

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 have ready access to a copy of 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 CI-Learn (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

Your attendance each meeting is essential to your success in the course. If it becomes necessary for you to be absent, please send the instructor an email. Please see the Student Guidebook at www.csuci.edu/students/publication/guidebook and the CSU-CI Policies webpage at <http://www.csuci.edu/policies.htm> for campus-wide policies applicable to this and all CSU-CI 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	Oct 2 Nov 6 Dec 11	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 short essay questions.
20	Nov 27	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. The schedule for these presentations is shown below. A description of the grading is explained in a document on CI-Learn (BlackBoard).
10	Sep 25 Oct 16	Market Research. Each student team will prepare a market research survey on SurveyMonkey.com, distribute the survey to friends, family, or other students in the class, and prepare an analysis of the results. See a more complete description of the assignment and grading factors on CI-Learn (BlackBoard).
10	Random	Class Prep Quizzes. Five (5) online quizzes will be assigned for selected chapters. Each quiz consists of eight (8) questions. Questions will come directly from the reading assignment for that class and are to be completed before the class when due.
10	In-Class	Class Participation. Points will be awarded for participation in presentations and in-class team assignments.

Course Team Project

During the course you and your team will prepare a marketing plan for a new product or service. A sample Marketing Plan is available as a sample in Appendix 1 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 November 27, 2012. 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 during our last class session.

Reading and Assessment Assignments

The table that follows presents a schedule of course assignments, subject to change with notice. Teams indicated in the Chapter column will be graded for class participation on the indicated date.

Week	Date	Textbook Assignment	Assessment	Chapter SME and Case
1	28-Aug-12	Ch-01 - Marketing: Creating and Capturing Customer Value and Ch-16 - Marketing Ethics and Social Responsibility		Instructor Hulu Case
2	4-Sep-12	Ch-02 - Company and Marketing Strategy: Partnering to Build Customer Relationships	Merchants of Cool Highlights	
3	11-Sep-12	Ch-03 - Analyzing the Marketing Environment		Team A Target Case
4	18-Sep-12	Ch-04 - Managing Marketing Information		Team B Enterprise
5	25-Sep-12	Ch-05 - Understanding Consumer and Business Buyer Behavior	Survey Questions	Team C ZipCar Case
6	2-Oct-12	Ch-06 - Customer-Driven Marketing Strategy: Creating Value for Target Customers	Test 1 (Ch 1 - 5)	
7	9-Oct-12	Ch-07 - Products, Services, and Brands: Building Customer Value		Team D Las Vegas Case
8	16-Oct-12	Ch-08 - Developing New Products and the Product Life-Cycle	Survey Results Presentations	Team E Nintendo Case
9	23-Oct-12	Ch-09 - Pricing: Understanding and Capturing Customer Value		Team F Payless Case
10	30-Oct-12	Ch-10 - Marketing Channels: Delivering Customer Value		Team G Zara Case
11	6-Nov-12	Ch-11 - Retailing and Wholesaling	Test 2 (Ch 6 - 10)	
12	13-Nov-12	Ch-12 - Communicating Customer Value: Advertising and Public Relations		Team H Coca Cola Case
13	20-Nov-12	Ch-13 - Personal Selling and Sales Promotion		Team I LearCorp
14	27-Nov-12	Ch-14 - Direct and Online Marketing: Building Direct Customer Relationships	Marketing Plan and Presentation due	Team J eBay Case
15	4-Dec-12	Ch-15 - The Global Marketplace	Marketing Plan Presentations	Team K Nokia Case
16	11-Dec-12		Test 3 (Chap 11 - 16)	