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**Version 9/23/13**

Please note office hours may be updated: Schedule and speaker date and may be slightly altered.

**MKT 310 - Principles of Marketing**

**Course Syllabus – Fall 2013**

Section 2: Tues/Thurs 3:00-4:15 pm

Section 3: Tues/Thurs: 4:30-5:45 pm

Instructor: **Jennifer Keysor, MBA**

**Preferred Email:** [Professor.Keysor@gmail.com](mailto:Professor.Keysor@gmail.com)

Office Hours: Sage Office, #2016, Tuesdays 6-8pm or by appointment

**Course Description:**

Approximately 2.5 lecture hours per week. Class 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, 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.

**Business Program Learning Goals:**

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

**Course Learning Outcomes:**

1. Analyze and present orally and in writing the fundamentals of marketing and its use in organizations, public and private.(1,2,3,6)
2. Formulate and describe orally and in writing strategies businesses employ to both attract new customers and keep existing ones. (1,2,3,4,5.6)
3. Develop and present orally and in writing solutions for the complex and critical decisions management must face *before* a product or service is advertised or sold.(1,3,5,6)
4. Develop and write a real-world comprehensive Marketing Plan with your assigned team and present plan to the client. (1,2,3,4,6)

**Required (Mandatory) Text:**

**“Principles of Marketing”** by **Tanner and Raymond** (Flat World Knowledge) There are different formats available (digital and hardcopy, etc.) depending on your needs and budget, starting at $19.95 (Student Pass). Please follow this link: <http://students.flatworldknowledge.com/course?cid=1450219&bid=687922>

Additional readings as posted on Blackboard and handed out in the classroom.

**Course Requirements:**1. Ten Textbook/Lecture Quizzes (online/blackboard or in-class) 10 points each 100 points

3. Two Case Studies 50 points each 100 points

5. Exam 1 100 points

6. Exam 2 100 points

7. Marketing Plan (Team Project-written paper and oral pres + outline) 200 points

8. Class participation: Classroom activities, attendance, discussions 100 points

(Your class participation score will automatically be lowered 10 points if you miss more than 2 undocumented classes, if you miss more than 4 classes you cannot pass course)

**Total 700 points**

**Grading Structure:**

Points Final Grade

94%+ A

90-93% A-

88-89% B+

83-87% B

80-82% B-

78-79% C+

73-77% C

70-72% C-

60-69% D

Below 60% F

Withdrawals and incompletes will be allowed under the policies in the Student Handbook (with proof of a student’ situation).

**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 **test scores,** **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.

**Team Project**

Your final project will be team-composed Marketing Plan to be presented on Finals Day. You will be graded by your team peers on your contribution to the final grade. If your team lists you as a 100% contributor, you will receive 100% of the final grade, if your team lists you as a 70% contributor, you will recieve 70% of the final grade. This policy is to assure equal participation and merit, and to discourage “free loaders.”

**No late quizzes/assignments/tests:**

Quizzes, tests and assignments will not be accepted late. **Blackboard** **Quizzes are due by NOON on the due date**. 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 are 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 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 at noon on the due date**. No makeups. It is advised to take online quizzes early in case of any unforeseen technical issues. Please see Schedule for due dates.

**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 or smartphone use.**

**Laptops**: **Laptops/Tablets are not open in class** unless you are using it to take class notes or to complete any of the assigned in-class exercises. No exceptions. I will not allow smartphones open during class. In addition, smartphones will not work correctly for quizzes on Blackboard. If you are relying on your laptop for note taking, please arrange your seating toward the back of the room and notify me beforehand. Internet browsing during lecture is not acceptable; if this privilege is misused, then I will not allow laptops/tablets in the class for the rest of the semester until the final project.

**Writing Standard**: The standard of writing is that of an upper division Cal State University class. Students should have already achieved correct English 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 text. Poor writing will count against your assignment’s grade. References/Bibliographies can be either in the MLS or AP style. Note about handwriting legibility: If I can’t read it, it doesn’t count.

**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 ***personal email: professor.keysor@gmail.com***—although, sometimes it may take up to 48 hours to reply (not including weekends). Since I am part-time, I do not answer the CSUCI email as frequently.

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

**Policies**

**Disabilities Statement:**

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.

**Cheating, Plagiarism and Other Forms of Academic Dishonesty**

Academic dishonesty includes such things as cheating, inventing false information or citations, plagiarism and helping someone else commit an act of academic dishonesty. It usually involves an attempt by a student to show possession of a level of knowledge or skill that he/she does not possess.

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 premeditatedor planned, students may receive and “F” for the course.

The Vice President for Student Affairs shall maintain an Academic Dishonesty File of all cases of academic dishonesty with the appropriate documentation. Student may appeal any actions taken on charges of academic dishonesty to the "Academic Appeals Board." The Academic Appeals Board shall consist of faculty and at least one student. Individuals may not participate as members of the Academic Appeals Board if they are participants in an appeal. The decision of the Academic Appeals Board will be forwarded to the President of CSU Channel Islands, whose decision is final.

**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.

**Schedule:**  (Note: Exam 1 and 2, Marketing Plan Speaker and Final are Mandatory Days. \*Marketing Speaker Date may change.

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| **Dates** | **Topic to be discussed at next class Chapter Reading Due Before Class** | **Test/Quiz/Assignment Due** |
| Aug 27 | Syllabus Review, Overview, Marketing Introduction | Access Blackboard, Googledocs, Voice Thread |
| Aug 29 | Ch 1. What’s Marketing? | Online Practice Quiz Due August 30 |
| Sept 3 | Ch 2. Strategic Planning | Online Quiz 1; Ch 1,2 |
| Sept 5 | Ch 16. The Marketing Plan (pgs 315-325) |  |
| Sept 10 | Ch 3. Consumer Buying Behavior | Online Quiz 2; Chapter 16, 3 |
| Sept 12 | Ch 10. Marketing Research |  |
| Sept 17 | Ch 5. Segmenting, Targeting and Positioning I | Online Quiz 3; Chapter 10,5 |
| Sept 19 | Ch 5. Segmenting, Targeting and Positioning II |  |
| Sept 24 | Ch 6. P for PRODUCT: Creating, Developing and Managing Offerings (Service Marketing) | Online Quiz 4; Chapter 5,6 |
| Sept 26 | Ch 7. P for PRODUCT: Creating, Developing and Managing Offerings |  |
| **Oct 1** | Ch 15. P for Pricing | Online Quiz 5; Ch 7,15  **Service Marketing Case Due** |
| Oct 3 | Chapter Review for Exam 1 | Exam 1 Prep Lecture |
| **Oct 8** | Study for Exam 1 | **Exam 1 (Chapter Reading and Lecture)** |
| Oct 10 | Ch 15. Pricing Strategies |  |
| Oct 15 | Case Study Review | Online Quiz 6; Chapter 15 |
| **Oct 17** | Ch 8 . P for Place: Marketing Channels | **Case Study: 4 References Due in class**, (including 2 peer reviewed)-bring print out list in AP style |
| Oct 22 | Ch 9. P for Place: Marketing Channels | Case Study Outline Due-digitally in dropbox by midnight  Online Quiz 7 Chap 8,9 |
| Oct 24 | Ch 11. Integrated Marketing Communications |  |
| Oct 29 | Ch 12. P for Promotion: PR, Sales Promotion & Social Media (docs assigned) | Online Quiz 8; Chap 11-12 |
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| **Oct 31** | Ch 13, P for Promotion; Personal Selling, etc. | **Case Study Paper Due (hard copy in class) Marketing Plan Speaker\*** |
| Nov 5 | Ch 14, Consumer Satisfaction, Competitive Strategy | Online Quiz 9; Ch 13, 14 and Competitive Strategy \*Second possible option for Marketing Plan Client Speaker |
| Nov 7 | Chapter Review for Exam 2 | Exam 2 Prep in Class |
| **Nov 12** | Study for Exam 2 | **Exam 2 (Chapters 11-20, Appendix, Lecture)**, |
| Nov 14 | Marketing Plan Review, Brainstorm with Teams, assignments | Review of Sit Analysis/Objectives,   Online Quiz 10 due; The Marketing Plan |
| Nov 19 | Meet with Teams before class , Work on Outline of Marketing Plan, compose situation analysis and objectives | **Marketing Plan Outline Due** electronically by Midnight. In Class: Review Mkt Strategies |
| **Nov 21** | Meet with Teams outside of class, compose target market and market mix strategies | **Team Meetings with Instructor,** meet with teams in class to review outlines |
| Nov 26 | Meet with Teams outside of class, refine market mix strategies, positioning, competitive strategy | Review Positioning/Competitive Analysis Team Meetings in class – |
| Dec 3 | Meet with Teams outside of class, compose Budget, Action Plan, Milestones | Review Implementation/Measurement  Team Meetings in class and meetings with Instructor. |
| Dec 5 | Meet with teams to refine, complete, summarize paper | Review of Marketing Plan Executive Summary/Pres & Paper Requirements |
| Dec 9 | Meet w/ teams outside of class to edit/proof paper and Powerpoint. Rehearse team presentation | **MARKETING PLAN PAPERS and  Peer Reviews DUE  Mon, Dec 9 by Midnight: Digital Dropbox** |
| **Dec 10 or 12** | **FINAL: Marketing Plan Presentations- All Groups**  Section 2 (3-4:15 pm class) THUR Dec 12, 1-3 pm  Section 3 (4:30-5:45) TUES Dec 10, 4-6 pm | **PowerPoints due by noon (day of final)  Team Oral Presentations: Mandatory Attendance. TWO copies Written Marketing Plan Portfolios due in Class.** |