

California State University Channel Islands

MKT 310 Principles of Marketing

Course Syllabus

Instructor: Michael Seay
 Class Meetings: Wednesday: 3:00PM-5:50PM
 Office and Hours: Wednesday: 6:00PM-7:00PM (Sage Hall 2152) or by appointment
 E-Mail: michael.seay@csuci.edu

Student learning outcomes

Program Learning Goals

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

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 hands-on methodology. Students will learn to market a broad range of products including goods, services, technology/software and e-marketing.

After the course, the students should be able to:

- learn the overall **marketing strategy** (both traditional and new) (1,6)
- understand the complexity of the **marketing process** (1,6)
- differentiate between **improper and proper ethics in marketing** (5)
- develop and reflect on **critical marketing issues** (past and present) (1,6)
- understand the **impact of eMarketing & social media** in all marketing disciplines (1,6)
- present individually **marketing concepts/current events** (2)
- propose and develop a **marketing plan** (working as a team) (1,3,4,6)
- present individually and as a group the **marketing plan** (2,3,4,5,6)
- leave the class with **“real world”** skills in marketing (1,2,3,4,5,6)

These objectives will be achieved through a mix of lectures and discussion, writing assignments, in class videos, guest speakers and a group project.

Required materials

- **“Principles of Marketing”, version 2.0 by Tanner and Raymond** (Flat World Knowledge) (note it will be referenced as **“PM”** in the rest of this document). You can find a digital copy at: <https://students.flatworldknowledge.com/course/1563715>
- **“eMarketing” The Essential Guide to Online Marketing, by Rob Stokes and the Minds of Quirk** (Flat World Knowledge) (note it will be referenced as **“eM”** in the rest of this document). You can find a digital copy at: <https://students.flatworldknowledge.com/course/1563717>
- Additional readings as posted on Blackboard and handed out in the classroom.

Optional reading

- **Periodicals:** Local newspapers, Magazines, Business Week, Harvard Business Review, Internet Articles, etc.
- **Apps:**
 - Ad-ology: Marketing Forecast
 - Harvard Business Review Today
 - Flipboard (subscribe to business apps, i.e. HBR)

Grading:

| | |
|----------------------------------|------------|
| Class Participation (individual) | 50 |
| Quizzes (individual, 10x10) | 100 |
| Current Events (1 per student) | 100 |
| Mid-Term (individual) | 150 |
| Final Exam (individual) | 200 |
| <u>Term Project (group)</u> | <u>400</u> |
| Total Points Available | 1,000 |

Grading related issues

Final grade will be calculated on the weighted value of all components. Final grades will be given on the basis of the guidelines provided by school. The professor reserves the right to change the method for determining course evaluation at any time.

| | | |
|--------------|------------|-------------|
| A+: 1000-980 | A: 979-930 | A-: 929-900 |
| B+: 899-880 | B: 879-830 | B-: 829-800 |
| C+: 799-780 | C: 779-730 | C-: 729-700 |
| D: 699-600 | F: <599 | |

Other than exams, I take the following approach to evaluating both oral and written work (including class participation and online discussions).

| My notation | Grade range | Quality |
|----------------|-------------|---|
| √+ (“check +”) | A to B+ | Easy to read/follow; shows deep critical thinking and connects to course material; a logical, easy to read structure; no major grammatical errors |
| √ (“check”) | B to C | Professional; solid structure; shows some critical thinking; minor grammatical errors |
| √- (“check -”) | D and below | Unprofessional; inconsistent; poorly structured; little or no critical thinking or link to course material; numerous grammatical errors |

Class participation and attendance

You are expected to come to class with the assigned readings completed and fully prepared to participate in the discussion. Grading for this section will be based on **attendance, preparedness, your contributions** toward advancing class discussion, and generally fostering learning among peers.

Only one undocumented absence will be allowed during the semester. Each additional undocumented absence will result in a **10 point penalty** deduction from your class participation final grade.

Exams & Quizzes

The Mid-Term will serve as a check-up of your progress. Also it will give you an idea of what to expect on the Final. The format will be a mix of multiple choice questions, topic questions and mini-case analysis. No make ups exams will be given.

Quizzes may be given randomly through out the semester with or without notice. If you do not come to class that day your score will be 0. No make ups quizzes will be given. Most quizzes will be posted on Blackboard.

Team Projects: The Marketing Plan

Objective

The core objective is to create a marketing plan for either:

1. an existing product, targeted to a new audience
2. a “modified” existing product
3. or a new product

Students are expected to have the hands-on experience that a marketing team goes through, and to apply the learning and insights gained in the classroom.

The project can be focused on any kind of physical and specific product for the consumer market. It can include both tangible and intangible components. It can be manufactured by a real company or a new company that you created.

I recommend that you choose a product that you really like since you are going to be researching and working extensively with it. I reserve the right to reject a selected product.

The project should be also used as an opportunity to build upon “soft” skills that will always be useful in different aspects of your future career, such as

- team building
- running effective meetings
- developing leadership skills
- speaking in public
- writing effectively

I expect the students to work hard on the project, but also to have fun.

Team Size: Teams will be self-formed of 4-5 students per team. I will expect an email from a representative of each team letting me know who is on the team. Try to get a good balance of backgrounds and skill sets amongst your teammates.

Deliverables

Deliverables will be submitted at the beginning of the class that they are due, except the team composition. Please submit printed documents with your name shown prominently.

Details of each deliverable will be discussed and provided in Blackboard during the semester.

Team Project deliverables are identified on the Tentative Schedule Section in this syllabus with the initials TP. The Final Deliverable’s grade will be adjusted based on peer-review.



| | Deliverables | Due Date | Points |
|----|---|-------------------------|---------------|
| 0 | 0.a Team Proposal: Team members & team coordinator (names, emails and phones). Get a catchy team name, submit team name, members and coordinator by end of class (in class time to complete task) Topic Selection: 1 page with overview of chosen industry, company or topic. | 2/12 | 0 |
| | Elevator Speeches | 2/26, 3/19 4/9, 4/30 | 100 |
| | 0. b Product Selection: 1 page with overview of chosen industry, company and initial product. Elevator Speech | 2/26 | 25 |
| 1. | First Deliverable: Outline, Situation Analysis (SWOT), Marketing Objectives <u>Max 4 pages.</u> | 3/19 | 75 |
| 2. | Second Deliverable: Target Market and Positioning, Product & Distribution Strategies. <u>Max 4 pages.</u> | 4/9 | 100 |
| 3. | Final Report (Executive Summary on PowerPoint + Word Document including reviewed Deliverable 1 and 2 - <u>Max 15 pages</u>) | 5/7 | 100 |

Final Presentation

The team will present their Executive Summary in front of the class on the day assigned. Oral presentation should not be longer than 15 minutes. All team members are expected to speak in the presentation. After the presentation a 5 minute Q&A will be opened.

Final Report

The Final Report will include a Word document, no more than 15 pages long plus the Executive Summary plus any additional exhibits. Part of the content have been developed through the semester so I expect that by the end of the semester the biggest work load will be on the Promotional Strategies, Tactics and Executive Summary.

After the final presentation each team member will grade each of his/her team members in a scale from 0-100%. The objective is to evaluate your teammates' work. You will consider each of your teammate's efforts, commitment to the success of the project, and contribution to the final results, critical thinking, availability, dependability to get their work completed on time, assistance to other team members, conflict mediation and any other variables you believe were critical during the semester for a successful outcome.

Your final grade for the Final Report will be adjusted with your peers' score. **Please turn in to me a printed copy of the presentation.**



Elevator Speeches

All team members will be required at some point to present an “elevator speech.” There will be a post on format and guidelines for the “elevator speeches”

Current Events

The purpose of this requirement will be to showcase your knowledge of a current event topic from a journal, magazine, internet article, etc. that is related to the course content.

You will be required to present the material and lead a meaningful discussion on the topic. You are required to use PowerPoint/Prezi, handouts and/or any aides you may need to explain and lead this discussion. This should last between 15-25 minutes.

You are required to turn in a printed copy to me.

Guest Speakers

In order to achieve the objectives outlined early in the Syllabus, I have invited several accomplished speakers who will share their marketing experience in each of their industries.

The speakers have provided me with tentative dates. Final dates will be confirmed via Blackboard/ classroom.

I expect the students to research the speaker’s company ahead of time, and be able to formulate thoughtful questions that will enrich our learning.

The following schedule of assignments is subject to change with notice.



TENTATIVE SCHEDULE

Legend:

- PM: Textbook
- eM: Textbook
- TP: Team Project
- CE: Current Event presentation

| # | DATE | SUBJECT AREA | REQUIRED READINGS | ASSIGNMENT/ DELIVERABLE | OTHER ACTIVITIES/ READINGS |
|----|------|--|--|--|--|
| 1 | 1/22 | Introductions & Course Overview What's Marketing? | PM (Ch. 1) | Student questionnaire (distributed in the class) TP: overview | Sign ups for Current Events (CE) Discussions |
| 2 | 1/29 | Strategic Planning Marketing Plan Marketing Plan handout | PM (Ch. 2) PM (Ch. 16) Handout | CE: TP: Choose teams | |
| 3 | 2/5 | Marketing Environment & Consumer Behavior Business Buying Behavior | PM (Ch. 3) PM (Ch. 4) | CE: | |
| 4 | 2/12 | Marketing Research SWOT Analysis | PM (Ch. 10) | CE: TP: Team Proposal due | |
| 5 | 2/19 | Segmenting, Targeting and Positioning Porter's 5 forces | PM (Ch. 5) | CE: | Kotler Slides |
| 6 | 2/26 | P for PRODUCT: Creating, Developing and Managing Offerings | PM (Ch. 6) PM (Ch. 7) | CE: TP: Product Selection & Elevator Speech | |
| 7 | 3/5 | P for PLACE: Marketing Channels, Online Advertising, review for Mid-Term | PM (Ch. 8) PM (Ch. 9) eM (Ch. 3) | CE: | Sign ups for Marketing Plan review |
| 8 | 3/12 | MID-TERM | | | Professor available to discuss Marketing Plans |
| 9 | 3/19 | P for PROMOTION: Advertising, PR | PM (Ch. 11) PM (Ch. 12) | CE: TP: First Deliverable & Elevator Speech presentation | Guest Speaker |
| 10 | 3/26 | Spring Break NO CLASS | | | |
| 11 | 4/2 | P for PROMOTION (II): Professional Selling, P for PRICE | PM (Ch. 13) PM (Ch. 15) | CE: | |
| 12 | 4/9 | eMarketing Strategy 80/20 principle | eM (Ch. 19) | TP: Second Deliverable & Elevator Speech presentation | |
| 13 | 4/16 | SEM, SEO and Mobile | eM (Ch. 5) eM (Ch. 6) | CE: | Guest Speaker |
| 14 | 4/23 | Phone Marketing | eM (Ch. 16) | | |
| 15 | 4/30 | Social Media | eM (Ch. 8) | CE: TP: Elevator Speech | |
| 16 | 5/7 | TP: Marketing Plan Presentations + Final Report Due: The Marketing Plan Review for the Final | | | |
| 17 | 5/14 | FINAL EXAM | | | |

In- Class Protocol:

No Cell phones/No Texting: As a rule, the phone needs to be turned off and not on your desk. Do not answer cell phone calls/texts during class. If you need to receive an urgent text or call during class, please set your phone on silent mode, notify me before class you are expecting a call and take the call/text outside. Frequent interruptions will hurt your participation grade. Note: **Texting during class is not allowed and you will be dismissed from the class period if texting.** No exceptions.

No late quizzes/assignments/tests:

Quizzes, tests and assignments will not be accepted late. Papers are submitted in hard copy at the beginning of class due date. Please do not send papers to me by email unless instructed. If you miss a deadline/test, there is no make-ups unless you have an emergency (i.e. medical) with proof of situation. There are no makeups for the Final Marketing Plan/Presentation on Finals day.

Note about Exam 1 & 2 and Marketing Plan Speaker /Final Marketing Plan Presentations: **These are mandatory classes. There will be no makeup. If you miss the class day that the Exams or Marketing Plans are given, you will get an “F” for the Exam or Project.** (You will only be excused due to urgent situations with proof, i.e. medical emergency, etc. and you are required to contact me via my cell phone 818-314-7634 as soon as possible.)

Online Quizzes: Online quizzes will be avail in advance at least 2-3 days before the due date on Blackboard. These are open book. You must take these alone, no teaming up (**honor code**). You also cannot copy and paste text into the field boxes, must be original content. There are 10 quizzes. (Note: With an advance notice, an in-class quiz occasionally may be substituted for an online quiz) Online quizzes are **due 12 pm** before start of class due date. No makeups. It is advised to take online quizzes early in case of any unforeseen technical issues.

Laptops: Are closed after the first 10 minutes of class period unless otherwise advised. It is recommended you bring paper to class for notes. There are exceptions toward the end of the semester when you meet with your teams, and will be noted in class. If you have an e-textbook, please make arrangements with me individually to arrange special seating. I will advise you when you can have open laptop if you have a digital e-textbook.

Writing Standard: The standard of writing is that of an upper division class. Students should have already achieved correct grammar and punctuation skills; those who have not should catch up by asking for help from the writing center or studying The Elements of Style or similar instruction. Poor writing will count against your assignment’s grade. References/Bibliographies can be either in the MLS or APA style. **I do not accept hand written assignments.**

Leaving Class Early: If you must leave class early, please inform me **before** class. Arriving late or leaving early more than a few times will affect your participation grade. Please do not leave early on the days of Final Project presentations or you will be penalized. You are not allowed to leave class during an exam until you are finished.

Contacting the Professor: The best way to reach me is my **CSUCI email:** michael.seay@csuci.edu—although, sometimes it may take up to 48 hours to reply. For truly urgent matters phone (805-377-5786). **I do not accept texts.**

Accessing Course Materials: Please monitor your class Blackboard frequently for assignments, quizzes and documents. Please check your CSUCI email regularly for correspondence.

Disclaimer: Information contained in this syllabus, other than that mandated by the University, may be subject to change with advance notice, as deemed appropriate by the instructor.

Cheating, Plagiarism and Other Forms of Academic Dishonesty

All work that students submit, as their own work must, in fact, be their own work. In accordance with CSU Channel Islands policy on academic dishonesty, students in this course who submit the works of others as their own (plagiarize), cheat on tests and examination, help other students cheat or plagiarize, or commit other acts of academic dishonesty will receive appropriate academic penalties, up to including failing the course.

Papers with plagiarized ideas or language will be graded “F” and must be rewritten with proper use of quotations and referencing. The final grade will be given after which it will be lowered 2 full letter grades. The Internet is a great source of information and I encourage you to use it for research. However, do not copy another author’s writing word for word, except for brief passages to support your thesis. When using another writer’s work, accurately identify it with a proper citation and footnote.

Plagiarism or cheating on test and exams will result in an “F” (0 points) on the test or exams, very likely resulting in a lower or possibly a failing final grade in the course.

Plagiarism on individual assignments or project deliverables will result in a 0 point grade for that document. In case where the cheating or plagiarism was premeditated or planned, students may receive and “F” for the course.

Disabilities Accommodations

Cal State 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. All requests for accommodations require appropriate advance notice to avoid delay in services. Please discuss approved accommodations with me.

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Final Thoughts:

“Good fortune is what happens when opportunity meets with planning.”

Thomas Edison 1847-1931

“I am a great believer of luck, and I find the harder I work, the more I have of it.”

Thomas Jefferson, 2nd President 1743-1826