

California State University Channel Islands

MKT 310 Principles of Marketing

Course Syllabus

Instructor: Maria Ballesteros-Sola, MBA, Fulbright Scholar
 Class Meetings: Monday 9:00 am – 11:50 am
 Office: SA 2016
 Office Hours: Mondays 8:00 am – 9:00 am or by appointment

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Business Program Learning Goals

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

Specific student learning outcomes (SLO's) for this class

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 blended** learning methodology. Students will learn to market a broad range of products including goods, services and software.

After the course, the students should be able to:

1. Discuss the fundamentals of marketing and its importance to all organizations, public and private. 1,6
2. Write comprehensive Marketing Plans and Marketing Strategies 1,3,4,5,6
3. Formulate and execute strategies businesses employ to both attract new customers and keep existing ones 1,5,6
4. Identify, conceptualize, and develop solutions for the complex and critical decisions management must face before a product or service is advertised or sold 1,6

5. Communicate logical, reasons business information to support conclusions marketing processes and business ethics through discussion, writing and oral presentations. 1,2,3,5,6

Other critical course objectives are team building, focused and precise writing, public speaking and presentation skills, and proficiency in Microsoft Power Point, Excel and Word, as well as in some web-based critical tools such as Google Doc and Google Presentations.

These objectives will be achieved through a mix of mini-lectures, interactive activities and discussions, writing assignments, guest speakers and a term group project.

The class follows a **blended format** so there is a strong component of technology that students will be using in and outside the classroom. Class time will be used for collaborative and interactive activities without the traditional lecture from the professor. Some of web-based tools are listed below. Students should get familiar with the tools during the first week of the semester.

- **Google Apps** (Doc and Presentation): They can be accessed via the link provided on BlackBoard or via BlackBoard under MyDrive tab. Only those that have the link registered in the course will see your work. It will not be retrievable through web searches.
- **VoiceThread**: A VoiceThread is a collaborative, multimedia slide show that holds [images, documents, and videos](#) and allows students to navigate slides and leave [comments in 5 ways](#) - using voice (with a mic or telephone), text, audio file, or video (via a webcam) (Source: www.voicethread.com). Your comments will be made asynchronously in the format of your choice at least you are instructed differently. Get your free account as soon as possible.

Required materials

- **“Principles of Marketing” by Tanner and Raymond** (Flat World Knowledge) (note it will be referenced as “PM” in the rest of this document). There are different formats available depending on your needs and budget, starting at \$19,95 (Student Pass). Please follow this link:
<http://students.flatworldknowledge.com/course?cid=1299071&bid=687922>
- Additional readings as posted on Blackboard and handed out in the classroom.

Optional reading

- **Principles of Marketing** by Kotler & Amstrong. (Any of the most recent editions – Pearson - Prentice Hall).
- **Marketing 3.0** by Kotler, Hermawan, Kartajaya and Setiawan (Wiley & Sons)
- **Marketing: Real People, Real Choices** by Solomon, Marshall, Stuart (6th Edition – Pearson - Prentice Hall)
- **Social Marketing** by Lee & Kotler (Fourth Edition, Sage Publications Inc.)
- Periodicals: Local newspapers, Time Magazine, HBR, etc.
- iPhone Apps:
 - Ad-ology: Marketing Forecast
 - Harvard Business Review Today
 - Marketissimo: Questions & Ideas to jumpstart your marketing

Prerequisites: none

Grading

Class Participation (individual)	100
Syllabus Quiz (individual)	5
Homework (individual, 20x4)	80
Pop- quiz	15
Mid-Term 1 (individual)	75
Mid-Term 2 (individual)	75
Final Exam (individual)	300
Term Project (group)	325
Journal (individual)	25
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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		

Class participation and attendance

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

Every week I highlight “**key concepts**” for the following week via BlackBoard. At the beginning of each class I do **cold calling** (no warnings) so selected students introduce these concepts to the rest of the class before we start with our collaborative activities. Be prepared; be extra-vigilant in your readings, no excuses.

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.

Students are expected to bring their laptops or tablets to each class.

Homework

Homework will be assigned during the semester and will be graded as pass or fail. Failure to submit a homework assignment will result in a 15-point penalty deduction from your homework grade (per missed assignment).

Homework need to be typed (12-point font) and on time (**late assignments are not accepted**).

Homework will be uploaded to BlackBoard **before the beginning** of the class. Please cut and paste the word document in the space provided. If you are not attending the class, be sure you submit it via BlackBoard **prior to the class**. No exceptions.

Exams & Quizzes

The Mid-Terms will serve as check- ups of your progress. Also they 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 trough the semester with or without notice. If you do not come to class that day your score will be 0. No make-up exams.

Journal – Self Reflection Analysis

Writing the Self Reflection Journal will help you to document your growing knowledge of Marketing and your team project experience. I encourage you to write in your journal immediately after each class, so the writing does not become a burden during the week.

The journal can be used to capture ideas about the marketing plan that you are developing. You will also find it helpful for recording group dynamics, main obstacles found, interesting inputs from the guest speakers, etc..

It should become a personal lessons learned exercise that will help you to prepare for the Final, and also in future marketing projects.

I will be the only person who will read the journals. I expect you to be open, honest and provide constructive feedback.

One submission per class is required. If you don't attend the class please write the day and "Didn't attend". No partial credit and no late submission.

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. or a new product

In both cases the target market will be located in Ventura County.

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 envision. If you have access to a small company or entrepreneur that needs assistance with their marketing plan, come to see me.

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
- using effective feedback
- speaking in public
- writing effectively

I encourage you to use Google Doc to collaborate in your team document and avoid e-mailing back and forth for different versions of the same document.

Team Size: Teams will be self-formed of 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. I expect the students to work hard on the project, but also to have fun.

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. At the beginning of the class 2/3 team members will give an *elevator speech* of the due deliverable. This presentation is not graded it.

Details of each deliverable will be discussed. Please check Blackboard – Section Team Project on the main menu.

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	Points
0	0.a Team Proposal : Team members & team coordinator (names, emails and phones). Get a catchy team name.	09/16	0
	0. b Product Selection : 1 page with overview of chosen industry, company and initial product. Elevator Speech	09/23	0
1.	First Deliverable : Situation Analysis, Marketing Objectives & Need for Market Research. Target Market and Positioning, Product <u>Max 5 pages. Elevator Pitch</u>	10/21	50

2.	Second Deliverable: & Distribution Strategies. <u>Max 4 pages.</u> Elevator Pitch	11/04	100
3.	Final Report (Executive Summary on PowerPoint + Word Document including reviewed Deliverable 1, 2 and 3 - <u>Max 15 pages</u>)	12/02	175

Final Presentation

The team will present their Executive Summary (Power Point) in front of the class on the day assigned. Oral presentation should no 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 trough 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. Peer-scores are confidential.

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
- HW: Homework

VT: VoiceThread
G: Google

TP: Team Project

#	DATE	SUBJECT AREA	REQUIRED READING	ASSIGNMENT/ DELIVERABLE	OTHER ACTIVITIES/ READINGS
1	08/26	Introductions & Course Overview UNIT 1: What's Marketing?	PM (Ch. 1)	G. Doc: Expectations VT on Syllabus & Test Student questionnaire (distributed in the class)	TP: overview How to use G. Doc & VT Navigating Bb
	09/02	LABOR DAY – CAMPUS CLOSED			
2	09/09	UNIT 2: Strategic Planning Marketing Plan	PM (Ch. 2 & 16 pag. 315- 325)	Student pictures and personal card! HW 1: What's MK & Where do you fit in?	TP: overview How to create a Google Alert Article: <i>"The joke's on us when we buy bottled water"</i>
3	09/16	UNIT 3: Consumer Behavior	PM (Ch. 3)	TP: Team Proposal due	
4	09/23	UNIT 4: Marketing Research	PM (Ch.10)	TP: Product Selection & Elevator Pitch HW 2: Store Check VT	Questionnaire review
5	09/30	MIDTERM 1	MOVIE: Consuming kids – You Tube → HW3		
6	10/07	UNIT 5: Segmenting, Targeting and Positioning (I)	PM (Ch. 5)	HW 3: Movie Essay	TP: Meeting time Microtrends video
7	10/14	UNIT 5: Segmenting, Targeting and Positioning (II)	PM (Ch. 5)		
8	10/21	UNIT 6: P for PRODUCT: Creating, Developing and Managing Offerings	PM (Ch. 6 & 7)	TP: First Deliverable & Elevator Pitch	BW articles: IDEO
9	10/28	UNIT 7: P for PLACE: Marketing Channels	PM (Ch. 8 & 9)		
10	11/04	MIDTERM 2 UNIT 8: P for PROMOTION (I): Advertising, IMC	PM (Ch. 11)	TP: Second Deliverable & Elevator Pitch	
	11/11	VETERANS DAY – CAMPUS CLOSED			
11	11/18	UNIT 8: P for PROMOTION (II): PR, Sales Promotion & Professional Selling	PM (Ch. 12 & 13)		
12	11/25	UNIT 9: Pricing	PM (Ch. 15)	HW 4: Social Media	
13	12/02	TP: Marketing Plan Presentations + Final Report Due			
14	12/09	FINAL EXAM			

In- Class Protocol: Cell phones and pagers are allowed in class only when they are silent/vibrate. If you need to answer an urgent call please leave the room. If your cell phone disturbs any part of the class you will be asked to leave the class and lose any points associated to that day. No exceptions.

Laptops are not allowed in the class unless you are using it to take class notes or to complete any of the assigned in-class exercises. No exceptions.

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 grade of "F" will remain the recorded grade on the assignment.

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 results 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. To complete course requirements, students must retake the test or exam during the instructor's scheduled office hours.

Plagiarism on homework or project deliverables will result in 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.

Disclaimer

Information contained in this syllabus, other than the mandated by the University, may be subject to change with advance notice.

Final Thoughts

This class and all that we strive to accomplish are about you and for you! Class is the safest laboratory that you will experience in your career. Make the most out of it! Work hard and have fun! Thank you for choosing this class. I am looking forward to working with you.

"Inspiration exists, but it has to find
you working."
Pablo Picasso