



California State University Channel Islands

MKT 310 Principles of Marketing

Course Syllabus



Instructor: Maria Ballesteros-Sola, DBA
 Class Meetings: Thursdays 6:00 pm – 8:50 pm
 Office: SA 2053
 Office Hours: Thursday 5 – 6 pm or online by appointment
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Business Program Learning Goals

1. Critical Thinking
2. Oral Communication
3. Written Communication
4. Collaboration
5. Conduct (Ethics)
6. Competency in Discipline

Specific Student Learning Outcomes (SLO's) for this course

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.

We will introduce students to the basics of marketing using an active learning methodology. Students will learn to market a broad range of products including goods, services and software.

After the course, the students should be able to:

1. Discuss the fundamentals of marketing and its importance to all organizations, public and private. 1,6

2. Write comprehensive Marketing Plans and Marketing Strategies
1,3,4,5,6
3. Formulate and execute strategies businesses employ to both attract new customers and keep existing ones 1,5,6
4. Identify, conceptualize, and develop solutions for the complex and critical decisions management must face before a product or service is advertised or sold 1,6
5. Communicate logical, reasons business information to support conclusions marketing processes and business ethics through discussion, writing and oral presentations. 1,2,3,5,6

Other critical course objectives are team building, focused and precise writing, public speaking and presentation skills, and proficiency in Microsoft Power Point, Excel and Word, as well as in some web-based critical tools such as Google Doc and Google Presentations.

These objectives will be achieved through a mix of mini-lectures, interactive activities and discussions, writing assignments, guest speakers and a term group project.

The class follows an active hands-on approach to learning. In-class time will be used for collaborative and interactive activities – not your traditional 3 hour-lecture from the professor.

Students will be using technology in and outside the classroom. Some of web-based tools are listed below. Students should get familiar with the tools during the first week of the semester.

- **Google Apps** (Docs and Slides): They can be accessed via the links provided on the course site or via CI Learn under MyDrive tab. Only those that have the link registered in the course will see your work. It will not be retrievable through web searches.
- **VoiceThread:** A VoiceThread is a collaborative, multimedia slide show that holds [images, documents, and videos](#) and allows students to navigate slides and leave [comments in 5 ways](#) - using voice (with a mic or telephone), text, audio file, or video (via a webcam) (Source: www.voicethread.com). Your comments will be made asynchronously in the format of your choice at least you are instructed differently.

Required materials

“**Principles of Marketing**” by **Tanner and Raymond** (Flat World Knowledge). Different formats available depending on your needs and budget.

Since Edition 2 is available for FREE in this link

<http://www.saylor.org/site/textbooks/Principles%20of%20Marketing.pdf> this will be my reference book to be sure financial constraints are not a barrier for any student.

You can buy the newest Edition 3 for as little as \$29.95 in this link

https://catalog.flatworldknowledge.com/catalog/editions/tanner_3-0-principles-of-marketing-3-0

A hard copy (Ed. 2) it is on reserve in the Library – Ask at the front desk.

Additional readings as posted on CI Learn and handed out in the classroom.

Optional reading

- **Principles of Marketing** by Kotler & Amstrong. (Pearson – P. Hall).
- **The Marketing Book** – (5th Edition, 2003) – Edited by M. Baker. Butterworth-Heinemann. Free online edition at: <http://htbiblio.yolasite.com/resources/MarketingBook.pdf>
- **Digital Marketing Textbook** - Quirk Free online edition at <http://www.redandyellow.co.za/product/textbook-digital/>
- **The Marketing Plan Handbook** by M. Burk (Fifth Ed. Pearson)
- **Social Marketing** by Lee & Kotler (Fourth Edition, Sage Publications Inc.)
- Periodicals: Local newspapers, Time Magazine, Entrepreneur, etc.
- Apps: **Harvard Business Review Today** (great podcast series)

Prerequisites: none

Grading

Class Participation (individual)	100
Homework (individual, 30 x3)	90
Pop- quiz	20
Journal (individual)	40
Mid-Term (individual)	150
Final Exam (individual)	300
Team Project (group)	300 (100 +200)

 1000

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: <600	

Class participation and attendance

You are expected to come to class with the assigned readings completed and fully prepared to participate in the discussion. Grading for this section will be based on **attendance, punctuality, preparedness, your contributions** toward advancing class discussion, and generally **fostering learning among peers**.

Class participation¹ provides the opportunity to practice speaking and persuasive skills, as well as the ability to listen. Comments that are vague, repetitive, unrelated to the current topic, disrespectful of others, or without sufficient foundation will be evaluated negatively. What matters is the quality of one's contributions to the class discussion, not the number of times one speaks.

Outstanding Contributor: Contributions in class reflect exceptional preparation. Ideas offered are always substantive; provide one or more major insights as well as direction for the class. Challenges are well substantiated and persuasively presented. If this person were not a member of the class, the quality of discussion would be diminished markedly. **Grade: 90-100**

Good Contributor: Contributions in class reflect thorough preparation. Ideas offered are usually substantive; provide good insights and sometimes direction for the class. Challenges are well substantiated and often persuasive. If this person were not a member of the class, the quality

¹ Note: I obtained these guidelines directly from Dr. Caserta at the IE Business School (source: Caserta, 2013 – Quantitative Methods – Syllabus). In turn, these have been learned from someone else. Although the original attribution for the guidelines has been lost, they continue to be so useful to so many.

of discussion would be diminished. **Grade: 80**

Adequate Contributor: Contributions in class reflect satisfactory preparation. Ideas offered are sometimes substantive, provide generally useful insights but seldom offer a new direction for the discussion. Challenges are sometimes presented, fairly well substantiated, and are sometimes persuasive. If this person were not a member of the class, the quality of discussion would be diminished somewhat. **Grade: 60**

Non-Participant: This person says little or nothing in class. Hence, there is not an adequate basis for evaluation. If this person were not a member of the class, the quality of discussion would not be changed. **Grade: 40**

Unsatisfactory Contributor: Contributions in class reflect inadequate preparation. Ideas offered are seldom substantive; provide few if any insights and never a constructive direction for the class. Integrative comments and effective challenges are absent. If this person were not a member of the class, valuable airtime would be saved. **Grade: 20**

Every week I highlight “**key concepts**” for the following week. At the beginning of each class I do **cold calling** (no warnings) so selected students introduce these concepts to the rest of the class before we start with our collaborative activities. Be prepared; be extra-vigilant in your readings, no excuses.

Only one undocumented absence will be allowed during the semester. Each additional undocumented absence will result in a 10-point penalty deduction from your class participation final grade.

Students are expected to bring their laptops, tablets or smartphones to class.

Homework

Homework will be assigned during the semester and will be graded as pass or fail. Failure to submit a homework assignment will result in a 20-point penalty deduction from your homework grade (per missed assignment).

Homework will be uploaded to CI Learn **before 11.59 pm the day before class with some exceptions**. Please upload the Word file in to CI Learn. If you are not attending the class, be sure you submit it via CI Learn **prior to the class**. No exceptions. **Late assignments are not accepted. Avoid sending me an email with an attachment.**

Homework will be grade base on the quality of the content but also on the look & feel (remember we are in a Marketing class!). This “artifacts” will help you to create your student’s portfolio.

Journal – Double Entry

Writing the Journal will help you to document your growing knowledge of marketing. I encourage you to write in your journal after each class.

First capture in bullet points the main topics discussed in class. Then, add at least one self-reflection paragraph about the class content, activities or even related to group dynamics, main obstacles found, interesting inputs from the guest speakers, etc.

It should become a personal lessons learned exercise that will help you to prepare for the Midterm and Final, and also in future projects.

I will be the only person who will read the journals. I expect you to be open, honest and provide constructive feedback about class materials and activities.

Journal is due at the end of the semester but be sure to have it ready every week in case I check it. Only students with **12 entries** will be awarded full credit. No partial credit, no late submission.

Exams & Quizzes

The Mid-Term will serve as a check- up of your progress. Also it will give you an idea of what to expect on the Final. The format will be a mix of multiple choice questions, topic questions and mini-case analysis. No make ups exams will be given.

Quizzes may be given randomly trough the semester with or without notice. If you do not come to class that day your score will be 0. No make-up exams.

Team Projects: The Marketing Plan

Objective

The core objective is to create a marketing plan for either:

1. an existing product targeted to a new audience
2. or a totally new product

In both cases the target market will be located in Ventura County.

Students are expected to have the hands-on experience that a marketing team goes through, and to apply the learning and insights gained in the classroom.

The project can be focused on any kind of physical and specific product for the **consumer market**. It can include both tangible and intangible components. It can be manufactured by a real company or a new company that you envision. If you have access to a small company or entrepreneur that needs assistance with their marketing plan, come to see me.

I recommend that you choose a product that you really like since you are going to be researching and working extensively with it. I reserve the right to reject a selected product.

The project should be also used as an opportunity to build upon “soft” skills that will always be useful in different aspects of your future career, such as

- team building
- running effective meetings
- developing leadership skills
- using effective feedback
- speaking in public
- writing effectively

I encourage you to use **Google Docs** to collaborate in your team document and avoid e-mailing back and for different versions of the same document.

Team Size: Teams will be self-formed of 5 students per team. Try to get a good balance of backgrounds and skill sets amongst your teammates. You will review and grade your teammates contributions. I expect the students to work hard on the project, but also to have fun.

Deliverables

Deliverable I will be submitted at the beginning of the class that they are due, except the team composition. Please submit printed documents with your name shown prominently. At the beginning of the class each team members will give an *elevator pitch* of the due deliverable. This presentation is not graded it.

Details of each deliverable will be discussed. Please check CI Learn–Section Team Project on the main menu.

Team Project deliverables are identified on the Tentative Schedule Section in this syllabus with the initials TP. The Final Deliverable's grade will be adjusted based on peer-review.

	Deliverables	Points
0	0.a Team Proposal: Team members & team coordinator (names, emails and phones). Get a catchy team name. <i>What's your brand?</i>	0
	0. b Product Selection: 1 page with overview of chosen industry, company and initial product. Elevator Speech	0
1.	First Deliverable: Industry Analysis, Marketing Objectives & Need for Market Research, Target Market, STP, and Product Strategies. <u>Max 10 pages</u> Elevator Pitch	100
2.	Final Marketing Plan (Executive Summary on PowerPoint + Word Document including reviewed Deliverable 1 - <u>Max 15 pages</u>)	200

Final Presentation

The team will present their Executive Summary in PowerPoint in front of the class on the day assigned. Oral presentation should no be longer than 15 minutes. **All** team members are expected to speak in the presentation. After the presentation a 5 minute Q&A will be opened.

Final Report

The Final Report will include a Word document, no more than 15 pages long plus any additional exhibits.

After the final presentation each team member will grade each of his/her team members in a scale from 0-100%. The objective is to evaluate your teammates' work. You will consider each of your teammate's efforts, commitment to the success of the project, and contribution to the final results, critical thinking, availability, dependability to get their work completed on time, assistance to other team members, conflict mediation and any other variables you believe were critical during the semester for a successful outcome.

Individual Final Deliverable's grades will be adjusted based on a non-competitive peer-review that you will submit at the end of the course. Peer-scores are confidential.

Guest Speakers

In order to achieve the objectives outlined early in the Syllabus, I have invited several accomplished speakers who will share their marketing experience in each of their industries.

The speakers have provided me with tentative dates. Final dates will be confirmed via CI Learn/ classroom. I expect the students to research the speaker's company ahead of time, and be able to formulate thoughtful questions that will enrich our learning.

The following schedule of assignments is subject to change with notice.

TENTATIVE SCHEDULE

- PM: Textbook
- HW: Homework

VT: VoiceThread
G: Google

TP: Team Project

#	DAY	SUBJECT AREA	REQUIRED READING	ASSIGNMENT/ DELIVERABLE	OTHER ACTIVITIES/ READINGS
1	08/31	Introduction & Course Overview	PM (Ch. 1, Section 1 & 2)	G. Doc: Expectations Comment on Syllabus VT Student ID pictures and personal card (in class)	Navigating CI Learn (course tour) How to use VT
2	09/07	UNIT 1: Intro	PM (Ch. 1)	Final day to bring ID picture	Article: "The joke's on us when we buy bottled water" TP: overview
3	09/14	UNIT 2: Strategic Planning The Marketing Plan	PM (Ch. 2 & 16 only pag. 315-325)	HW 1: What's MK & Where do you fit in?	TP: overview
4	09/21	UNIT 3: Consumer Behavior	PM (Ch. 3)	TP: Team Proposal due	
5	09/28	UNIT 4: Marketing Research	PM (Ch.10)	TP: Product Selection & Elevator Pitch	"Ugly" questionnaire review in class
6	10/05	UNIT 4: Marketing Research (II)		HW 2: Part 1: Store Check VT (15 points)	Market Research – Data Base – Google – in class
7	10/12	UNIT 5: Segmenting, Targeting & Positioning	PM (Ch. 5)	HW 2: Part 2: Report (15 points)	Coolhunting Microtrends Discussion & video
8	10/19	MIDTERM Documentary: Best Movie			
9	10/26	UNIT 6: P for PRODUCT: Creating, Developing and Managing Offerings	PM (Ch. 6 & 7)		CI Learn article: IDEO
10	11/02	UNIT 7: P for PLACE: Marketing Channels	PM (Ch. 8 & 9)	TP: First Deliverable & Elevator Pitch	
11	11/09	UNIT 8: P for PROMOTION	PM: Ch. 11		
12	11/16	UNIT 8: P for PROMOTION (II)	PM: Ch. 11, 12 & 13	HW 3: Case Written Analysis	
	11/23	Thanksgiving – Campus Closed			
14	11/30	UNIT 9: Pricing	PM Ch.15		
15	12/07	TP: The Marketing Plan Final Report + Presentations			
16	12/14	FINAL EXAM			

In- Class Protocol: Cell phones and pagers are allowed in class only when they are silent/vibrate. If you need to answer an urgent call please leave the room. If your cell phone disturbs any part of the class you will be asked to leave the class and lose any points associated to that day. No exceptions.

Laptops are not allowed in the class unless you are using it to take class notes or to complete any of the assigned in-class exercises. No exceptions.

Cheating, Plagiarism and Other Forms of Academic Dishonesty

All work that students submit, as their own work must, in fact, be their own work. In accordance with CSU Channel Islands policy on academic dishonesty, students in this course who submit the works of others as their own (plagiarize), cheat on tests and examination, help other students cheat or plagiarize, or commit other acts of academic dishonesty will receive appropriate academic penalties, up to including failing the course.

Papers with plagiarized ideas or language will be graded “F” and must be rewritten with proper use of quotations and referencing. The grade of “F” will remain the recorded grade on the assignment.

The Internet is a great source of information and I encourage you to use it for research. However, do not copy another author’s writing word for word, except for brief passages to support your thesis. When using another writer’s work, accurately identify it with a proper citation and footnote.

Plagiarism or cheating on test and exams will results in an “F” (0 points) on the test or exams, very likely resulting in a lower or possibly a failing final grade in the course. To complete course requirements, students must retake the test or exam during the instructor’s scheduled office hours.

Plagiarism on homework or project deliverables will result in 0 point grade for that document.

In case where the cheating or plagiarism was premeditated or planned, students may receive and “F” for the course.

Disabilities Accommodations

Cal State University 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 and Support 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 the Disability Accommodation and Support Services office at (805) 437-8510 for personal assistance and accommodations. All requests for accommodations require appropriate advance notice to avoid delay in services. Please discuss approved accommodations with me ASAP!

Disclaimer

Information contained in this syllabus, other than the mandated by the University, may be subject to change with advance notice.

Final Thoughts

This class and all that we strive to accomplish are about you and for you! Class is the safest laboratory that you will experience in your career. Make the most out of it! Work hard and have fun! Thank you for choosing this class. I am looking forward to working with you.

*"Inspiration exists, but it has to find you working."
Pablo Picasso*