



MKT 310: Principles of Marketing Spring 2022

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.
Office Hours:	Office hours are available on Zoom. Please email me through Canvas to arrange an appointment.
Required Materials:	Our textbook is offered at no cost to you. Principles of Marketing; Lumen Learning. A pdf is provided online in our Canvas shell.
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.

COURSE OBJECTIVES:

Upon completion of this course the learner will be able to:

1. Examine and evaluate marketing practices used by contemporary organizations through the lens of foundational marketing concepts. (A, B/C, F)
2. Research, analyze, interpret and visualize information to make data-informed marketing decisions (to identify and address consumer needs.) (A, D, F)

3. Develop, support or refute arguments by creating persuasive written, oral and visual communications to engage consumers. (A, B/C, F)
4. Reflect on marketing and consumption practices considering relevant context (political, social, historical, economic, cultural, environmental) and discuss ethical implications of marketing practices at the societal level. (A, B/C, E)
5. An emphasis will also be placed on:
 - Critical Thinking
 - Oral Communication
 - Written Communication
 - Collaboration
 - Conduct (Ethics)
 - Competency in Discipline
6. The presentation rubric will be as follows:

Name:				
Grading Area		Definition	Points Possible	Points Awarded
1	Professionalism	The student demonstrates professionalism in the way they carry themselves, their dress and their surroundings (for virtual)	10	
2	Knowledge of Course Material	The presentation reflects correct knowledge and application of course content.	10	
3	Organization	The presentation has a logical flow, and the student appears organized in their delivery	5	
4	Delivery/Presentation Skill	The student demonstrates strong presentation skills (e.g., eye-contact, volume, engagement with the audience, not reading script etc.).	20	
5	Visual Aids	The visual aids are well-designed, free of errors, aesthetically pleasing, and follow the format of the presentation.	5	
Total Points			50	

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.
- More guidelines for proper online behavior will be provided online and will be required reading before work may begin.
- 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](#).

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 teach you 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. Being self-driven and responsible is a “soft-skill” highly desired in the workplace.

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](#). 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 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.

POLICIES AND GUIDELINES:

- All students are expected to take an active part in the learning process. That means coming to your online class prepared, asking questions, providing input and actively engaging in the learning process.
- Assigned text, articles, and links constitute required reading.
- Each week click on the assigned module. Read and understand the learning objectives, watch the video-based lectures, and participate in online discussions, and complete the assignments.
- All assignments must be submitted on Canvas. Please do not e-mail them to me.
- Check your AVC email and announcements regularly.

- The best way to reach the instructor is on our *Virtual Cafe* discussion form. Replies can generally be expected within 24 hours, often sooner. If it is a private matter, e-mail me using the Canvas e-mail option. And most importantly use the forum to help one another. That is part of team building – learning from one another.
- Reasonable accommodation will 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](#). 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](#) 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 workload or regular travelling obligations are not justified excuses.
- **Deadlines:** Keeping to a schedule will help you stay organized and produce quality work. Each module will open at noon on Monday. This is an extension from the usual Sunday night deadline, giving you a last-minute opportunity to catch up with work should the week have been particularly busy.
 - Late assignments will be accepted up to 24 hours late at a 50% reduction.

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

- 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. I must respect the grading scheme as outline here and the people who have honored it and legitimately earned every point needed to be in any grade bracket.
- If you have questions concerning any of your grades, please e-mail me.

GRADING COMPONENTS:

The total points in the course total 100. That means, you can always 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 access how you are doing.

Evaluation Criterion	Points
These are baseline point values which do not reflect extra credit.	
Quizzes	25
Exams	25
Activities: Assignments, Exercises and Discussions	35
Marketing Plan	15
Course Grade	100

OBJECTIVE EXAMS AND QUIZZES – 25 points each

- All quizzes and exams are timed and available on Canvas. Each chapter will have an assigned quiz worth 1 or 2 points.
- The exams will cover material presented in the assigned readings and class meetings. The questions will be short answer – multiple choice predominately.

ASSIGNMENTS, EXERCISES AND DISCUSSION – 35 points

- Students are expected to have finished all readings and other work assigned for each class period, and to be able to offer informed and thoughtful comments in class discussion. Each member of the class should be fully conversant in the material.
- Being “right” or “wrong” should not be your primary concern when contributing to class discussion. Your point of view is important, and it adds value to the discussion.
- You should also strive to be a critical listener to the comments of your fellow students. If you disagree with what someone has said, speak up and explain how and why your viewpoint differs. Contribution is graded on quality, not just quantity. Speaking too much while not adding value will be as detrimental to

your grade as not speaking at all.

- If you have excessive absences from these activities, it will strongly impact your grade.
- The exercises will vary in design. We will be using Flipgrid and other engaging methods to interact with one another and the material. It was designed with creativity and learning in mind.

MARKETING PLAN – 15 points

- Students will also work in teams to complete a marketing plan for a product of their choosing.
- Each student will present a 5 to 7-minute presentation of their marketing plan customized to reflect their vision of the marketing plan.

GRADING BONUS AND PHILOSOPHY:

- Timely feedback helps improve learning. I, therefore, provide prompt scoring and answers. That feedback is designed to help on-time students review the previous week's work in a timely fashion. Once answers and feedback are provided, naturally no late assignments can be accepted.
- To facilitate the learning of soft skills and to serve as motivation, extra credit assignments will be offered. If you submit your completed assignments regularly, and on-time it will help boost your average. If you are still learning the art of time-management and on-time submissions, it will help you recover when you miss an assignment.

GRADING RUBRICS:

- Grading rubrics will be included online on Canvas. Refer to the rubric for guidance to ensure you don't lose unnecessary points.
- I have also included a Students Resources module and a Get Started: The Basics module. These modules will familiarize you with Canvas navigation, course rationale, grading, Campus resources, MLA formatting and more. It must be completed before any other modules will be opened to you. If you cannot take the first quiz it is because you have not completed the Get Started module.

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.
 - Proofread 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.

- Utilize MLA Guidelines for typing, margins, pagination, and formatting for any submitted assignments.
- In text citations and works cited page must be presented in accordance with 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.

CAMPUS RESOURCES:

Campus Tutoring Services

The Learning Resource Center (LRC) offers free one-on-one peer tutoring for all MVS School undergraduate courses. The LRC tutors will help students with study skills, fundamental concepts, comprehension, homework, test preparation, and much more. The Peer Tutor Schedule is available via the [LRC webpage](#).

Writing & Multiliteracy Center

The Writing & Multiliteracy Center (WMC) provides all CSUCI students with free support services and programs that help them address the 21st Century challenges of creatively thinking about and composing in written, oral, visual, and digital forms of communication. Peer consultants help students at any stage of the composition process via one-to-one or group consultations, online consultations, and workshops. Students can make an appointment to work with a consultant or learn more by visiting the [WMC webpage](#).

Counseling and Psychological Services (CAPS)

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support); students can also email CAPS at caps@csuci.edu or visit the CAPS [website](#).

Emergency Intervention and Basic Needs

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals, or experiencing homelessness/housing insecurity (e.g., sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries and basic necessities for current CI students. For additional assistance, please contact the Dean of Students Office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up to date information on the [Basic Needs Program](#).

Title IX and Inclusion

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSUCI prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSUCI's commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit the [Title IX webpage.](#)

SPRING 2022 – MKT 310 COURSE SCHEDULE

Please note that a detailed schedule with resources and assignments is available on Canvas. This syllabus is subject to change. I will notify you in advance should a change be necessary. Two modules are due each week except for the last week when 3 modules are due.

<i>Modules</i>	<i>Date</i>	<i>Chapter Discussion</i>
1&2	<i>March 28 – April 4</i>	Module 1: What Is Marketing? <ul style="list-style-type: none">• Marketing Defined• The Marketing Concept• Marketing and Customer Relationships• Value of Marketing Module 2: Marketing Function <ul style="list-style-type: none">• Segmentation and Targeting Introduction• Communicating the Value Proposition• Evaluating Value Proposition Examples• Marketing Mix• Role of Marketing Plan
3&4	<i>April 4-11</i>	Module 3: Segmentation and Targeting <ul style="list-style-type: none">• Segmentation and Targeting Rationale• Common Segmentation Approaches• Segmentation Decisions• Targeting and Marketing Mix Module 4: Marketing Strategy <ul style="list-style-type: none">• Evaluate Alignment of Marketing Strategies• Marketing Strategy Mechanics• Strategic Planning Tools• Examples of Corporate Strategies

5&6	<i>April 11-18</i>	<p>Module 5: Ethics and Social Responsibility</p> <ul style="list-style-type: none"> • Ethical Marketing Issues • Regulatory Laws • Social Responsibility Marketing Impact <p>Module 6: Marketing Information and Research</p> <ul style="list-style-type: none"> • Importance of Marketing Information • Types of Marketing Information • The Marketing Research Process • Marketing Research Techniques
7&8	<i>April 18-25</i>	<p>Module 7: Consumer Behavior</p> <ul style="list-style-type: none"> • Buying Process Stages • Low-Involvement vs. High-Involvement Decisions • Factors Influencing Consumer Decisions • B2B Purchasing Decisions <p>Module 8: Positioning</p> <ul style="list-style-type: none"> • The Positioning Process • Developing Positioning Statements • Repositioning
9&10	<i>April 25 – May 2</i>	<p>Module 9: Branding</p> <ul style="list-style-type: none"> • Elements of Brand • Brand Equity • Brand Positioning and Alignment <p>Module 10: Product Marketing</p> <ul style="list-style-type: none"> • Products and Marketing Mix • Product Life Cycle • New Product Development Process
11&12	<i>May 2-9</i>	<p>Module 11: Pricing Strategies</p> <ul style="list-style-type: none"> • Pricing Impact on Value of Products or Services • Pricing Considerations • Common Pricing Strategies <p>Module 12: Place: Distribution Channels</p> <ul style="list-style-type: none"> • Using Channels of Distribution • Managing Distribution Channels • Retailers as Channels of Distribution

13-15	<i>May 9-16</i>	<p>Module 13: Promotion: Integrated Marketing Communication (IMC)</p> <ul style="list-style-type: none"> • Integrated Marketing Communication (IMC) Definition • Defining the Message • Determining IMC Objectives and Approach • Customer Relationship Management (CRM) Systems and IMC • Measuring Marketing Communication Effectiveness <p>Module 14: Marketing Globally</p> <ul style="list-style-type: none"> • Globalization Benefits and Challenges • Approaches to Global Competition • Factors Shaping the Global Marketing Environment <p>Module 15: Marketing Plan</p> <ul style="list-style-type: none"> • Elements of the Marketing Plan • Presenting the Marketing Plan • The Marketing Plan in Action <p>Putting it Together: Marketing Strategy</p> <p>Course ends on May 16</p>
-------	-----------------	---

Good luck and let's have some fun!