CSU Channel Islands
MKT310: Marketing
MW: 12:00pm-1:15pm

Professor: Dr. Susan A. Andrzejewski
Office Phone: 805-437-3724
Cell Phone: 716-713-0571 (call anytime before 11:00pm, text, or leave a message)
Email: susan.andrzejewski@csuci.edu (best way to contact me)
Office Hours: M: 10:00am-12:00pm & 2:30pm-4:30pm, W: 10am-12:00pm
Office Location: Sage Hall 2035

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.

Statement on Liberal Learning:
“A truly liberal education is one that prepares us to live responsible, productive, and creative lives in a dramatically changing world. It is an education that fosters a well-grounded intellectual resilience, a disposition toward lifelong learning, and an acceptance of responsibility for the ethical consequences of our ideas and actions…Liberal learning is not confined to particular fields of study. What matters in liberal education is substantial content, rigorous methodology and an active engagement with the societal, ethical, and practical implications of our learning.” ~ American Association of Colleges & Universities, 1998

Program Learning Goals: These are the skills we try to help you build in all MVS courses.
   A. Critical Thinking
   B. Oral Communication
   C. Written Communication
   D. Collaboration
   E. Conduct (Ethics)
   F. Competence in Discipline

Course Objectives: By the end of this course, assuming you fulfill course expectations, you should be able:
   A. To discuss the nature and scope of Marketing activities in business.
   B. To elaborate on why Marketing activities are important to the overall strategy of a business organization.
   C. To examine how Marketing affects consumers, the environment, and society at large.
   D. To appreciate the ethical issues involved in Marketing.
   E. To apply the Marketing concepts learned in class to the development of a marketing plan for a new product and/or service.
   F. To analyze and prepare a Marketing case analysis.
   G. To understand and discuss Marketing from a critical perspective.
   H. To improve your ability to think independently.
**Required Materials:**

**Texts:**


**Cases:**
There are two required cases for this course. Since the cases come from Harvard Business School Publishing, you are required to purchase them. The cost is usually between $3.95-$8.95 for the case. I will release the information for each case one week before each case assignment.

**Lectures/Attendance:** Each class builds upon the previous one and it is important that you attend all classes. Please make every attempt to be on time for the lectures. Arriving late/leaving early is very disruptive to the students around you and will negatively affect your Class Involvement grade (see below). Your attendance is reflected in your Class Involvement grade (10% of your final grade; see below). An absence may be excused if I receive official notification from the University.

**CI Learn:** Some lectures will be presented on PowerPoint slides. These slides will be posted on CI Learn. All efforts will be made to post these notes prior to class. However, at times they may be posted after class due to unforeseen circumstances. These slides should serve as outlines for the material covered and will *NOT* substitute for your attendance in class. Also, articles and classroom announcements will be posted at this site. Please make it a habit to check for announcements.

**Grades:** Grading will be as follows:

1. Class Involvement, worth 100 points (10%)
2. Reading Assessment/Notes, worth 150 points (15%)
3. Two Case Analyses, each worth 200 points (40%)
4. Marketing Plan, worth 350 points (35%)
   a. Written Plan, worth 150 points
   b. Timeline Assignments, worth 150 points
   c. Oral Presentation, worth 50 points

**Grading Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>97% &amp; above</td>
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<tr>
<td>A</td>
<td>93 – 96%</td>
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<tr>
<td>A-</td>
<td>90 – 93%</td>
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<tr>
<td>B+</td>
<td>87 – 89%</td>
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<tr>
<td>B</td>
<td>83 – 86%</td>
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<td>B-</td>
<td>80 – 82%</td>
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<tr>
<td>C+</td>
<td>77 – 79%</td>
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<tr>
<td>C</td>
<td>73 – 76%</td>
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<tr>
<td>C-</td>
<td>70 – 72%</td>
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<tr>
<td>D+</td>
<td>67 – 69%</td>
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<tr>
<td>D</td>
<td>63 – 66%</td>
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<tr>
<td>D-</td>
<td>60 – 62%</td>
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<tr>
<td>F</td>
<td>59% and below</td>
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Assignments and Evaluations:

Class Involvement: Class involvement incorporates your class preparation, participation, homework assignments, and attendance. Your class involvement grade is not simply awarded for attending class and needs to be earned through active preparation for, and participation in, class sessions. This includes completing assigned readings and homework assignments and actively participating in class discussions. Please be aware that quantity of speaking does not equate excellent positive class involvement. Positive involvement reflects contributions that advance the discussion by presenting new ideas or insights, or building on others’ comments, or presenting a counterpoint to others’ comments in a respectful way. Contributions that are not positive are those that simply repeat points already made or deride others’ contributions in a discourteous way. Class involvement will be recorded on a daily basis (0 = absent, 1 = poor involvement, 2 = satisfactory involvement, 3 = good involvement, 4 = excellent involvement). Excused absences are only granted when a written excuse from the University is given to Dr. Andrzejewski. Note: I hope you enjoy actively participating in the class discussions. If you are hesitant to participate for any reason, please do not hesitate to come and see me.

Reading Assessments: You will be expected to have all readings completed before class and be ready to actively discuss the readings in class. Students should focus on the core ideas and theories used in these readings and relate them to the larger scheme of marketing, business, organizations, and society. We will typically use time in class to discuss and explore some (but not all) of the concepts covered in the readings in greater detail.

There are eighteen class sessions with assigned readings (all necessary reading assignment due dates are listed on the syllabus). For at least fifteen of those days, you should complete the reading assessment posted on CI Learn 24 hours before the start of class time OR you may submit your notes from the assigned reading to Dr. A. You may skip three reading assessments, or if you complete all of the assessments, then you receive extra credit towards your final grade.

Case Analyses: You will be required to analyze two actual business cases. The case analyses will allow you to apply the knowledge of marketing concepts learned in class to actual marketing cases. In essence, you will act as a consultant hired by the firm to critically analyze the situation and provide strategic advice. The assigned case will be released one week before the assigned class period; however, the questions will not be given to you until that class session. You will be responsible for downloading the two cases from Harvard Business School prior to the dates listed on the syllabus and bringing your copy to class.

Marketing Plan: For the term project students will form small groups (4-5 students) and develop a marketing plan for a new product and/or service OR develop a marketing plan for a local firm. This project involves producing a well-developed written marketing plan (25-30 pages), as well a professional oral presentation of the plan (15-20 minutes plus 5-10 minutes for questions). At various times during the semester, I have assigned components of the marketing plan that should be completed and submitted when due.

Every member of the group is expected to fully participate in the project, including attending group meetings, providing adequate input into each timeline assignment and the final project, and preparing and presenting the final project. If one student is not pulling their weight, then the following protocol should be used: (1) The group should first talk with the group member to try and resolve the issue. (2) If the first tactic does not work, then the group should meet with Dr. Andrzejewski to work it out. (3) If the issue is still not resolved, then the group member will be “fired” from the group and required to complete an alternate assignment. At the end of the semester, I will also ask each group member to assess the quality and quantity of their fellow group members’ contributions to the project. While the final grade on the
group project is awarded to the entire group, these assessments may influence individuals’ grades on the final project.

**Homework:** Homework assignments will be given in some classes. Completing the assignments is vital to success in the course and will contribute to your Class Involvement grade.

**Late Work Policy:** If you cannot meet a class deadline you must e-mail Dr. Andrzejewski at least 24 hours *before* the beginning of the class the assignment is due in. You must also provide a valid reason why you will be unable to meet the given deadline. The validity of your reason is up to the discretion of the Professor. Unexcused late work will result in a 5pt deduction for each business day the assignment is turned in late.

**Classroom Etiquette:** As a consideration to the instructor and your fellow students please turn your cell phones to the silent mode, or off, before entering class. If you have an emergency situation that requires you to keep your cell phone on, please inform Dr. Andrzejewski at the beginning of the class. Additionally, professional behavior is expected at all times. Disruptive students will see a negative effect on their final grade, as well as be subjected to appropriate disciplinary measures including removal from class at the discretion of the instructor.

**Laptop Policy:** Students may bring laptops to class; however, the expectation is that laptops will be used for note taking and course related activities. Using laptops for non-course related activities is prohibited and students who violate this policy will see a negative impact on their Class Involvement grade.

**Cell Phone Policy:** Texting in class is prohibited. If you need to text, please do so before or after class. Students who violate this policy will see a negative impact on their Class Involvement grade.

**Audio/Visual Recording:** Any recording (e.g., audio, visual, photography, etc.) of the instructor, students, exhibits, presentations and/or guest speakers is entirely prohibited. Students who violate this policy will receive a final grade of “F” for the course.

**Academic Integrity:** It is the responsibility of each individual student to achieve the highest standards of academic integrity. Please refer to the Academic Dishonesty and Honor Code sections on CI’s website. Lapses in such integrity (i.e., cheating, plagiarism, etc.) will result in a zero on the assignment and referral to the proper disciplinary personnel.

**ADA Statement:** CI provides accommodations for any student with documented disabilities. If you have a disability and believe you require accommodations, please contact the Disabilities Services Coordinator. Please also see Dr. Andrzejewski early in the semester so we can make appropriate arrangements.
# Tentative Syllabus

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<thead>
<tr>
<th>Class Date</th>
<th>Reading</th>
<th>Topic &amp; Assignment Due</th>
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**Part I: Marketing Basics**

**Week 1**
- M 1/25           Introduction to the course and syllabus
- W 1/27           WM3-48  Marketing Strategy

**Week 2**
- M 2/1            WM49-84  Consumer Behavior
- W 2/3            Consumer Behavior

**Week 3**
- M 2/8            WM85-96  STP
- W 2/10           STP; **Value Creation & Objectives**

**Week 4**
- M 2/15           WM97-114  Product Policy
- W 2/17           WM115-132 Going to Market; **Market Analysis**

**Week 5**
- M 2/22           WM133-148 Marketing Communications and Promotions
- W 2/24           Advertising; **STP**

**Week 6**
- M 2/29           WM149-168 Optimal Pricing
- W 3/2            WM169-184 Personal Selling & Sales Management; **Product Description**

**Week 7**
- M 3/7            Services Marketing
- W 3/9            WM185-198 Managing Customers; **Place**

**Week 8**
- M 3/14           **Case Analysis 1**
- W 3/16           Death of Traditional Marketing

**Part II: Alternative Marketing Paradigms**

**Week 9**
- M 3/21           Spring Break – NO CLASS!
- W 3/23           Spring Break – NO CLASS!

**Week 10**
- M 3/28           AM1-74  Storytelling in Marketing
- W 3/30           AM75-137 Authenticity in Marketing; **Promotion**
Week 11
M  4/4  AM138-199  Authenticity in Marketing
W  4/6  3.0 1-50   Marketing 3.0; Price

Week 12
M  4/11  3.0 1-50   Marketing 3.0 – Current Marketing Trends
W  4/13  3.0 51-86  Marketing 3.0 – Strategy; Storytelling

Week 13
M  4/18  3.0 87-120  Marketing 3.0 – Strategy
W  4/20  3.0 121-152 Marketing 3.0 – Application; Implementation Plans

Week 14
M  4/25  3.0 153-168  Marketing 3.0
W  4/27  3.0  Course Wrap-Up; 3.0

Week 15
M  5/2  Presentations
W  5/4  Presentations

Week 16
M  5/9  Presentations
W  5/11 Presentations
F  5/13 Final Paper Due to Dr. A. by 10:00am

TBA  Case Analysis 2

WM = “What is Marketing”
AM = “All Marketers are Liars”
3.0 = “Marketing 3.0”

The student acknowledges receipt of the syllabus and the information herein by completing the student information card during the first class session. The instructor reserves the right to make changes to the syllabus if circumstances warrant such change. All changes will be provided to students in writing.