

Syllabus for Principles of Marketing (MKT-310)

Instructor

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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. We view these topics through the emerging business trends of globalization, social responsibility, environmental sustainability, and managerial ethics.

Learning Objectives

On completion of this course, students will be able to:

- Discuss the fundamentals of marketing and its importance to all organizations, public and private;
- Write comprehensive Marketing Plans and Marketing Strategies;
- Formulate and execute strategies businesses employ to both attract new customers and keep existing ones, and;
- Identify, conceptualize, and develop solutions for the complex and critical decisions management must face before a product or service is advertised or sold.

Required Text

Marketing: An Introduction (10th Edition)

by Gary Armstrong and Philip Kotler

Prentice Hall; 10th edition (January 24, 2010)

Print ISBN-10: 0136102433 or ISBN-13: 978-0136102434

You must purchase and read the book in order to do well in the course.

Course Approach

The class will consist of lectures, business cases, class discussions, and in-class group workshops. Students are encouraged to ask questions and actively participate in class. It is expected that students will come to class having read the assigned reading materials. Students will frequently work in teams to give deeper meaning to the reading material.

The PowerPoint slides, course hand-outs, and study notes can be found on the course Blackboard site. These materials are intended to supplement, not replace, the textbook.

Each class will start with a short discussion of those current events that are relevant to the course subject matter.

Course Policies

Since we have only 14 class sessions (including the final test), your attendance each meeting is essential to your success in the course. Should it be necessary for you to be absent, please send the instructor an email to arrange for a makeup assignment. Please see the Student Guidebook (available at www.csuci.edu/students/publication/guidebook/) and the CSUCI Policies webpage (available at <http://www.csuci.edu/policies.htm>) for campus-wide policies applicable to this and all CSUCI courses including policies on Academic Dishonesty and accommodations available for students having disabilities.

Evaluation Method

The final grade for this course will be based on a total of 100 points, as follows:

Points	Date	Description
40	Sep 30 Nov 4 Dec 16	Tests. Three tests will be offered throughout the session with each test worth 20 points; the lowest test score dropped. Tests will consist of multiple choice and essay questions.
25	Dec 2	Group Project. The course project will consist of a written Marketing Plan document and a class presentation. A more detailed description of the course project is presented below.
10	Various	Case Presentation. Each student team will be responsible for presenting a marketing business case from the textbook. The schedule for these presentations will be finalized at the first class. Grading will be based clarity and completeness of the presentation (5 points) and the degree to which class participation is developed (5 points).
15	Random	Class Prep Quizzes. Unannounced quizzes will be given at the start of five (5) random classes. Each quiz will be worth three (3) points. Questions will come directly from the reading assignment for that class.
10	In-Class	Class Participation. Points will be awarded for participation in presentations and in-class team assignments.

Reading Assignments (schedule of assignments subject to change with notice)

Date	Textbook Assignment	Business Case
2-Sep-10	1 - Marketing: Creating and Capturing Customer Value	
9-Sep-10	2 - Company and Marketing Strategy: Partnering to Build Customer Relationships	
16-Sep-10	3 - Analyzing the Marketing Environment and Chapter 4 - Managing Marketing Information to Gain Customer Insights	
23-Sep-10	5 - Understanding Consumer and Business Buyer Behavior	
30-Sep-10	6 - Customer-Driven Marketing Strategy: Creating Value for Target Customers	Test 1 (Chapters 1-5)
7-Oct-10	7 - Products, Services, and Brands: Building Customer Value	
14-Oct-10	8 - New-Product Development and Product Life-Cycle Strategies	

Date	Textbook Assignment	Business Case
21-Oct-10	9 - Pricing: Understanding and Capturing Customer Value	
28-Oct-10	10 - Marketing Channels: Delivering Customer Value	
4-Nov-10	11 - Retailing and Wholesaling	Test 2 (Chapters 6-12)
11-Nov-10	12 - Communicating Customer Value: Advertising and Public Relations	Campus Holiday – no class
18-Nov-10	13 - Communicating Customer Value: Personal Selling and Sales Promotion	
25-Nov-10	14 - Direct and Online Marketing: Building Direct Customer Relationships	Campus Holiday – no class
2-Dec-10	15 - The Global Marketplace	Marketing Plan and Presentations Due
9-Dec-10	16 - Marketing Ethics and Social Responsibility	
16-Dec-10		Test 3 (Chapters 13-16)

Course Team Project

During the course you and your team will prepare a marketing plan for a new product. A sample Marketing Plan is available as a sample in Appendix 2 of the textbook. We will spend time during our first session to discuss the project, form groups, and develop a strategy for the successful completion the project. The project write-up will be due on December 2, 2010. Reports are required to follow the APA guidelines (e.g. double-spaced, 1-inch margins, 12-point font, and include a list of all references). Each group will give a presentation of their Marketing Plan to the class at one of the last class two sessions.