



California State University Channel Islands
MKT 310: PRINCIPLES of marketing
Course Syllabus Fall 2023 Mon (online) Thurs. (In Person)
Aug. 21st – Dec 7th (Weeks run Thurs. – Thurs.)

Instructor:	Dr. Michael Seay
Class Meetings MKT 310:	Mon (online): 6:00PM – 8:50PM Thursdays: 7:00PM – 9:50PM Del Norte 3550
Office Hours:	Mon.: 4:30 PM – 5:45 PM Online Zoom Thursdays 5:30PM – 6:45PM in my office Or by appointment or after class if needed
E-Mail:	michael.seay@csuci.edu
Zoom:	https://csuci.zoom.us/my/mikeseay
Office:	MVS Hall 2122

Course Description: This course is designed as a semester-long introduction to marketing concepts, processes and practices commonly encountered in the industry. We will be looking at real-life examples to illustrate and understand how products and services are marketed. Towards the end of the course we will be able to discuss and devise marketing strategies for specific cases. More importantly, we will analyze the societal and economic effects of these practices.

Course Text: All reading materials will be posted on Canvas. They are open access a.k.a. free.

- Boundless Marketing (from Lumen Learning, available on Canvas)
- Value Proposition Design: How to Create Products and Services Customers Want by Smith and Pigneur

Video Content: We will also use video lectures from LinkedIn Learning. This content is available to you for free, through your myCI account. Login to my.CI, scroll down to see "LinkedIn Learning" button, click on it to set up your account. Email me if you have trouble with this. There are detailed instructions with screenshots in Canvas/Module 1 (not Module 0)

Lectures and Workshops: The objective in this course is for you to get introduced to marketing concepts, principles and practices. The lecture + workshop structure will give you the opportunity to utilize the theory right after you learn it. The lectures will require you to understand and discuss the concepts; the workshops will allow you to apply the topic of that week to a project. I hope to be a facilitator or guide more than a lecturer, and surely I will need your help to do this. Most of my students in the previous years said they loved this structure because it means most assignments can be accomplished during class time and there is less to do on their own time; it also resolves any scheduling conflicts you may encounter for your team project meetings.

Please note that, although this course is online, it is not a self-paced course. There are deadlines each week, but you will have a few days to complete each task so you can work at the times most convenient for you. The intent of this structure is to balance flexibility while providing us a structure, so that we can move through the course material together as a learning community.

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

- A. Critical Thinking
- B. Oral Communication
- C. Written Communication
- D. Collaboration
- E. Conduct (Ethics)

F. Competency in Discipline

Course Learning 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 foundational marketing concepts. (A, B/C, F)
2. Research, analyze, interpret and visualize information to make data-informed marketing decisions (e.g. to identify and address consumer needs). (A, D, F)
3. Develop, support or refute arguments by creating persuasive written, oral and visual communications to engage consumers. (A, B/C, F)
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. (A, B/C, E)

Assessment

The grading system in this class might seem unusual at first, but I will explain it in detail at our first session. Please make sure you understand the structure, if not, ask and come visit me during office hours so it is crystal clear.

You will be collecting points through your participation, exams and assignments as listed below. They will add up to your final grade (so no need to calculate percentages from letter grades).

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 might be able to make up for it through other assignments). I will respect your busy schedules by helping you do most of the work in class. I hope you'll return the favor by not asking me to change my schedule.

It is your responsibility to keep track of due dates (see schedule below) Any changes will be reflected on Canvas so watch out for new assignments, and announcements throughout the semester.

Assignments: I will post assignments sporadically on Canvas. They will range from 1 to 5 pages depending on the topic of the week. Most of them will be related to the project and you might even be able to finish them during the workshops, in which case you will only be responsible for remembering to upload them to Canvas.

Exam: You will have two midterms and one final exam as scheduled (see the schedule below).

Participation: I am a big believer in participation, especially as part of a marketing course: You need to be able to present your thoughts in a discussion and more importantly you need to be able to convince people (i.e. me and the other students in the class) that your argument is valid. If you feel uncomfortable speaking in class I strongly suggest you seek another class/section that does not require as much involvement. Your participation will be recorded in each class meeting, according to the rubric below:

	A	B	C	D	F
Contribution	Introduces relevant concepts or articles to the conversation OR introduces a substantial new perspective.	Makes relevant point or provides anecdote.	Provides response to short question.	Does not talk in class.	Does not show up.
Relevance	Builds on previous comment in a new way or explains why student disagrees with previous comment with new ideas.	Related to topic.	Provides response to short question.	Does not talk in class.	Does not show up.
Frequency	Contributes regularly but does not dominate.	Talks a little in class OR dominates the discussion.	Talks once or joins chorus a few times.	Does not talk in class.	Does not show up.

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	

Other than exams, I take the following approach to evaluating both oral and written work (including class participation and online discussions).

My notation	Grade range	Quality
√+ (“check +”)	A to B+	Easy to read/follow; shows deep critical thinking and connects to course material; a logical, easy to read structure; no major grammatical errors
√ (“check”)	B to C	Professional; solid structure; shows some critical thinking; minor grammatical errors
√- (“check -”)	D and below	Unprofessional; inconsistent; poorly structured; little or no critical thinking or link to course material; numerous grammatical errors

Project: You will be working on a project in groups of 4 or 5. The project will entail analysis of a company’s marketing practices and suggestions on its improvement. In the past my students have done similar projects with start-ups and non-profits; they even found jobs through this project. Keep in mind, the project can only be what you make of it. You reap what you sow!

Presentation: I expect that you will be able to present your team project in a truly professional manner, all kinds of performances are welcome. Details will be explained in class.

Current Events Presentation (Individual)

The purpose of this requirement will be to showcase your knowledge of a current event topic from a journal, magazine, Internet article, etc. **that is related to the course content, i.e Business Strategy.**

You will be required to present the material and lead a meaningful discussion on the topic. You are required to use PowerPoint/Prezi, google slides, handouts and/or any aides you may need to explain and lead this discussion. This should last between 5-10 minutes.

You are required to turn in a printed copy of your presentation to me when you present.

Assignment	# of submissions	Points per submission	Total
Participation			10
Current Event	1		5
The Pitch Assignment	1	2.5	2.5
Bio Assignments	1	1	1
LinkedIN Certificates	9	0.5	4.5
Review Quizzes	8	1	8
Team Workshop Assignments	10-12	1-4	21
Final Presentation	1	15	15
Peer Evaluation	1	5	5
Practice Midterm	1	3	3
Midterm Exam	1	10	10
Final Exam	1	15	15
Final Total			100

Class Protocol:

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.

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 and writing must be APA style. **I do not accept handwritten assignments.**

Contacting the Professor: The best way to reach me is my *CSUCI email*: michael.seay@csuci.edu—although, sometimes it may take up to 48 hours to reply. *For truly urgent matters phone (805-377-5786).* **If you need to talk to me, text me first as I am typically in meetings or unavailable at the exact moment. You must use your CSU email account for all communication in this class.** It is your responsibility to check your CSU email account and eCollege course web site regularly (at least once a day) for additional announcements and communications. Zoom works too... <https://csuci.zoom.us/my/mikeseay>

All email communications should have the following subject heading: **BUS499-Online (insert**

day of the week, i.e. Mon or Wed.), followed by a brief summary of the question such as “BUS499-Mon: Assignment 1 ftp upload question.” I will respond to emails usually within 24 hours.

Attendance:

In person – come to class on time and every week!

Online - In the online learning environment, much of your learning is achieved by interacting with the professor and other students in the online discussion forum. Your attendance will be determined by viewing online lectures each week and by contributing to the online discussion each week.

I will evaluate your participation by your contribution to the online discussions relevant to the **quality** and quantity of your postings. At a minimum, you must contribute at least once a week (equivalent to a C), acceptable contribution should be at least two postings per week (equivalent to a B), and an exceptional contribution should be three or more quality postings per week (equivalent to an A). Don't just post something for the sake of “punching your posting ticket.” Contribute in a meaningful and substantive way for full credit.

Accessing Course Materials: Please monitor Canvas frequently for assignments, quizzes 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.

Covid Related Health Policy

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.

Disability Accommodations

CSU 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 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. You can [apply for DASS services here](#). Faculty, students and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

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](#).

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](#).

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](#).

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](#).

Academic dishonesty is a serious violation of the trust upon which the success of our community depends. Understand that, by registering in this course, you agree to uphold your end of the deal.

Extra note on plagiarism: plagiarism is attempting to pass off someone else's work or ideas as your own. If you copy words (e.g., a sentence) from another source, you have to (1) put those words quotes and (2) provide a reference saying where you copied the words from. In addition, if you reword or paraphrase ideas from another source, you have to provide a reference. Academics do not make things; all we have is our ideas. So if you try to pass off someone's ideas as your own, academics see that as theft.

In case you have doubts as to what constitutes academic dishonesty please see below:

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.

Final Thoughts:

“Good fortune is what happens when opportunity meets with planning.”

Thomas Edison 1847-1931

“I am a great believer of luck, and I find the harder I work, the more I have of it.”

Thomas Jefferson, 3rd President 1743-1826

“Never confuse activity with achievement.”

John Wooden, 1910-2010