**CSU Channel Islands**

**MKT310: Marketing**

**MW:** 12:00pm – 1:15pm

**Professor:** Dr. Susan A. Andrzejewski

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**Office Hours:** M: 3:30pm-5:30pm; W: 3:30pm-4:30pm; by appointment

**Office Location:** Sage Hall 2053, CSU Channel Islands main campus

**Course Description:** 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 life cycle strategies, pricing, communications, direct and on-line marketing, and social responsibility and marketing ethics.

**Statement on Liberal Learning:**

“A truly liberal education is one that prepares us to live responsible, productive, and creative lives in a dramatically changing world. It is an education that fosters a well-grounded intellectual resilience, a disposition toward lifelong learning, and an acceptance of responsibility for the ethical consequences of our ideas and actions…Liberal learning is not confined to particular fields of study. What matters in liberal education is substantial content, rigorous methodology and an active engagement with the societal, ethical, and practical implications of our learning.” ~ American Association of Colleges & Universities, 1998

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

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

**Course Objectives:** By the end of this course, assuming you fulfill course expectations, you should be able:

1. To discuss the nature and scope of Marketing activities in business.
2. To elaborate on why Marketing activities are important to the overall strategy of a business organization.
3. To examine how Marketing affects consumers, the environment, and society at large.
4. To appreciate the ethical issues involved in Marketing.
5. To apply the Marketing concepts learned in class to the development of a marketing plan for a new product and/or service.
6. To analyze a Marketing case analysis and prepare informed recommendations.
7. To understand and discuss Marketing from a critical perspective.
8. To improve your ability to think independently.

**Required Materials:**

Texts:

Berger, J. (2013). *Contagious: Why Things Catch On.* New York, NY: Simon & Schuster.

Kotler, P., Kartajaya, H., & Setiawan, I. (2010). *Marketing 3.0: From Products to Customers to the Human Spirit.* Hoboken, NJ: John Wiley & Sons, Inc.

Silk, A. (2006). *What is Marketing?* Boston, MA: Harvard Business Press.

Cases:

Course tests are based on two required case analyses. The cases come from Harvard Business School Publishing, and you are required to purchase the cases prior to each exam. The cost is $4.25 per case, and you may access and purchase the cases via this link:

**Lectures/Attendance:** Each class builds upon the previous one and it is important you attend all classes. Please make every attempt to be on time for the lectures. Your attendance is reflected in your Class Involvement grade (10% of your final grade; see below). Arriving late/leaving early is very disruptive to the students around you and will negatively affect your Class Involvement grade. An absence may be excused if I receive official notification from the University.

**CI Learn:** Some lectures will be presented on PowerPoint slides. These slides will be posted on CI Learn. All efforts will be made to post these notes prior to class. However, at times they may be posted after class due to unforeseen circumstances. These slides should serve as outlines for the material covered and will *NOT* substitute for your attendance in class. Also, articles and classroom announcements will be posted at this site. Please make it a habit to check for announcements.

*Note:* this semester the campus is operating two Course Management Systems (CMS) – Blackboard and Canvas. This course will utilize Canvas. The “Marketing Application” assignment also requires Zoom. Additional information/training on Zoom can be found by clicking on this link: https://www.csuci.edu/tli/ats/zoom/

**Grades:** Grading will be as follows:

1. Exams, each worth 300 points (60%)
   1. Exam 1
   2. Exam 2
2. Marketing Plan, worth 300 points (30%)
   1. Written Plan, worth 150 points
   2. Timeline Assignments, worth 100 points
   3. Oral Presentation, worth 50 points
3. Class Involvement, worth 100 points (10%)
   1. Marketing Application, worth 25 points
   2. Participation/Attendance, worth 75 points

**Grading Scale:**

A+ 97% & above C 73 – 76%

A 93 – 96% C- 70 – 72%

A- 90 – 93% D+ 67 – 69%

B+ 87 – 89% D 63 – 66%

B 83 – 86% D- 60 – 62%

B- 80 – 82% F 59% and below

C+ 77 – 79%

**Assignments and Evaluations:**

Reading Assessments: You will be expected to have all readings completed *before* class and be ready to actively discuss the readings in class. Students should focus on the core ideas and theories used in these readings and relate them to the larger scheme of marketing, business, organizations, and society. We will typically use time in class to discuss and explore some (but not all) of the concepts covered in the readings in greater detail.

Exams: The cumulative exams will cover assigned readings and class lectures. Make-up tests will not be administered. If you miss one of the scheduled exams, you must complete the Optional Final Exam (see below). These exams are designed to allow you to apply the knowledge of marketing concepts learned in class to actual marketing cases. In essence, the exams will serve as an assessment of course knowledge and also ask you to act as a consultant hired by the firm to critically analyze the situation and provide strategic marketing advice.

Marketing Plan: For the term project, students will form small groups (3-5 students) and develop a marketing plan for a new product and/or service. This project involves producing a well-developed written marketing plan (25-30 pages), as well a professional oral presentation of the plan (10-15 minutes plus 5-10 minutes for questions). At various times during the semester, I have assigned components of the marketing plan that should be completed and submitted when due.

Every member of the group is expected to fully participate in the project, including attending group meetings, providing adequate input into each timeline assignment and the final project, and preparing and presenting the final project. If one student is not pulling their weight, then the following protocol should be used: (1) The group should first talk with the group member to try and resolve the issue. (2) If the first tactic does not work, then the group should meet with Dr. Andrzejewski to work it out. (3) If the issue is still not resolved, then the group member will be “fired” from the group and required to complete an alternate assignment. At the end of the semester, I will also ask each group member to assess the quality and quantity of their fellow group members’ contributions to the project. While the final grade on the group project is awarded to the entire group, these assessments may influence individuals’ grades on the final project.

Class Involvement: Class involvement incorporates your class preparation, participation, homework assignments, and attendance. Your class involvement grade is not simply awarded for attending class and needs to be earned through active preparation for, and participation in, class sessions. This includes completing assigned readings and homework assignments and actively participating in class discussions. Please be aware that quantity of speaking does *not* equate excellent positive class involvement. Positive involvement reflects contributions that advance the discussion by presenting new ideas or insights, or building on others’ comments, or presenting a counterpoint to others’ comments in a respectful way. Contributions that are not positive are those that simply repeat points already made or deride others’ contributions in a discourteous way. Class involvement will be recorded on a daily basis (0 = absent, 1 = poor involvement, 2 = satisfactory involvement, 3 = good involvement, 4 = excellent involvement). Excused absences are only granted when a written excuse from the University is given to Dr. Andrzejewski. *Note:* I hope you enjoy actively participating in the class discussions. If you are hesitant to participate for any reason, please do not hesitate to come and see me.

Marketing Application Assignment: Marketing is a unique functional area of business in that even people who are not professionally involved with the marketing industry are still impacted by marketing on a regular basis. Each week, several students have been assigned to develop a five-minute professional, rehearsed zoom presentation of a current, real-world application of one of the concepts covered in the week’s readings. The application may come from your own experience, a case analysis, and/or current events. The presentation will be graded on: (1) demonstrated knowledge of the assigned topic, (2) correct application of the course concept to relevant, real-world example, (3) professionalism, (4) delivery/presentation skill, and (5) visual aids.

Optional Final Exam: There is an optional cumulative final exam for this course that is designed to give students an additional opportunity to demonstrate their knowledge of marketing concepts. The final exam is worth 300 points (30% of your final grade) and will replace a student’s lowest test score.

**Late Work Policy:** Late work will result in a 5pt deduction for each day (24 hours) the assignment is turned in late.

**Classroom Etiquette:** As a consideration to the instructor and your fellow students, please turn your cell phones to the silent mode, or off, before entering class. If you have an emergency situation that requires you to keep your cell phone on, please inform Dr. Andrzejewski at the beginning of the class. Additionally, professional behavior is expected at all times. Disruptive students will see a negative effect on their final grade, as well as be subjected to appropriate disciplinary measures including removal from class at the discretion of the instructor.

**Laptop Policy:** Students may bring laptops to class; however, the expectation is that laptops will be used for note taking and course related activities. Using laptops for non-course related activities is prohibited and students who violate this policy will see a negative impact on their Class Involvement grade.

**Cell Phone Policy:** Using cell phones for non-course related activities is prohibited and students who violate this policy will see a negative impact on their Class Involvement grade. If you need to access your cell phone, please do so before or after class.

**Audio/Visual Recording:** Any recording (e.g., audio, visual, photography, etc.) of the instructor, students, exhibits, presentations and/or guest speakers is entirely prohibited. Students who violate this policy will receive a final grade of “F” for the course.

**Academic Integrity:** It is the responsibility of each individual student to achieve the highest standards of academic integrity. Please refer to the Academic Dishonesty and Honor Code sections on CSUCI’s website. Lapses in such integrity (i.e., cheating, plagiarism, etc.) will result in a zero on the assignment and referral to the proper disciplinary personnel.

**ADA Statement:** CSUCI provides accommodations for any student with documented disabilities. If you have a disability and believe you require accommodations, please contact the Disabilities Services Coordinator. Please also see Dr. Andrzejewski early in the semester so we can make appropriate arrangements.

#### **Tentative Syllabus**

#### **Class Date Reading Topic & Assignment Due**

**Part I: Marketing Basics**

**Week 1**

M 8/28 Introduction to the course and syllabus

W 8/30 WM 1 Marketing Strategy

**Week 2**

M 9/4 Labor Day – NO CLASS!

W 9/6 WM 2 Consumer Behavior

**Week 3**

M 9/11 Value Creation & New Product Development

W 9/13 WM 3 STP; **Value Creation**

**Week 4**

M 9/18 WM 4 Product Policy

W 9/20 WM 5 Going to Market; **Market Analysis**

**Week 5**

M 9/25 WM 6 Marketing Communications & Promotions

W 9/27 WM 7 Optimal Pricing; **STP**

**Week 6**

M 10/2 WM 8 Personal Selling & Sales Management

W 10/4 WM 9 Managing Customers & Services; **Product**

**Week 7**

M 10/9 **Exam 1**

W 10/11 Marketing is Dead & Halfway Evaluations

**Part II: Alternative Paradigms**

**Week 8**

M 10/16 C Intro & 1 Why Things Catch On & Social Currency

W 10/18 C 2 Triggers; **Place**

**Week 9**

M 10/23 C 3 Emotion

W 10/25 C 4 Public; **Promotion**

**Week 10**

M 10/30 C 5 Practical Value

W 11/1 C 6 Stories; **Price**

**Week 11**

M 11/6 3.0 1-2 Marketing 3.0 Trends; **Contagious**

W 11/8 3.0 3-4 Marketing the Mission to Consumers & Employees

**Week 12**

M 11/13 3.0 5-6 Marketing the Mission to the Channel Partners & Shareholders;

**Implementation**

W 11/15 3.0 7-8 Socio-Cultural Transformation & Entrepreneurship

**Week 13**

M 11/20 3.0 9-10 Green Marketing & Credos; **Marketing 3.0**

W 11/22 Course Wrap-Up

**Week 14**

M 11/27 **Exam 2**

W 11/29 **Presentations**

**Week 15**

M 12/4  **Presentations**

W 12/6 **Presentations**

F 12/8 **Final Paper** Due to Dr. A. by 10:00am

**TBA Final Exam**

WM = “What is Marketing”

C = “Contagious”

3.0 = “Marketing 3.0”

The student acknowledges receipt of the syllabus and the information herein by completing the student information card during the first class session. The instructor reserves the right to make changes to the syllabus if circumstances warrant such change. All changes will be provided to students in writing.