

MKT 310: PRINCIPLES OF MARKETING

Spring 2025 – Asynchronous Online

Zoom link for Office Hours: <https://csuci.zoom.us/j/87206554802>



Instructor

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Office hours: Monday and Friday 9am-10am, or anytime you want to meet (email me with a date and time)

If you are not sure if you need to see me, just email me your question!

THIS SYLLABUS IS SUBJECT TO CHANGE. I WILL DO MY BEST TO NOTIFY YOU IN ADVANCE.

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 1 (not Module 0)

Course Description: This course is designed as a 8 week 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.

Please note that this course is online and self-paced to the extent that you can work ahead, but there are deliverables every week and you should not aim to skip any weeks of work. There are deadlines each week on **SUNDAY at midnight**, 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 a structure, so that we can move through the course material together as a learning community.

Prerequisite(s): 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

Presents and analyzes the fundamental principles, methods and procedures in modern marketing: planning, pricing, distribution, and promotion. Topics include creating customer value and satisfaction, strategic planning, marketing process and environment, research and information systems, consumer markets and consumer buyer behavior, business markets and business buyer behavior, segmentation, product and services strategy, new-product development and product life cycle strategies, pricing, communications, direct and on-line marketing, and social responsibility and marketing ethics.

Program Learning Goals: 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)

Assessments

You will be collecting points through your online 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) please let me know.

DEADLINES ARE NON-NEGOTIABLE! Please submit all deliverables by their due date. Anything after the due date can only earn **half points**. If there is a personal issue that is keeping you from submitting deliverables, please email me so we can come up with a plan. This is a fast course, so it is best to keep on track if possible.

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

Assignments: Everything is available on Canvas. The written assignments will range from 1 to 5 pages depending on the topic of the week and are related to the project for this class.

Exam: You will have one final exam due on the last day of the exam session (May 16th at midnight). You can take it anytime during the exam week. The exam is for 2.5 hours and you must finish it once you start it, so please find a time you can devote your entire attention to the exam.

Participation in online boards: You can answer a question or post your own questions. We are aiming for a thoughtful discussion that is also fun.

Quizzes: There will be short quizzes on the materials each week so you can recap the knowledge.

Project Presentation: The project will entail analysis of a company's marketing practices and suggestions for its improvement. The deliverables are going to be pieces of the project. I expect that you will be able to present your project in a truly professional manner, in a recorded presentation deck. You can choose any technology that feels comfortable to you (I personally like slides with voice recordings, but any other technology will work too).

Discussion Boards Participation	15%
Bio and Pitch Assignments	2%
LinkedIN Certificates	13%
Review Quizzes	10%
Assignments: Project Deliverables	25%
Project Presentation	20%
Exams	15%
Archive	0%
Total	100%

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 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.

