



MARTIN V. SMITH
**SCHOOL of
BUSINESS &
ECONOMICS**

California State University Channel Islands

***Marketing Principals
MKT310 FALL 2022***

Instructor: Dr. Michael Prior Ph.D. Class: Wednesday: 9.00am – 12.00 pm
16 Weeks - Start: Wednesday 24 August

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Email: michael.prior@csuci.edu

Office Hours: Fridays 9am – 10am by appointment

COURSE TYPE:

This course rests on several integrated components; self-study and research, in-class lectures, online presentations and videos, student and professor interaction, business theory, models and concepts, practice and application. The majority of contact hours take place in a traditional classroom. Students will be provided with a recommended reading and video viewing list.

Description

The primary objective is to develop skills and gain experience in analyzing a business situation and then formulating, implementing, and monitoring marketing strategy in a competitive environment. This course focuses specifically on issues such as selecting segments in which to compete, developing meaningful points of differentiation and positioning statements, allocating resources, designing products, setting and managing prices, developing and managing distribution strategies and developing and managing promotional strategies. Analysis related to these topics will be carried out through cases, application of processes in discussion will be illustrated through the development of strategic marketing plan.

Questions we will address in this MKT310 course include: 1) How do managers develop a unique marketing strategy to improve business performance in the current dynamic business environment? 2) What can firms do to optimize their brand value, customer engagement and build a fan base? 3) What can individuals, owners and managers do to optimize their personal performance and organizational value?

"All journeys have secret destinations of which the traveler is unaware" (Martin Burber)

Course Outcomes:

Upon completion of this course, you will be able to

1. Examine and evaluate marketing practices used by contemporary organizations through the lens of advanced marketing concepts
2. Research, analyze, interpret and visualize information to make data-informed marketing decisions (e.g. to identify and address consumer needs)
3. Develop, support or refute arguments by creating persuasive written, oral and visual communications to engage consumers.
4. Reflect on marketing and consumption practices in light of relevant context (e.g. political, social, historical, economic, cultural, environmental) and discuss ethical implications of marketing practices at the societal level.

Topics covered include:

- Characteristics of Innovative Marketing Organizations
- The Importance of an organization's Purpose, Vision and Values as a North Star for marketing
- How corporate culture impacts marketing performance
- Marketing department positioning within an organization
- Brand Value as an intangible asset
- The next generation of customer experience
- The importance of Trust and Authenticity
- Integrated marketing communications
- Organization and Customer Life Cycles
- Build a new community of ambassadors
- Customer acquisition and retention
- Develop your own marketing platform
- Marketing research
- Future market trends
- Trend Analysis: leverage Hard and Soft trends
- SWOT/TOWS strategic market analysis
- AI and Technology as a market intelligence tool
- The Fourth Industrial Revolution and its impact on marketing practices
- Integrating marketing concepts and models into high performance management plans
- Ethical Responsibility as a point of differentiation and customer value
- Left and right brain performance mindset

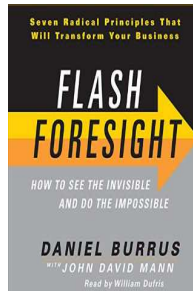
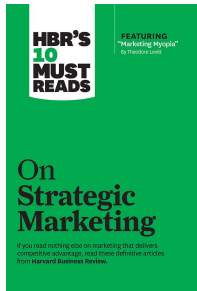
Required Course Article Reading and Video Viewing Materials

A selection of required weekly Articles and Videos has been selected to provide a broad array of diverse topics to reach into the theoretical, artistic, scientific, and practical nature of business. These materials are listed on pages 6 - 10 of the syllabus. Other relevant articles and videos will be added during the course.

The objective is for students to assimilate a diverse volume of information, critically analyze obvious and hidden connections, and create their own unique strategic value concepts from the subjects presented. Many of the readings and videos contain valuable sound bites. Students are encouraged to seek out the value in each and conduct further research in subjects that are of interest and value.

NO Text Required. Additional Optional Course Reading Materials (Not required)

1. *HBR's 10 Must Reads on Strategic Marketing* (with featured article "Marketing Myopia," by Theodore Levitt) by Harvard Business Review, Clayton M. Christensen, Theodore Levitt, Philip Kotler, Fred Reichheld
2. *Strategic Marketing: Concepts and Cases* 1st Edition by Russell Abratt, Michael Bendixen
3. Burrus, D. (2011) *Flash Foresight: How to See the Invisible and Do the Impossible*



ASSESSMENT AND GRADING:

Assessment in this course is based on multiple elements. Each form of assessment addresses different (sometimes multiple) learning outcomes and each form of assessment may require a different set of knowledge, skills and abilities:

Attendance:

The first class is MANDATORY. Students must attend the first class. A great deal of information about the requirements of this course, the evaluation process and any updated information will be discussed on this day. Student participation including attendance is essential for effective learning. Failure to attend all classes may negatively affect your grade. To pass the class, students can miss no more than two class meetings. Students are expected to attend each class meeting, coming prepared to discuss course materials and assignments. Active participation is strongly encouraged in the classroom. Grades are affected by attendance and by the quality of participation.

Attendance at the first class meeting is mandatory unless properly excused by the class instructor. Students who do not attend the first class meeting of a course for which they are registered may be dropped from the course by the academic program that offers the course. It remains the student's responsibility to verify course drop dates to avoid academic and financial penalties.

Students may miss a maximum of two weekly class meetings. Attendance of less than 75% will be considered as insufficient. Failure to meet the individual course attendance requirements may result in a grade of F. When possible, students also must provide advance notice of absences, as well as relevant documentation regarding absences, to the instructor as soon as possible following the illness or event that led to the absence. Any arrangement of the student to contact the course instructor to make up work because of class absence is the responsibility

Course Consulting Groups

Groups will be formed week one for the purpose of researching a specific company as a consulting company. Each group will be asked to create an operating agreement for their consulting company. The operating agreement will detail specific standards of performance expected of each member. This agreement will be attached to the group paper in the appendix. Should a group member not abide by the set agreed performance standards - responding to emails, providing content by a specific date, meeting F2F or virtually as required by the group, contributing to conversations; the remaining group members will issue one warning. If performance standards are still not met the group member may be ejected from the consulting company. At this time the group member will be required to apply to another group consulting company or complete all assignments individually.

Details on grading standards for each form of assessment can be obtained from the following grading rubric:

| | Student Achievement | | | |
|----------------------------|--|--|--|--|
| | Below Average | Average | Above Average | Outstanding |
| Class Participation | Students do not participate actively in class, and even when directed do not contribute to class substantively. The grade percentage range for this level is below 69.9% | Students are largely passive during the class, but do provide informed responses to questions when asked. Alternatively, students are pro-active, but do not provide contributions of essential value. The grade percentage range for this level is 70-79.9% | Students speak frequently during the class without the need for the instructor to stimulate their participation. Their contributions are of acceptable value, but largely generic. The grade percentage range for this level is 80-89.9% | Students are very active during the class. They ask questions or make comments that help clarify and synthesize discussion, relate their ideas or experiences to the topic at hand, contribute examples that are relevant, acknowledge and extend the ideas of others and relate content from class materials, readings and experiences to the discussions. The grade percentage range for this level is 90-100% |

Assignments / Papers / Presentations:

| | Student Achievement | | | |
|----------------------------|---|--|---|--|
| | Below Average | Average | Above Average | Outstanding |
| Assignment / Papers | Students do not follow the instructions for the assignment and/or are not sufficiently capable of presenting their ideas in a concise, coherent, relevant and insightful manner. The grade percentage range for this level is below 69.9% | Students largely follow the instructions for the assignment. Their comprehension of the assignment is not complete. Their work shows considerable room for improvement concerning coherence, conciseness, relevance, and insightfulness. The grade percentage range for this level is 70-79.9% | Students closely follow the instructions for the assignment. They demonstrate comprehension of the assignment. Their work shows some room for improvement concerning coherence, conciseness, relevance and insightfulness. The grade percentage range for this level is 80-89.9% | Students closely follow the instructions for the assignment. They not only clearly demonstrate comprehension of the assignment, but they also display flawless coherence, conciseness, relevance and insightfulness. The grade percentage range for this level is 90-100% |
| Presentation | Students do not sufficiently follow the instructions for the presentation and/or are not or not sufficiently capable of describing the concept at hand in a concise, relevant, rigorous and coherent manner. There is limited or insufficient use of the knowledge base from the course. The grade percentage range for this level is below 69.9% | Students closely follow the instructions for the final presentation. Their comprehension of the concept at hand is not complete, and they fail to critically evaluate it. Slides lack clarity and/or oral presentation shows considerable room for improvement. There is somewhat limited or insufficient use of the knowledge base from the course. The grade percentage range for this level is 70-79.9% | Students closely follow the final presentation for this assignment. They demonstrate deep comprehension of the concept at hand but fail to fully evaluate it in a structured and critical manner. There's some lack of clarity in the slides and and/or some room for improvement of the oral presentation. There is good, but not perfect use of the knowledge base from the course. The grade percentage range for this level is 80-89.9% | Students closely follow the instructions for this assignment. They not only clearly demonstrate comprehension of the concept at hand but are also capable of critically evaluating it. Their slides and their oral presentation have definite clarity. There is good, close to perfect use of the knowledge base from the course. The grade percentage range for this level is 90-100% |

| Week | Wed | Optional Text Readings | MKT310 Marketing Principals Michael Prior Ph.D. (2022) | Required Weekly Assignments Articles (Google) Videos (YouTube) |
|------|------|---|--|--|
| 1 | 8/24 | Chapter 1 Abratt Strategic Marketing | Course Overview What is Marketing Principals of Modern Marketing | Form Groups Company Selection for Group Project |
| 2 | 8/31 | Chapter 2 Abratt HBR Page 1 - 14 | Marketing & Industry 4.0 Importance of the Human Touch Aligning Organization with a Customer Centric Corporate Culture | Group Presentations Simon Sinek - Be a infinite player - one of the best speeches ever by Simon Sinek - Wake up motivation (2017) YouTube <i>A New Model For Corporate Training: The Adaptive Learning Organization (2020)</i> <i>Experience Excellence – Porsche Consulting</i> |
| 3 | 9/7 | Chapter 5 Abratt HBR Page 29 -56 | Customer Market Segments Implications of the Life Cycle Model Importance of Authenticity & Trust Buyer Persona Canvas | Group Presentations Simon Sinek - Understanding Empathy (YouTube) We've stopped trusting institutions and started trusting strangers (2016) (YouTube) <i>21 Examples of Successful Co- Branding Partnerships (And Why They're So Effective) (01 Sept, 2020)</i> |
| 4 | 9/14 | Chapter 3 Abratt HBR Page 15 -28 | Futurist Mindset Brand Positioning and Value Lifestyle Branding | Group Presentations <i>Top Branding Trends Businesses Should Follow in 2020</i> <i>Article: Square One - Porsche Consulting (2020)</i> Big Idea Thinking - Think Like Tony Stark, Supergenius Futurist (YouTube) |

| | | | | |
|---|------|--|---|---|
| 5 | 9/21 | <p>Chapter 4 Abratt</p> <p>HBR Page 57 -76</p> | <p>Global Trends</p> <p>CSR Strategy</p> <p>CSR Model and Project Plan</p> <p>Can redesigning aeroplanes save the planet? - BBC Reel (2021)</p> <p>Taylor Guitars "The State of Ebony" - Guitar Wood - Bob Taylor Video</p> | <p>Group Presentations</p> <p>The social responsibility of business / Alex Edmans / TEDx London (2015) (YouTube)</p> <p>Triple bottom line (3 Pillars) sustainability in business. (YouTube)</p> <p><i>Building Scalable Business Models (2018) MIT Review</i></p> <p>Modern Marketing Paper Due</p> |
| 6 | 9/28 | <p>Chapter 6 Abratt</p> <p>HBR Page 77 -96</p> | <p>Buyer Behavior Models</p> <p>Customer Experience</p> <p>Customers Psychographics</p> <p>Agile Marketing</p> | <p>Group Presentations</p> <p>What is psychographic segmentation? A beginner's guide</p> <p><i>9 Mind-Bending Ways to Use Psychographics in Your Marketing (2018)</i></p> <p><i>Decoupling Effect of Digital Disruptors (HBR) (2014) PDF</i></p> <p><i>Amazon adapted its business model to India (2016)</i></p> |

| | | | | |
|---|-------|----------------------|--|--|
| 7 | 10/5 | HBR Page 97 -112 | <p>Product and Service Decisions Marketing Mix 7 "P" s</p> <p>Pricing Strategy</p> <p>Marketing Sales Funnel</p> | <p>Group Presentations <i>10 Killer Movie Marketing Campaigns (2019)</i></p> <p><i>7 Ways to Build Brand Trust Through Marketing - Ignite Visibility (2019)</i></p> <p><i>New science of customer emotions (HBR)</i></p> <p><i>Use Stories from Customers to Highlight Your Company's Purpose. HBR (June, 2017)</i></p> |
| | | | | |
| 8 | 10/12 | HBR Page 113 -132 | <p>Rethinking Ethics from a Marketing Perspective</p> <p>Omni Channel Design and Experience Marketing</p> | <p>Group Presentations <i>The five trademarks of agile organizations McKinsey</i></p> <p>How to Make a Cultural Transformation Simon Sinek (2020) (YouTube)</p> <p>How to build a business that lasts 100 years Martin Reeves 2016 (YouTube)</p> <p>All to Read <i>Ethical Branding: A Guide For Creating More Ethical Brands (The Branding Journal)</i></p> |

| | | | | |
|----|-------|-----------------------|--|---|
| 9 | 10/19 | HBR Page 151 - 170 | <p>Humanize Customer Engagement</p> <p>AI Super Hero Marketing Powers</p> <p>Design Thinking</p> <p>Buyer Persona Canvas</p> <p>Due Next Week</p> | <p>Group Presentations</p> <p><i>Five ways the Internet of Things is transforming businesses today (2018)</i></p> <p><i>Why Hyper-Personalization is The Future of Marketing (and how to do it) (2019)</i></p> <p><i>The 6 Customer Experience (CX) Trends Every Company Must Get Ready For Now (2019)</i></p> <p>Research Portfolio Paper Due</p> |
| 10 | 10/26 | HBR Page 171 - 193 | <p>Customer Relationship Management CRM vs SCRM</p> <p>Trust and Authenticity</p> <p>The Future of Marketing</p> <p>From Brands to Unicorn Platforms</p> <p>Digital Platform</p> <p>Customer Experience Journey Map</p> | <p>Group Presentations</p> <p><i>The three building blocks of successful customer-experience transformations (2020)</i></p> <p><i>Capitalism switches from linear to exponential growth – Paris Innovation Review 2017</i></p> <p><i>(Present your top 5 from article)</i></p> <p><i>10 Awesome Global Marketing Strategies for Companies</i></p> <p>Rachel Botsman: The currency of the new economy is trust (YouTube)</p> |

| | | | | |
|----|-------|-----------------------|---|--|
| 11 | 11/2 | HBR Page 133 - 150 | <p>Trend Analysis Marketing Research</p> <p>SWOT / TOWS / CSF</p> | <p>All Class To Read</p> <p><i>Omnichannel Marketing Strategy: How to Leverage For Better Retail CX (2019)</i></p> <p><i>Growth story: how Gusto has scaled into a unicorn-sized HR platform. (2017) medium.com</i></p> <p>Customer Journey Map</p> |
| 12 | 11/9 | | <p>Project Timeline</p> <p>Developing a Competitive Advantage</p> <p>Strategic Marketing Actions</p> <p>BOS Framework / Action Plan</p> | <p>Group Presentation</p> <p><i>The 2100 Pendulum - a much needed new story for our confusing times (2016)</i></p> <p>Shift from a siloed to an adaptable organization (2019) (YouTube)</p> <p>Digital Transformation: Future Scenarios 2030 Deloitte (2018) (YouTube)</p> <p><i>13 Businesses With Brilliant Global Marketing Strategies</i></p> |
| 13 | 11/16 | | <p>BOS Powerpoint</p> <p>C Generation</p> <p>Evaluation and Control</p> <p>What is the Future of Marketing</p> | <p>Group Presentation</p> <p><i>The future of marketing and advertising in 2030</i></p> <p><i>Customer experience in 2030: This is how it looks</i></p> <p><i>What Will Work Look Like in 2030? - Strategy+Busines</i></p> |

| | | | | |
|----|-------|--|---|--|
| 14 | 11/23 | | Marketing Research Hard and Soft Trends Become and Expert | Group Presentation <i>Why Experiential Marketing is a Must in 2020.</i> <i>2020 Trends in Experiential Marketing. 12 Predictions for the year ahead (2019)</i> Simon Sinek: Why Leaders Eat Last (YouTube) |
| 15 | 11/30 | | Group Presentations (20 mins) Buyer Persona Canvas Customer Journey Map (items 1-5) Brand Storyboard Unicorn Platform Logo and Tagline Press Release | Group Presentations |
| 16 | 12/07 | | Final Exam Marketing Consulting Simulation | Group Paper Due |

Note: All course requirements, content, course grading standards and due dates for assignments, are subject to change at the discretion of the course professor.

Weekly Class Power Points

It is highly recommended that students review the PowerPoint deck from each class. The slides in each deck provide both information and marketing models that relates directly to the learning outcomes for this class.

DESCRIPTION OF ACTIVITIES:

1. Participation . Weekly In-Class Discussions / Class Attendance (10 Grade Points)

Students are expected to attend each class and initiate and respond to questions in class as well as interact in the flow of in-class discussions and/or in-class course and group application exercises.

2. Readings & Videos

Students are to read in advance any weekly assigned articles. Read and watch a "selection" of the articles and video's related to the topic of each class, and arrive in class prepared to discuss these during the class. Many of the readings and videos are sound bites. Students are encouraged to seek out the value in each and conduct further research in subjects that are of interest.

3. Modern Marketing Review Paper (10 Points) (Week 5)

Each student will read the following article:

10 Principles of Modern Marketing (2019) MIT Sloan Management Review (Google).

Students will write a review of 4 Full Pages, double spaced, of the article with their thoughts on the subjects and topics presented.

This exercise is to develop the student's own personal interpretation skills. I am interested in your interpretation of the article content, which will include: (a) what key ideas or concepts will you take away from the article, (b) how will you apply the concepts in your group or work environment, (c) how have you seen the concepts applied in a business and/or retail environment, and with what results.

4. Individual Research Portfolio (10 Points) (Week 9)

Students will create their own personal portfolio of a minimum of 15 articles and/or videos. Student's research and article / video search will be generated from a subject matter which they feel will advance their own career in the future. The portfolio will serve as the basis for developing each student's personal expertise in a specific area of business or research.

The Portfolio, along with articles collected in student's other classes, may help students to form the basis for a research and knowledge base which can be used in their future career.

Portfolio structure:

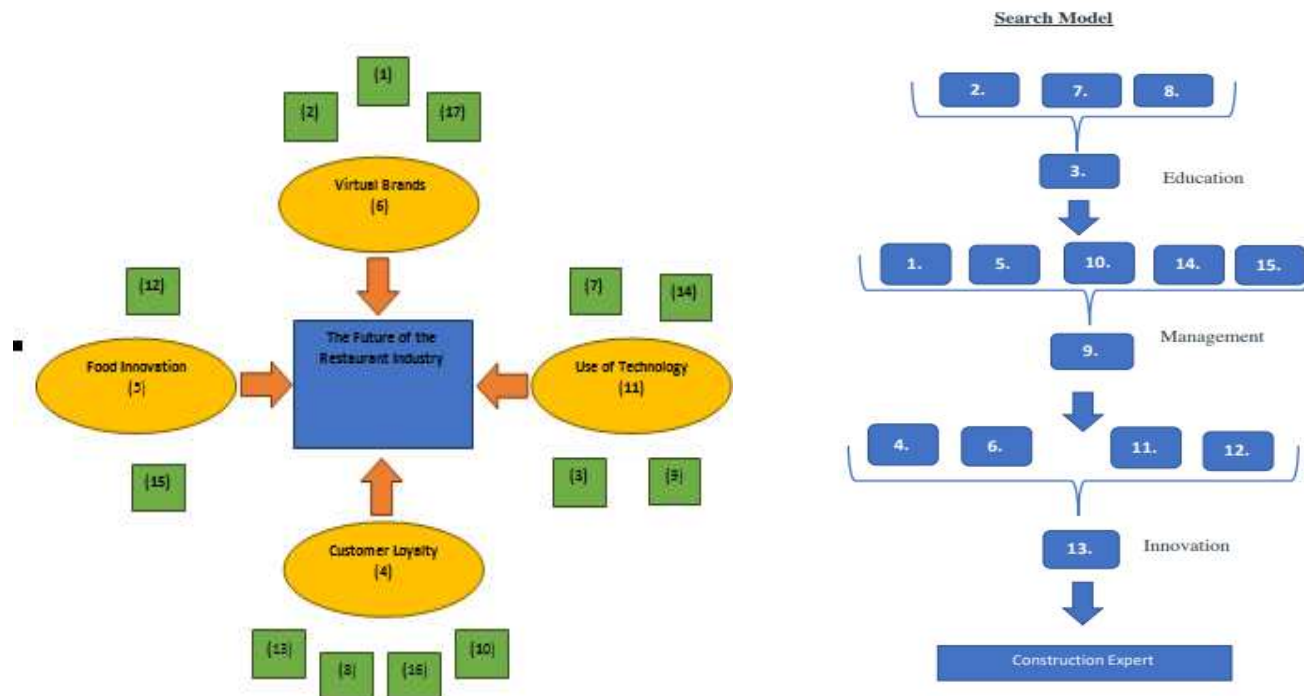
(a) Students will write a one page introduction: this will be structured as;

one paragraph outlining the subject for your research topic

two paragraphs describing your research process such as how did you conduct the research, did you find any information that surprised you, did you change the direction or topic of part of your research due to new information you found.

(b) Students will first Cite, List the articles / videos in APA style that they collected for this Individual Research Project - then number then 1 -15. Below each article / video citation include one line of SEO Descriptors Phases (3-4 words) and minimum one line of the personal Value you found in the article / video. These will be inserted below each article or video citation (see example below)

(c) Students will draw their own model design (example to show reference numbers below) with 15 References (articles/video) which depicts their own search model and process. Insert the relevant article or video number # from your APA Reference list in each box or circle in the model. (see student examples of their own research models below)



Example: Reference List: APA Style (A-Z) by author surname / Sources Numbers / SEO Phases / Value

- 13) Giovanetti, F. (2020). *Want To Start A Retreat Business? There Is One Thing You Should Think About First*. Creative Impact Co. <https://creativeimpactgroup/start-a-retreat-business/>

SEO: wellness-retreat trends, how to run a wellness retreat

Value: Interview with an entrepreneur who began her own wellness retreat business for a first-hand perspective of what is involved. Includes discussion on industry trends, projections and influences.

- 14) Jain, H. (2017, September). *How to Start a Wilderness Program*. Bizfluent. <https://bizfluent.com/list-6826009-grants-municipal-buildings.html>

SEO: staff for a wilderness retreat, how to start a wilderness therapy institute

Value: Covers the types of staff that will need to be present when operating a wilderness retreat program for children. Additionally, provides common funding sources for establishing the business: scholarships, grants, loans.

- 15) Kaplan, A. (2020, January 30). *Does Science Support the 'Wilderness' in Wilderness Therapy?* Undark Magazine. <https://undark.org/2020/01/29/does-science-support-the-wilderness-in-wilderness-therapy/>

SEO: children's experiences in wilderness treatment, does wilderness treatment work

Value: Reviews one families experience with an outdoor treatment program. The article links to many supporting resources (like the full CA legislation governing these programs) and provides a good overview of how the center would be perceived by clients and their families.

5. Buyer Persona Canvas (10 Grade Points) (Week 11)

Each Student is to develop their own Buyer DNA Persona Canvas for a company of their choice or their group company. All boxes to be completed. A Buyer DNA Canvas outline is loaded on the Pages tab on Canvas.

Customer Experience Journey Map

Each Student is to develop their own Customer Experience Journey Map for a company of their choice.

The company selected must have some existing customer experience issues. All boxes to be completed.

A PDF File outline for a Customer Experience Journey Map is loaded on the Pages tab on Canvas.

6. Group Class Article Presentations (10 Points)

Note: This is an Individual Presentation Grade - Individual group members Must present at least twice in the course

During the course each group will be allocated a minimum of two review projects. Each review will focus on the group members "interpretation" of business concepts, theory and marketing management that are expressed in the article or video. This is a 10 minute presentation. This exercise is designed to develop your presentation and interpretation skills.

I am interested in what your group members think - not the author's thoughts.

For each article or case study group's will address;

- (1) very brief background
- (2) key industry / company / customer issues
- (3) why this article is important to Marketing Management
- (4) what Ideas or Key Concept will you take away from the case study / article
- (5) how have you seen the concepts applied in other companies or industries, with what results.
- (6) how can you apply the concepts in this article / video to your group project

This exercise will help develop group members personal skill set in relating concepts and ideas directly to an organization within a specific industry context and operating environment. The group's class presentation will be no longer than 5 minutes.

7. Group Marketing Project Paper (20 Points)

Each group will review and analyze a public or private company of their choice. The professor will approve the each group's choice of a company. The group will work together to develop and present a paper detailing new high performance marketing recommendations for the company. The recommendations will be based on the step by step class content presented each week. A 15 page paper and a PowerPoint presentation will be required for this section of the class. The paper will be double spaced in 11 or 12 font, APA style. Each group member is expected to present part of the PowerPoint presentation. Students in each group will use critical thinking and reputable sources to develop their conclusions and high performance marketing plan recommendations. It is expected that group members meet independently to discuss the paper content and format, and the PowerPoint presentation.

Appendix -A minimum of 15 distinct reference sources are required along with a Buyer Persona Canvas, CJM, Logo and Tagline, Brand Storyboard, Press Release.

8. Group Business Model Presentations (10 Points)

Note: Each Group Member will be Graded Individually. Total time allocated 20 minutes.

Groups to present; Buyer Persona Canvas, CJM, Logo and Tagline, Brand Storyboard, Press Release.

9. Final Practical Exam - Marketing Consulting Simulation (10 Grade Points)

Groups will undertake a simulated consulting exercise in class. Each group will use critical thinking and have 80 minutes to analyze a case and company. Each group is required to make new marketing recommendations to improve the organization's performance. A maximum 10 minute PowerPoint presentation will be due at the end of 80 minutes. Members of each group will integrate theory, concepts, and models from the class and use critical thinking to develop their key recommendations.

GRADING:

Grades are non-negotiable! If there seems to be an error (e.g. missed a part in an exam or make a mistake calculating) let me know.

Deadlines are non-negotiable! If a submission is late it is an automatic 0 point (though you may be able to make up for it through other assignments).

To earn a B grade, all work must follow assignment directions and be completed as scheduled, be insightful and of high quality. Written and oral expression (class presentations) must demonstrate attention to professional style, structure, and presentation, as well as content.

To earn an A grade, work must be clearly superior. A superior grade will normally require a substantial investment of time and energy.

Assessment in this course is based on multiple elements. Each form of assessment addresses different (sometimes multiple) learning outcomes and each form of assessment may require a different set of knowledge, skills and abilities.

Grading in this class will be based on the following elements and the grading scale provided below:

| Percentage | Grade |
|------------|-------|
| >94% | A |
| 90% to 93% | A- |
| 87% to 89% | B+ |
| 84% to 86% | B |
| 80% to 83% | B- |
| 77% to 79% | C+ |
| 74% to 76% | C |
| 70% to 73% | C- |
| 67% to 69% | D+ |
| 64% to 66% | D |
| 60% to 63% | D- |
| <60% | F |

| Class Activity | Points |
|---|--------|
| Class Attendance & Class Participation | 10 |
| Modern Marketing - Review Paper (Week 5) | 10 |
| Research Portfolio (Week 9) | 10 |
| Buyer Persona Canvas and Customer Experience Journey Map (Week 11) | 10 |
| Group Projects - Presentations Graded Individually | |
| Weekly Class Presentations - Articles / Videos | 10 |
| Project Powerpoint; Buyer Persona, PR, CJ etc (Week 15) | 10 |
| Final Practical Exam - Marketing Simulation (Week 16) | 20 |
| Marketing Project Paper (Week 16) | 20 |
| Total Possible Points | 100 |

NOTE: Late Assignments

Late assignments will not be accepted without prior approval, and will result in a 10% reduction in grade points. In fairness to all students, papers received more than one week late and not turned in by the due date/time will receive a **Zero Grade**.

Course Assignments

Course assignments are subject to change at the professor's discretion.

Writing Style Format - APA (American Psychological Association)

All papers will be written APA style. Double Spaced, 11 or 12 font.

The APA style items that must be included in papers in this class are the heading level format, citations within the text, and the appendix reference list. Below are the five levels of division for headings.

Level One Heading

Level Two Heading

Level three heading.

Level four heading.

Level five heading.

Level One Heading (centered, bold, upper and lowercase)

Level Two Heading (flush left, bold, upper and lowercase)

Level three heading. (indented, bold, upper and lower case, text follows immediately after the period)

Level four heading. (indented, bold, italicized, lowercase except first letter and proper nouns, ends with a period, text follows immediately after the period)

Level five heading. (indented, italicized, lowercase except first letter and proper nouns, ends with a period, text follows immediately after the period).

Classroom Behavior

The classroom is a special environment in which students and faculty come together to promote learning and growth. It is essential to this learning environment that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Differences of viewpoint or concerns should be expressed in terms which are supportive of the learning process, creating an environment in which students and faculty may learn to reason with clarity and compassion, to share of themselves without losing their identities, and to develop an understanding of the community in which they live. Student conduct which disrupts the learning process shall not be tolerated and may lead to disciplinary action and / or removal from class.

DISCLAIMER:

This syllabus may change from time to time to accommodate changing circumstances. Every effort will be made to alert students to changes that occur in a timely manner.

Disability Statement

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall, or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of needed services. Faculty, students and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

Academic Integrity

As an institution of higher learning, CSUCI values academic integrity and will not tolerate acts of academic dishonesty. Academic dishonesty includes but is not limited to such things as cheating, inventing false information or citations, plagiarism, and helping someone else commit an act of academic dishonesty. If a student is found responsible for committing an act of academic dishonesty in this course, an appropriate academic penalty will be assigned, and the incident will be referred to the Dean of Students Office. For additional information, please refer to CSUCI's [Policy on Academic Dishonesty](#).

Campus Tutoring Services

The Learning Resource Center (LRC) offers free one-on-one peer tutoring for all MVS School undergraduate courses. The LRC tutors will help students with study skills, fundamental concepts, comprehension, homework, test preparation, and much more. The LRC now also offers online tutoring through Zoom! The Peer Tutor Schedule is available via the [LRC webpage](#).

Writing & Multiliteracy Center

The Writing & Multiliteracy Center (WMC) provides all CSUCI students with free support services and programs that help them address 21st Century challenges of creatively thinking about and composing in written, oral, visual, and digital forms of communication. Peer consultants help you at any stage of the composition process via one-to-one or group consultations, online consultations, and workshops offered throughout the semester. To make an appointment to work with a consultant or to learn more, visit the [WMC webpage](#).

Counseling and Psychological Services (CAPS)

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support); you can also email us at caps@csuci.edu or visit our [website](#).

Emergency Intervention and Basic Needs

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals or experiencing homelessness/housing insecurity (e.g. sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries and basic necessities for current CI students. For additional assistance, please contact the Dean of Students office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up to date information on the [Basic Needs Program](#).

Title IX and Inclusion

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSUCI prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSU Channel Islands' commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit the [Title IX webpage](#).

California Department of Public Health and Ventura County Department of Public Health

CSUCI is following guidelines from the California Department of Public Health and Ventura County Department of Public Health to promote safety during the COVID-19 pandemic for CSUCI students, employees, and visitors on the campus, to help prevent and protect oneself and others from the spread of the virus. Students are required to adhere to all health and safety requirements outlined on the University's website regarding COVID-19. Failure to do so may result in removal from the classroom and, in keeping with CSU policy, the student may also be denied access to campus/programs.

APPENDIX

MKT310 Group Marketing Plan - Structure

a) Cover Page

b) Contents Page

1. Executive Summary

Overview of entire paper - background, issues, trends, analysis, recommendations etc.
Include all Key aspects in the marketing plan and how your recommendations will add value.

2. Situational Analysis

Internal - organizational environment
Customer Environment - identify pain points and issues
External - industry competitor environment - substitutes and new entrants
Identify Industry and Social Trends

3. Unique Digital Marketing Platform

Create and describe a unique digital marketing "platform" to extend your market reach and add
New community of customers and value to your brand

4. SWOT / TOWS

TOWS Matrix (Analysis of SWOT market situation findings)
Identify 5 Critical Success Factors - CSF (These are the top 5 Company Strategic Objectives)

5. Develop Marketing Action Points

BOS Framework & Canvas. List the Action Points to address each of the 5 CSF objectives

6. Brand Overview

Identify Primary and Secondary customer target market segments
Branding Strategy - including New Logo and Tagline
Brand Promise

7. Integrated Marketing Mix

Briefly Outline a "marketing mix" strategy using the 7 P's
Describe how will you develop a customer *Omnichannel* design experience and content strategy
into your marketing actions

8. Marketing Implementation

Note any Internal Organization issues to be addressed (changes required)
List 3 Action Plans (from BOS Framework/Canvas) each with One Objective & Measurable Goal
Identify how each of your Action Plans will "Add Value" within your Customer Journey
Describe the Key Resources required for your overall Action Plan

9. Evaluation and Control

Describe Formal Controls & Informal Controls

10. Future Scenarios

Envision and list 5 changes in your future operating environment over the next 10 years.
Then Briefly describe 5 future marketing actions your organization would take to react to each of
these changes.

11. Conclusions / Summary

Overview of issues and your recommendations. How will your recommendations add value,
reposition the company, access new customer communities, deliver new experiences.

Appendix - References (15). Customer Experience Journey Map, Buyer Persona Canvas, Logo and
Tagline, Brand Storyboard, Press Release.