended the online lectures and participated in the class discussion. Students who do not participate at a minimal level of three posts per week for one full week will be given an unexcused absence for that week. Excused absences are assigned at the discretion of the instructor and require written proof. Only one unexcused absence is allowed during this 8-week course. A second unexcused absence without proper documentation will result in a WU from the course. An increase of your professional work load or regular travelling obligations are not justified excuses.
* With a varied approach to readings, videos and textbook readings, Canvas will be our home base. Check each week for weekly activities, assignments and readings. Assignments will be due on Canvas before class - **by 11:59 PM, Saturday**.
* An assignment may be muted when grading is underway. At those times, you will not be able to see your averages. Once the assignment is un-muted, Canvas will send an announcement.

***GRADING SCALE:***

* + Course grades will be assigned strictly according to the grading scale listed below.
  + To attain the highest grade possible, it is important to stay informed of your progress throughout the semester. A gradebook is included on our course shell in Canvas for your convenience. Do not wait until the last minute to become concerned about your grade. Please do not ask to be bumped up. Such requests will not be answered as you are putting me in a compromised position. I must respect my word as expressed in the syllabus and the people who have honored it and legitimately earned every tenth of a point needed to be in any grade bracket.
  + Remember, a syllabus is an agreement. It must be honored by both the student and professor. If you ask to be bumped up, you are devaluing the worth of the grade for the person who earned it and you are asking the professor to violate the contract. When the range of a grade bracket is only 3 points, of course you will be close to the next step. Don’t think of your professor as being “rigid”; instead, think of the merit of the contract and respect it.
  + Grades are calculated as follows:

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Grade | A | A - | B + | B | B - | C + | C | C - | D | F |
| Points | 93-100 | 90-92 | 88-89 | 83 - 87 | 80 - 82 | 78 - 79 | 73 - 77 | 70 - 72 | 61-69 | < 60 |

* **Deadlines:** The weekly schedule will follow this format:

|  |  |
| --- | --- |
| Sunday | Review the week’s work, begin prep work (reading and videos, if applicable), post any assignment or course related question on the *Virtual Cafe* discussion board. |
| Wednesday, 11:59 pm | Your chapter reading and video viewing, if applicable have been completed. Initial discussion post is due. You will not be able to comment on others’ responses until you complete your first post. |
| Saturday, 11:59 pm | All assignments are due – your discussion replies to classmates, quizzes, exams, and written assignments are due. |

* Most weeks will have a discussion but otherwise weeks vary. Y**our Sunday review, therefore, is essential.** You don’t want to be surprised with a lengthier assignment, for example, just because the previous week’s assignment was a bit shorter.
* **Plan for the unexpected!** You are accountable for staying current with the semester schedule even when personal or technological problems arise. If a serious life issue prevents you from staying current in your coursework, contact your instructor as soon as possible and explain your circumstances. We will work together to see what accommodations can be made, if any. Remember, the compressed 8-week course makes accommodation difficult.
* Without the visual face-to-face contact a classroom setting provides, I have included assignments which ask you to record yourself in order to practice your social skills. Even if you prefer solitude, working alone and reflective time, the modern business world requires effective people skills. Embrace this opportunity to sharpen your communication skills and engage with others. Remember, too, I am providing multiple ways for you to present your best self. Some students’ strength may be writing, others’ strength may be speaking. Some may be critical thinkers, others are more creative. I have designed our syllabus to tap into all these attributes.
* When completing the assignments, or participating in conversation, remember to relate your answers to the chapter readings. All assignments are designed to help clarify the text content.
* The more you participate, the better the learning process. You will be evaluated on your contribution, comments, and insights to the class discussion. Please take time to think through your questions and comments before you post.
* Your comments should be prompt, unique and original. Comments, especially those posted late in the discussion, are usually repetitious and will not be of high quality. Therefore, early and repeated input will receive the highest grades.
* Each student must make an initial **high-quality comment or question to receive credit**. **You must also respond to two of your classmates’ posts in a substantive manner**. The more frequent and the more substantive the input, the higher the score. Follow-ups are encouraged and will receive higher scores.

## EVALUATION AND GRADES:

* + The points in the course total 100. That means, at all times, you can see how many points you have accrued so far. You can also deduce how many points are yet to be earned. You can, therefore, always assess how you are doing. Notice, too, that no one assignment carries a lot of weight. You will gradually earn points. This is designed to reduce anxiety and stress in the event of that unforeseen circumstance when you miss a deadline or submit less than optimal work.
* Once exam 2 is completed, the class is closed. No extra credit or exceptions for late work will be accepted. It is, therefore, imperative that you stay abreast of your class progress throughout the semester.

|  |  |
| --- | --- |
| Evaluation Criterion | Points |
| Discussions | 25 |
| Exams and Quizzes | 20 |
| Quizzes | 21 |
| Lynda. Com Certificates – 3 x 3 pts each | 9 |
| Marketing Plan & components | 25 |
| Course Grade | 100 |

* Objective Exams: A mid-term, and final will be administered.
* Discussions: Discussions have been created to develop and improve your conceptual and critical thinking skills. While the exams have purposely been designed to be objective in nature, this section will focus on your opinions and how well you can substantiate and articulate your positions. Remember opinions need to reflect good reasoning supported by marketing concepts learned in our class. These discussions are also designed to practice your communication skills. Communication is an essential ingredient for effective marketing and a key component in this course.
* Quizzes: Most topics will include a brief, short-answer quiz.
* Lynda Certificates: Three certificates will be included to augment our discussion of key topics.
* Course Project: A term project that asks you to apply your newly acquired marketing knowledge will be required. Details will be provided on Canvas.

***TIPS FOR SUCCESS:***

* Class participation and keeping up with the work are essential.
* On-time submission of assignments is essential.
* When submitting written assignments, or discussing online, remember to:
  + Support major points with well thought out ideas and examples. Cite the text if you can.
  + Display critical thinking.
  + Relate and integrate ideas, insights and examples from our sessions to make your points.
  + Don’t forget what has been learned up-to-date. Integrate that knowledge into your work.
  + Proof read and edit your communications and assignments.
  + Ensure that rules of grammar and punctuation are followed.
  + Ensure that each paragraph is clear and contains one major idea and that paragraph transitions maintain the flow of thought.
  + Use APA or MLA Guidelines for margins, pagination, and formatting your assignments.
  + In text citations and works cited page must be presented in accordance with APA or MLA style. References for your use are provided in our Canvas shell.
  + Seek help as soon as you need it. Early resolution of misunderstandings can avoid building upon shaky foundations.

***Spring 2020 – MKT 310 COURSE SCHEDULE***

This syllabus is subject to change. I will notify you in advance about any changes.

## Please note that a detailed schedule with resources and assignments is available on Canvas.

***The details are too numerous for inclusion on the syllabus and an adjustment to this syllabus is possible. Assignments are due on Canvas before class.***

|  |  |  |
| --- | --- | --- |
| ***Week*** | ***Date*** | ***Topic*** |
| ***1*** | *January 25* | Introduction to the Course: **START HERE**  What is Marketing? |
| ***2*** | *February 2* | Strategic Planning and Consumer Behavior  The Marketing Plan |
| ***3*** | *February 9* | Marketing Research |
| ***4*** | *February 16* | Segmenting, Targeting and Positioning  Mid-term |
| ***5*** | *February 23* | P for Product - Offering |
| ***6*** | *March 1* | P for Promotion - Communicating |
| ***7*** | *March 8* | P for Pricing – Exchanging |
| ***8*** | *March 15* | P for Place - Delivering  **Final; Class closes on May 20th** |