

Course: MKT 310 Principles of Marketing

Class: Online, Tuesdays 4:00 – 6:50 pm
August 19, 2023 – December 4, 2023

Instructor: Violet Z. Christopher, MBA,
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Marketing

Email: violet.christopher@csuci.edu

Office Hours: Office Hours:
Mondays 5:00 - 6:00 Mondays, on Zoom
Tuesdays 3:00 – 4:00 on Zoom
Please email in advance to establish an appointment

Instructor Communication Policy:

Please email me your concerns and questions, I will respond within 24 hours Monday – Friday, I may not be available to respond on a weekend, but please leave a message and I will respond on Monday. I will hold office hours from 5:00 to 6:00 on Mondays before class. Please email me to set up an appointment.

**THIS SYLLABUS IS SUBJECT TO CHANGE. You will be promptly notified of any changes. **

Course Description and Objectives

This course 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 lifecycle strategies, pricing, communications, direct and online marketing, and social responsibility and marketing ethics.

Marketing has critical importance to the health and success of organizations. In this course, we will develop the skills and perspective that enable a manager to understand, define and execute complex marketing strategies.

Program Learning Outcomes:

Upon completion of this course the learner 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 (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 considering relevant context (political, social, historical, economic, cultural, environmental) and discuss ethical implications of marketing practices at the societal level. (A, B/C, E)
5. An emphasis will also be placed on:
 - Critical Thinking
 - Oral Communication
 - Written Communication
 - Collaboration
 - Conduct (Ethics)
 - Competency in Discipline
6. The presentation rubric will be as follows:

Name:				
Grading Area		Definition	Points Possible	Points Awarded
1	Professionalism	The student demonstrates professionalism in the way they carry themselves, their dress and their surroundings (for virtual)	10	
2	Knowledge of Course Material	The presentation reflects correct knowledge and application of course content.	10	
3	Organization	The presentation has a logical flow, and the student appears organized in their delivery	5	
4	Delivery/Presentational Skill	The student demonstrates strong presentation skills (e.g., eye-contact, volume, engagement with the audience, not reading script etc.).	20	
5	Visual Aids	The visual aids are well-designed, free of errors, aesthetically pleasing, and follow the format of the presentation.	5	
Total Points			50	
Your score will be converted to a 5-point equivalent				

*By the successful completion of this course, your **course** learning outcomes will enable to you*

- Develop sound marketing strategies.
- Have a clear understanding of the marketing tools that are available to businesses.
- Explain how a company can utilize marketing to achieve its goals.
- Assess a company's use of marketing and make recommendations for improvement.
- Present your ideas in a cogent manner utilizing the tools of strategic marketing management

Course Requirements

- **Prerequisites** - For Business majors: BUS 309/ECON 309 and BUS 310 and MGT 326 with grades of C- or better and Junior Standing; for all other majors: Junior Standing

- **Required Materials and Texts** – One free text will be provided in a pdf format on our Canvas shell.

Grading Criteria

Objective exams and quizzes:

- There will be five exams covering course material.
- In addition, each week quizzes and assignments, varying in style, will be administered.

Assignments and activities: These components will vary in design.

- We will be using various engaging methods to interact with one another and the material. It is designed with creativity and learning in mind.
- Some assignments also require written work designed to improve critical thinking.
- Students are expected to have finished all readings and other work assigned for each class period, and to be able to offer informed and thoughtful comments in class discussion. Each member of the class should be fully conversant in the material.
- An in-class activity cannot be made up. They are designed to be collaborative efforts with your classmates.
- Discussions will be a regular activity occurring both during our Zoom sessions and on Canvas.
- Students will also work in teams to complete an in-class presentation.

Certificates:

- Several certificate learning components will be included. These assignments will be released early if you would like to front-load some work.

Marketing Plan and Presentations:

- Students will be broken into teams to create a team presentation and written marketing plan.

Schedule of Assignment

Below are tentative due dates for major assignments/exams

Exams and Assignments	Description	Due Date
Exam 1	Short answer exam	September 10, 2023
Exam 2	Short answer exam	October 1, 2023
Exam 3	Short answer exam	October 22, 2023
Exam 4	Short answer exam	November 12, 2023
Marketing Plans	Written assignment and	November 19, 2023
Marketing Presentations	PowerPoint slide deck	November 21, 2023
Exam 5	Short answer exam	December 4, 2023

GRADING SCALE:

- Grades are calculated as follows:

Grade	A	A -	B +	B	B -	C +	C	C -	D	F
Points	94-100	90-93.9	88-89.9	83-87.9	80 – 82.9	78 –79.9	73 –77.9	70 –72.9	61-69.9	< 60

- To attain the highest grade possible, it is important to stay informed of your progress throughout the semester. A gradebook is included on our course shell in Canvas for your convenience. Do not wait until the last minute to become concerned about your grade.
- To assess how you are doing, at any time, click on the grades tab and your average will be displayed.

ON TIME PHILOSOPHY:

- Timely feedback helps improve learning. I, therefore, provide prompt scoring and answers. Feedback is designed to help students review the previous week's work in a timely fashion. **All assignments, unless otherwise modified, are due by Sunday night at 11:59 pm. Late assignments will be accepted at a 50 % deduction for a 24-hour period until Monday nights at 11:59 pm.** All grading will be completed by the following Monday, at 11:59 am; in most cases it will be completed by the weekend, when most students focus on their studies.
- Once grading has been completed, you will receive a notification. At that point, take a look at your scores as your grades will be visible. Once you begin the following week's work, they will be hidden again until the next week's work is graded.
- To facilitate the learning of soft skills and to serve as motivation, 5 points in extra assignments (beyond the 100 points) are included. These points are already included in the curriculum. You cannot go back to make up an assignment we've already completed in class, but you can make up the points moving forward and completing all upcoming assignments.
- Please don't asked to be bumped if you find yourself at the cusp of the next grade increment. You have already been accommodated with the extra credit points I have built into the curriculum
- Please do not email any assignments. Assignments will only be accepted within the time period designated on the assignment. The reason for the late assignment does not matter – you forgot, you were not feeling well, your computer crashed, the Internet went down, you had a family emergency, or you thought it was due at some time other than 11:59 pm on Sundays. You have a full week to complete a modest

amount of work.

Start early, and you will have time to recover from a last-minute,

- unanticipated circumstance.
- All written assignments should be submitted in MLA format. Details are provided on our Canvas shell.

GRADING RUBRICS:

- Grading rubrics will be included online on Canvas. Refer to the rubric for guidance to ensure you don't lose unnecessary points.
- I have also included a Students Resources module and a Get Started: The Basics module. These modules will familiarize you with Canvas navigation, course rationale, grading, Campus resources, MLA formatting and more. It must be completed before any other modules are opened to you. If you cannot take the first quiz it is because you have not completed the Get Started module.

GRADE REBUTTALS:

- Students are responsible for checking their grades on Canvas to ensure they are accurate. Canvas notifications are sent to your email once your assignments are graded. Please be sure to set your notifications for this course. Your instructor will consider all grades on Canvas as final 48 hours after those notifications are sent. Any questions regarding your grades must be brought to my attention within 48 hours including your final course grades. No concerns after 48 hours will be considered.

Attendance and Participation Policy

If your syllabus includes an attendance policy, please add this language:

For absences with extenuating circumstances related to a medical condition or disability for which you may require reasonable accommodation, please refer to the Disability Statement.

Class Recording Policy

Students may not record (audio or video) in this class except in accordance with approved ADA accommodations. Any recordings made in connection with a disability accommodation are for the student's personal academic use only and may not be distributed in any manner to any other individual. CFA additional note to faculty: You may feel otherwise and take a different position. In fairness, your students should understand and know your position, as they may be recorded if someone else allows them to record a class session.

Resources for Students of All Abilities

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. You can apply for DASS services. Faculty, students, and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

Campus Public Health Requirements

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 themselves 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, including wearing masks properly during each class session. 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.

Civil Discourse

It is recommended that you include information on your syllabus as to appropriate communication in your course (i.e., cell phones/laptops, email policy, participation requirements, etc.). Please review Ch. 7 and 9 in the Recognize & Refer Handbook for more information and ideas on how to respond to disruptive behavior. *You may wish to include the following statement:* "All students, staff, and faculty on our campus are expected to join in making our campus a safe space for communication and civil discourse. If you are experiencing discomfort related to the language you are hearing or seeing on campus (in or out of classes), please talk with a trusted faculty or staff member. Similarly, please consider whether the language that you are using (in person or on Canvas) respects the rights of others to "engage in informed discourse and express a diversity of opinions freely and in a civil manner" (language from Academic Senate Resolution SR 16-01, Commitment to Equity, Inclusion, and Civil Discourse within our Diverse Campus Community).

In addition, students whose conduct adversely affects the learning environment in this classroom may be subject to disciplinary action. Students that disrupt this course may receive a verbal and written warning from the instructor, they may be excused from the class for the day, they may be excused from the class for up to one class period, and/or they may be referred to the Dean of Students office for further review and possible disciplinary action."

Academic Dishonesty

By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling, or stealing any material for an

examination, or substituting for another person may be considered violations of the Student Conduct Code. If a student is found responsible for committing an act of academic dishonesty in

this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office. For additional information, please refer to [CSUCI's Academic Dishonesty Policy](#).

Academic Integrity is required. Students are encouraged to discuss cases, readings and assignments in and outside of class. However, all assignments should reflect your thinking and writing. Ideas that are not of the author must be referenced in a consistent manner so that credit can accrue to the original sources. University policy specifically prohibits cheating, plagiarism, misrepresentation, and collusion. Academic dishonesty will result in a failing course grade plus any other academic sanctions allowed by the university policy. Written assignments may be screened using Turnitin or some other plagiarism detection services that compare the work against a large database of past work.

Additional Student Resources

- ***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 at CI: <https://www.csuci.edu/basicneeds/>.

- ***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; or text "Hello" to 741741); you can also email us at caps@csuci.edu or visit our website at <https://www.csuci.edu/caps>.

- ***Writing & Multiliteracy Center***

The Writing and Multiliteracy Center (WMC) provides all CI students with FREE online support services and programs that help them become more effective writers and communicators. WMC peer consultants help students at any stage of the composition process in any discipline for writing or speaking (such as online slideshow presentations). Students are also welcome to bring in other types of non-academic or creative work. WMC professional consultants are CI faculty who can help students working on graduate-level writing or personal and research statements required for graduate school applications. WMC tutors can also help those who

want to talk about or wish to learn new skills in speaking in academic or online contexts. Students can drop in for a 30 min tutorial session or ask for one-hour sessions for longer projects. Make an appointment by visiting <http://www.csuci.edu/wmc>.

- ***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. CSU Channel Islands 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 <https://www.csuci.edu/titleix/>.

Preferred Pronouns

Students have the option to update their chosen/preferred name, pronouns, and gender identity through their myCI portal, within CI Records. Additionally, students may request to change their email address to match their chosen name. Click the menu items below for more details. Visit the [Registrar's Gender Identity and Pronouns](#) page for instructions.

- ***Campus Tutoring Services***

You are encouraged to make early and regular use of campus tutors and/or peer-led study groups. For campus tutoring locations, subjects and hours, go to: <http://go.csuci.edu/tutoring>.

- ***Digitally Accessible Course Materials--ALLY***

CSUCI is committed to providing you with the best learning experience possible. With this goal, we have activated ALLY in your Canvas courses. ALLY is a product that focuses on making digital course content more accessible to all students. You will now be able to download most course files in the format that fits best with your learning needs; PDF, HTML, .EPUB and Audio files are now available for most content items. To learn more about the formats available as well as what each format offers visit Ally Support. Should you have any questions or experience issues while using ALLY, please contact [ITS Solution Center](#) at (805) 437-8552.

FALL 2023 – MKT 310 COURSE SCHEDULE

This syllabus is subject to change so follow the detailed resources and assignments available on Canvas.

Week	Date	Chapter Discussion
1	Aug 21-27	Introductions/Review; Syllabus Module 1: What Is Marketing? Gatorade
2	Aug 28-Sept 3	Module 2: Marketing Function Monday, Sept 4, 2023, is Labor Day – no class
3	Sept 4-10	Monday, Sept 4, 2023, is Labor Day – no class Module 3: Segmentation and Targeting Exam 1: Chapters 1-3
4	Sept 11-17	Module 4: Marketing Strategy
5	Sept 18-24	Module 5: Ethics and Social Responsibility
6	Sept 25-Oct 1	Module 6: Marketing Information and Research Exam 2: Chapters 4-6
7	Oct 2-8	Module 7: Consumer Behavior
8	Oct 9-15	Module 8: Positioning
9	Oct 16-22	Module 9: Branding Exam 3: Chapters 7-9
10	Oct 23-29	Module 10: Product Marketing
11	Oct 30 -Nov 5	Module 11: Pricing Strategies
12	Nov 6-12	Module 12: Place: Distribution Channels Exam 4: Chapters 10-12
13	Nov 13-19	Module 13: Promotion: Integrated Marketing Communication (IMC) Marketing Plans and PowerPoints
14	Nov 20-26	Marketing Presentations
15	Nov 27-Dec 3	Module 14: Marketing Globally Module 15: Marketing Plan
16	Dec 4-5	Exam 5: Chapters 13-15
		Best wishes always and thanks for joining me this semester.