

CSU Channel Islands
MKT310: Marketing
MW: 1:30 – 2:45p.m.

Professor: Dr. Susan A. Andrzejewski

Office Phone: 805-437-3724

Email: susan.andrzejewski@csuci.edu (best way to contact me)

Office Hours: MW: 3:00pm-4:00pm; by appointment

Office Location: Sage Hall 2011

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.

- A. Critical Thinking
- B. Oral Communication
- C. Written Communication
- D. Collaboration
- E. Conduct (Ethics)
- F. Competence in Discipline

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

- A. To discuss the nature and scope of Marketing activities in business.
- B. To elaborate on why Marketing activities are important to the overall strategy of a business organization.
- C. To examine how Marketing affects consumers, the environment, and society at large.
- D. To appreciate the ethical issues involved in Marketing.
- E. To apply the Marketing concepts learned in class to the development of a marketing plan for a new product and/or service.
- F. To analyze and prepare a Marketing case analysis.
- G. To understand and discuss Marketing from a critical perspective.
- H. 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. (2016). *Marketing 4.0: Moving from Traditional to Digital*. Hoboken, NJ: John Wiley & Sons, Inc.

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

Cases:

There are two required cases for this course. Since the cases come from Harvard Business School Publishing, you are required to purchase them. The cost is \$3.95 and you may access the cases via the link provided in Canvas.

Lectures/Attendance: Each class builds upon the previous one and it is important that you attend all classes. Please make every attempt to be on time for the lectures. Arriving late/leaving early is very disruptive to the students around you and will negatively affect your Class Involvement grade (see below). Your attendance is reflected in your Class Involvement grade (7.5% of your final grade; see below). 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.

Grades: Grading will be as follows:

1. Exams, worth 300 points each (60%)
 - a. Exam 1
 - b. Exam 2
2. Marketing Plan, worth 325 points (32.5%)
 - a. Written Plan, worth 150 points
 - b. Timeline Assignments, worth 100 points
 - c. Oral Presentation, worth 75 points; 50 individual/25 group
3. Class Involvement, worth 75 points (7.5%)

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. All of the exams are case-based, so you will be asked to synthesize and apply the material from the course to the real-world scenario presented in the case itself. Make-up tests will not be administered.

Marketing Plan: For the term project students will form small groups (3-4 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 as 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.

Homework: Homework assignments will be given in some classes. Completing the assignments is vital to success in the course and will contribute to your Class Involvement grade.

Late Work Policy: Late work will result in a 5 points day 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: Recent research continues to document the negative impact using laptops in class can have on student's ability to learn content and actively participate in the classroom; therefore, this semester students will not be allowed to use laptops/personal tablets/cell phones during this seminar. If you have ADA accommodations that conflict with this policy, please let me know ASAP.

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 CI'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: CI 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 8/27		Introduction to the course and syllabus
W 8/29	WM 1	Marketing Strategy
Week 2		
M 9/3		Labor Day – NO CLASS
W 9/5	WM 2	Consumer Behavior
Week 3		
M 9/10	WM 3	STP
W 9/12	WM 4	Product Policy; Value Creation
Week 4		
M 9/17	WM 5	Going to Market
W 9/19	WM 6	Marketing Communications and Promotions; Market Analysis
Week 5		
M 9/24	WM 7	Optimal Pricing
W 9/26	WM 8	Personal Selling & Sales Management; STP
Week 6		
M 10/1		Services Marketing
W 10/3	WM 9	Managing Customers; Product Description
Week 7		
M 10/8		Flex Day – NO CLASS
W 10/10		Exam I
Part II: Alternative Paradigms		
Week 8		
M 10/15	C Intro & 1	Why Things Catch On & Social Currency
W 10/17	C 2	Triggers; Place
Week 9		
M 10/22	C 3	Emotion
W 10/24	C 4	Public; Promotion
Week 10		
M 10/29	C 5	Practical Value
W 10/31	C 6	Stories

Week 11

M 11/5 4.0 1 – 2 Power Shifts & Marketing Paradoxes
 W 11/7 4.0 3 – 4 Digital Revolution; **Contagious**

Week 12

M 11/12 **Veteran's Day – NO CLASS**
 W 11/14 4.0 5 – 6 The New Consumer Path & Productivity Metrics; **Implement.**

Week 13

M 11/19 4.0 7 – 8 Industry & Human-Centric Marketing
 W 11/21 4.0 9 – 11 Content, Omnichannel, & Engagement Marketing; **4.0**

Week 14

M 11/26 **Exam 2**
 W 11/28 **Presentations**

Week 15

M 12/3 **Presentations**
 W 12/5 **Presentations**

F 12/7 **Final Paper** Due to Dr. A. by 10:00am

TBA**Final Exam**

WM = "What is Marketing"

C = "Contagious"

4.0 = "Marketing 4.0"

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.