

**Syllabus – Fall 2013****MKT 310 - Principles of Marketing**

Section 6: Monday 6:00-8:50 pm  
Room 2582 Bell Tower

Instructor: **Robert Baker, MBA**

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Cell : (only for urgent matters, please do not text): 805-490-1065

Office: Sage Office, #2016

Office Hours: Mondays: 5:00-6:00pm additional 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, 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**

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

**Course Learning Objectives**

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

1. Discuss the fundamentals of marketing and its importance to all organizations, public and private; (1,2,4)
2. Write comprehensive Marketing Plans and Marketing Strategies; (1,3,4,6)
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. (1,2,3,5,6)

**Text:** Armstrong & Kotler Marketing an Introduction, **Plus NEW MyMarketingLab with Pearson eText -- Access Card Package 11/e MyLab + Student Value Edition (loose leaf).** Prentice-Hall (11<sup>th</sup> Edition; ISBN 13: **9780133033113**).

This textbook is required the first day of class and should be brought to all classes. It is mandatory to have the book and MyMarketingLab access.

Some supplementary reading may be assigned throughout the course. Most supplementary materials will be provided for you, available at the library or accessible by the web.

**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. Nine-ten Textbook/Lecture Quizzes (online/blackboard or in-class) 10 points each | ≈100 points      |
| 2. 7 Homework assignments 10-20 points  | ≈70-140 points   |
| 3. One Written Case Study, 1-2 pages (plus outline assignment)                      | 50 points        |
| 4. Exam 1, 2, 3 (≈50 points each)   | ≈150 points      |
| 5. Survey Questions 10 points Survey Results 10 points                              | 20 points        |
| 6. Marketing Plan (Team Project-written paper and oral pres + outline)              | 100 points       |
| 7. Class participation: Classroom activities, attendance, discussions               | <u>50 points</u> |
- (your class participation score will automatically be lowered 10 points if you miss more than 1 class, if you miss more than 3 classes you cannot pass class)

**Total**                      **≈ 550-610 points**

**Grading Structure:**

<u>Points</u>	<u>Final Grade</u>	<u>Points</u>	<u>Final Grade</u>
94%+	A	78-79%	C+
90-93%	A-	73-77%	C
88-89%	B+	70-72%	C-
83-87%	B	60-69%	D
80-82%	B-	Below 60%	F

Withdrawals and incompletes will be allowed under the policies in the Student Handbook (with proof of a student's 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 quizzes/assignments/tests:**

Quizzes, tests and assignments will not be accepted late. 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 is 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 1-3 and Case Presentations /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 e-mail or last resort, my cell phone 805-490-1065 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 9-10 quizzes. (Note: With an advance notice, an in-class quiz occasionally may be substituted for an online quiz) Online quizzes are due 11:59 pm Sun evening before class day. No makeups. It is advised to take online quizzes early in case of any unforeseen technical issues.

**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.

**Laptops:** May be used for note taking e-reading etc. If it appears that that you are not paying attention and/or just random surfing the internet, you may be asked to close your computer or leave the class and be counted as an absence or tardy.

**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 or similar instruction. Poor writing will count against your assignment's grade. References/Bibliographies can be either in the MLS or APA 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:** robert.baker@csuci.edu—although, sometimes it may take up to 48 hours to reply. Since I am part-time, I do not answer the CSUCI email as frequently. For truly urgent matters phone (805-490-1065). Please do not sent text messages, use e-mail.

**Accessing Course Materials:** Please monitor you're My Marketing Lab frequently for assignments, quizzes announcements and documents. Please check your CSUCI email regularly for correspondence.

**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.

## Tentative Schedule:

Date	Textbook Assignment	Assessment	Case Presentation
8/26/2013	Ch-01 - Marketing: Creating and Capturing Customer Value and		Case 1
9/2/2013	<b>Labor Day</b>		
9/9/2013	Team Formation Select Marketing Project Company/Product and Complete your Case Study write up these are due 9/16 at beginning of class	Q1, HW1	
9/16/2013	Ch-02 - Company and Marketing Strategy: Partnering to Build Customer Relationships	Q2, HW2	
9/23/2013	Ch-03 - Analyzing the Marketing Environment Ch-04 - Managing Marketing Information	Q3, HW3	Team A Case 3
9/30/2013	Ch-05 - Understanding Consumer and Business Buyer Behavior	Q4, Survey Questions	Team B Case 5
10/7/2013	Ch-06 - Customer-Driven Marketing Strategy: Creating Value for Target Customers	<b>Test 1 (Ch 1 - 5)</b>	
10/14/2013	Ch-07 - Products, Services, and Brands: Building Customer Value Ch-08 - Developing New Products and the Product Life-Cycle	Q5, HW4	Team C Case 7
10/21/2013	Ch-09 - Pricing: Understanding and Capturing Customer Value	Q6, Survey Results Presentations	Team D Case 9
10/28/2013	Ch-10 - Marketing Channels: Delivering Customer Value	Q7, HW5	Team E Case 10
11/4/2013	Ch-11 - Retailing and Wholesaling	<b>Test 2 (Ch 6 - 10)</b>	
11/11/2013	<b>Veteran's Day</b>		
11/18/2013	Ch-12 - Communicating Customer Value: Advertising and Public Relations Ch-13 - Personal Selling and Sales Promotion	Q8, HW6	Team F Case 12
11/25/2013	Ch-13 - Personal Selling and Sales Promotion	Q9, HW7	Team G Case 13
12/2/2013	Ch-14 - Direct and Online Marketing: Building Direct Customer Relationships	Marketing Plan and Presentation due	Team H Case 14
12/9/2013	Ch-15 - The Global Marketplace Ch-16 - Marketing Ethics and Social Responsibility	Marketing Plan Presentations	Team I Case 15
12/16/2013	Final	<b>Test 3 (Chap 11 - 16)</b>	

- Online Quizzes will be avail approx. 3 days before due date. It is mandatory for you to attend your team's Case Presentations, Exam Days and FINAL day.  
\*The days scheduled for speaker may change due to speaker availability.