



Channel Islands  
CALIFORNIA STATE UNIVERSITY

## **MKT 310: PRINCIPLES OF MARKETING**

### **SPRING 2023 SYLLABUS (SUBJECT TO CHANGE - VERSION 1)**

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**Class meetings:** Tuesdays and Thursdays, 4:30 – 5:45 pm  
Bell Tower 2424

#### **Instructor**

Taylan Yalcin, MBA, DBA  
Assistant Professor of Marketing  
Martin V. Smith School of Business and Economics  
**Email:** [taylan.yalcin@csuci.edu](mailto:taylan.yalcin@csuci.edu)

**Office hours:** Tuesdays and Thursdays 3:00 – 4:30 pm.

Office: Sage Hall 2035; virtual appointments also available: <https://csuci.zoom.us/j/8054373279>

You can get an appointment at <https://calendly.com/taylan-ci>

The standard appointment is 15 minutes, but you can schedule multiple spots if you need a longer appointment.

**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)

**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 0.

**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.

**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 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.

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:

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
<b>Contribution</b>	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.
<b>Relevance</b>	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.
<b>Frequency</b>	Contributes regularly and thoughtfully	Talks a little in most classes	Talks once or joins chorus a few times.	Does not talk in class.	Does not show up.

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.

<b>Assignment</b>	<b># of submissions</b>	<b>Points per submission</b>	<b>Total</b>
Participation			15
The Pitch Assignment	1	2	2
Bio Assignment	1	1	1
LinkedIN Certificates	~10	0.7	7
Review Quizzes	~10	1	10
Team Workshop Assignments	~10	1	10
Midterm Presentation	1	10	10
Final Presentation	1	15	15
Teamwork	1	5	5
Midterm Exam	1	10	10
Final Exam	1	15	15
<b>Final Total</b>	<b>100</b>		

### **CSUCI Services and Policies**

#### **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](mailto: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 21<sup>st</sup> 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.

## Course Outline

Week	Tuesday		Thursday	
1	Jan 24	Course Overview	Jan 26	What is Marketing?
2	Jan 31	What is Marketing? (continued) <i>Tiktok case</i>	Feb 2	Consumer Behavior <i>Costco case</i>
3	Feb 7	Marketing Plan <i>Uber case</i>	Feb 9	Pitches Form teams – Team Contract
4	Feb 14	Market Analysis <i>Spotify case</i>	Feb 16	Workshop SWOT
5	Feb 21	Marketing Research	Feb 23	Workshop Consumer Research
6	Feb 28	Market Selection	Mar 2	Workshop Buyer Persona
7	Mar 7	Positioning <i>A&amp;F case</i>	Mar 9	Workshop Positioning Statement and Perceptual Maps
8	Mar 14	Midterm Team Presentations I	Mar 16	Midterm Team Presentations II
Spring Break				
9	Mar 28	Review	Mar 30	Midterm Exam
10	Apr 4	Product	Apr 6	Workshop Value Proposition
11	Apr 11	Place	Apr 13	Workshop Distribution Channels
12	Apr 18	Price	Apr 20	Workshop Price
13	Apr 25	Promotion	Apr 27	Workshop Promotion Mix
14	May 2	Integrated Marketing Communications	May 4	Workshop
15	May 9	Final Team Presentations I	May 11	Final Team Presentations II
Finals week	May 16	Final Exam @ 4:00 pm in class		