**Syllabus – Fall 2013**

Please note syllabus may be updated.

**MKT 310 - Principles of Marketing**

T-TH; 6:00-7:15PM

Instructor:

**Erik Tarkiainen, MBA**

Preferred Email: [etarkiainen@yahoo.com](mailto:etarkiainen@yahoo.com); Cell: 805-403-6326

Office Hours: Bell Tower, #1491

Tuesdays 7:15-8:15 PM or by appointment

**Course Description:**

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.

Program Learning Goals: These are the skills we try to help you build in all MVS courses

1. Critical Thinking

2. Oral Communication

3. Written Communication

4. Collaboration

5. Conduct (Ethics)

6. Competency in Discipline

**Course Learning Outcomes:**

1. Analyze and present orally and in writing the fundamentals of marketing and its use in all organizations, public and private (Program Learning Goals 2, 3, 5, 6)
2. Formulate and describe orally and in writing strategies businesses employ to both attract new customers and keep existing ones. (Program Learning Goals 1, 2, 3, 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. (Program Learning Goals 1, 2, 3, 5, 6)
4. Discuss fundamentals of marketing, and its importance in business strategy.
5. Evaluate and create effective marketing strategies and solutions. (Program Learning Goals 1, 5, 6)
6. Develop, write and present an effective, comprehensive team marketing plan. (Program Learning Goals 1, 2, 3, 4, 5, 6)

**Text**: Kotler and Armstrong. Principles of Marketing. Prentice-Hall (14th Edition; ISBN 10: 0-13-216712-3) Some supplementary reading will be assigned throughout the course. The supplementary materials will be provided for you, available at the library or accessible by the web. This textbook is required the first day of class and must be brought to all classes. An e-book version is available online through Coursesmart.com.

**Learning Objectives:**

* Discuss fundamentals of marketing, and its importance in business strategy.
* Evaluate and create effective marketing strategies and solutions.
* Develop, write and present an effective, comprehensive team marketing plan..

**Course Requirements:**1. Exam 1 100 points

2. Exam 2 100 points

3, Online Quizzes 100 points

3. Marketing Plan (Team Project-written paper and oral pres + outline) 100 points

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

**Total 500 points**

**Grading Structure:**

Points Final Grade

465-500 A

450-464 A-

440-449 B+

415-439 B

400-414 B-

390-399 C+

365-389 C

350-364 C-

300-349 D

Below 300 F

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

**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.

**Academic Dishonesty:**

1. 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.

2. Course instructors have the initial responsibility for detecting and dealing with academic dishonesty. Instructors who believe that an act of academic dishonesty has occurred are obligated to discuss the matter with the student(s) involved. Instructors should possess reasonable evidence of academic dishonesty. However, if circumstances prevent consultation with student(s), instructors may take whatever action (subject to student appeal) they deem appropriate.

3. Instructors who are convinced by the evidence that a student is guilty of academic dishonesty shall assign an appropriate academic penalty. If the instructors believe that the academic dishonesty reflects on the student's academic performance or the academic integrity in a course, the student's grade should be adversely affected. Suggested guidelines for appropriate actions are: an oral reprimand in cases where there is reasonable doubt that the student knew his/her action constituted academic dishonesty; a failing grade on the particular paper, project or examination where the act of dishonesty was unpremeditated, or where there were significant mitigating circumstances; a failing grade in the course where the dishonesty was premeditated or planned. The instructors will file incident reports with the Vice Presidents for Academic Affairs and for Student Affairs or their designees. These reports shall include a description of the alleged incident of academic dishonesty, any relevant documentation, and any recommendations for action that he/she deems appropriate.

4. .The Vice President for Student Affairs shall maintain an Academic Dishonesty File of all cases of academic dishonesty with the appropriate documentation.

5. Student may appeal any actions taken on charges of academic dishonesty to the "Academic Appeals Board."

6. The Academic Appeals Board shall consist of faculty and at least one student.

7. Individuals may not participate as members of the Academic Appeals Board if they are participants in an appeal.

8. The decision of the Academic Appeals Board will be forwarded to the President of CSU Channel Islands, whose decision is final.

**No late assignments/tests:**

Tests and assignments will not be accepted late. If you miss a quiz/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 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 805-403-6326 as soon as possible.)

**No Cell phones/No Texting**: As a rule, the phone needs to be turned off unless you need to receive an urgent call --do not answer cell phone calls during class. If you need to receive an urgent text or call during class, please set your phone on silent mode, 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.

**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. 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***—although, sometimes it may take up to 48 hours to reply. If you need a response within 24 hours, it is best to call me on my cell phone (805-403-6326) My email address is [etarkiainen@yahoo.com](mailto:etarkiainen@yahoo.com). Please do not text me unless it is urgent.

**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:**

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| Week # | **Dates** | **Topic/Chapter** | **Test/Quiz/Assignment Due\*** |
|  |  |  |  |
| 1 | August 27 | Syllabus Review, Overview, Marketing Introduction |  |
|  | August 29 | 1. Marketing: Creating and Capturing Customer Value | Read Chapter 1 |
| 2 | Sep 3 | 2. Company and Marketing Strategy | Read Chapter 2 |
|  | Sep 5 | Review Quiz, Brand Building Exercise  <http://www.lynda.com/Business-Skills-tutorials/Building-Your-Brand/101957-2.html>? | Online Quiz Chapters 1-2 |
| 3 | Sep 10 | 4. Managing Marketing Info to Gain Customer Insights | Read Chapter 4 |
| Sep 12 | Review Quiz, Consumer Insights  <http://www.ted.com/talks/malcolm_gladwell_on_spaghetti_sauce.html> | Online Quiz Chapter 4 |
| 4 | Sep 17 | 5. Consumer Markets and Consumer Buyer Behavior | Read Chapter 5 |
|  | Sep 19 | <http://www.ted.com/talks/joseph_pine_on_what_consumers_want.html>  <http://www.ted.com/talks/barry_schwartz_on_the_paradox_of_choice.html> | Online Quiz Chapter 5 |
| 5 | Sep 24 | 8. Products, Services and Brands | Read Chapter 8 |
| Sep 26 | Marketing Plan Overview  Hor  – Part I | Online Quiz Chapter 8 |
| 6 | Oct 1 | 9. New Product Development | Read Chapter 9 |
| Oct 3 | [**http://www.ted.com/talks/yves\_behar\_on\_designing\_objects\_that\_tell\_stories.html**](http://www.ted.com/talks/yves_behar_on_designing_objects_that_tell_stories.html)  John Maeda: Designing for simplicity  <http://www.ted.com/talks/david_carson_on_design.html> | Online Quiz Chapter 9 |
| 7 | Oct 8 | **Exam 1 (Chapters 1,2,4,5,8,9, Appendix 1, Lecture)** | Study for Exam 1 |
|  | Oct 10 | **Exam Review** |  |
| 8 | Oct 15 | 11. Pricing Strategies | Read Chapters 11 |
| Oct 17 | http://www.ted.com/talks/john\_gerzema\_the\_post\_crisis\_consumer.html | Online Quiz Chapter 11 |
|  | Oct 22 | 14. Communicating Customer Value: IMC | Read Chapter 14 |
| 9 | Oct 24 | Building an integrated marketing plan – Part II and III | Online Quiz Chapter 14 |
| 10 | Oct 29 | 15. Advertising and Public Relations | Read Chapters 15 |
|  | Oct 31 | <http://www.ted.com/talks/rory_sutherland_life_lessons_from_an_ad_man.html>  <http://www.ted.com/talks/seth_godin_on_sliced_bread.html>  <http://www.ted.com/playlists/26/our_digital_lives.html>  [Kevin Allocca: Why videos go viral](http://www.ted.com/talks/kevin_allocca_why_videos_go_viral.html)  [Alexis Ohanian: How to make a splash in social media](http://www.ted.com/talks/alexis_ohanian_how_to_make_a_splash_in_social_media.html) | Online Quiz Chapters 15 |
|  |
| 11 | Nov 5 | 17. Direct and Online Marketing | Read Chapters 17 |
| Nov 7 | Online Marketing Fundamentals video  Insights from a Content Marketer videp | Online Quiz Chapters 17 |
| 12 | **Nov 12** | **Exam 2 (Chapters 11,14,15,17, Appendix 1, Lecture)** | Study for Exam 2 |
| Nov 14 | Exam Review |  |
| 13 | Nov 19 | Meet with Teams | Teams selected |
| Nov 21 | Meet with teams/work on marketing plan outline |  |
| 14 | Nov 26 | Review Marketing Plan outline | **Marketing Plan Outline Due/Review** |
| Nov 28 | Thanksgiving |  |
| 15 | Dec 3 | Meet with teams/work on marketing plan presentation | Marketing Plan Work |
|  | Dec 5 | Meet with teams/work on marketing plan presentation | Marketing Plan Work |
| 16 | December 10 | Teams 1, 2 and 3 present marketing plan | **Marketing Plan Paper & Oral Presentations Due. Mandatory Attendance.** |
| December 12 | Teams 4, 5, 6 present marketing plan | **Marketing Plan Paper & Oral Presentations Due. Mandatory Attendance.** |