



Channel Islands  
CALIFORNIA STATE UNIVERSITY

## **MKT 310: PRINCIPLES OF MARKETING FALL 2018 SYLLABUS (VERSION 1)**

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Email: via Canvas Inbox

Office Hours: Tuesdays and Thursdays 8:30 – 10:00 AM | Visit at 2035 Sage Hall |  
If these times do not work, please send an email to schedule

Course Text: All reading materials will be posted on Canvas.

- Marketing Principles (available on Canvas)

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 and there is less to do on their own time; it also resolves any scheduling conflicts you may encounter for your team project meetings.

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. Describe and apply basic marketing concepts to real life cases (A, C, F)
2. Analyze and suggest marketing strategies for brands or companies through your team projects (A, B, C, D, E, F)
3. Communicate these suggestions through professional presentations and reports (B, C)
4. Evaluate existing marketing practices used by companies (A, E, F)

## 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.

Assignment	# of submissions	Points per submission	Total
Participation			15
The Pitch Assignment	2	1	2
Workshop Assignments	6	1	6
WMC visits	2	2.5	5
Final Draft	1	10	10
Final Presentation	1	10	10
Peer Evaluation	1	5	5
Online Quizzes	2	3	6
In-class Quizzes (Kahoot!)	2	3	6
Midterm exam	1	15	15
Final exam	1	20	20
<b>Final Total</b>			<b>100</b>

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 one midterm and one final exam as scheduled (see the schedule below).

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.

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.

### **CSUCI Policies**

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 the Disability Accommodation Services office at (805) 437-8510 for personal assistance and accommodations.

Academic Honesty: I was a student not so long ago, you should take honesty seriously, so will I. Understand that, by registering in this section you agree to uphold your end of the deal.

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 1: Aug 28 – Aug 30 | PART I – Getting Started

Course Overview and Introductions  
What is Marketing?

### Week 2 – 3: Sept 4 – Sept 11 | PART II – Module A – Marketing as...a discipline

Topic 1 – Marketing Research  
Topic 2 – Consumer Behavior  
Debate – Marketing Ethics

Online [Quiz 1](#) – Life Lessons from an Ad Man

### Week 3 – 7: Sept 13 – Oct 11 PART II – Module B – Marketing as...a strategic business process

Topic 1 – Marketing Strategy  
[Assignment 1](#) - The Pitch (form teams)  
[Workshop 1](#) – Team Contract & Project Outline  
Stage 1 – Market Analysis  
[Workshop 2](#) – External Analysis PESTEL & Internal Analysis VRIO  
Stage 2 – Market Selection: STP  
[Workshop 3](#) – ST  
Stage 3 – Marketing Decisions  
Topic 2 – Competitive Advantage  
[Workshop 4](#) – USP & Positioning

### Week 8: Oct 16 – Oct 18 | Midterm Review and Exam

### Week 9 & 11: Oct 24– Nov 8 PART II – Module C – Implementation of Marketing Decisions

Topic 1 – Marketing Mix  
Product  
Place  
[Workshop 5](#) - The 2 Ps  
Price  
Promotion  
Topic 2 – Branding  
[Workshop 6](#) – IMC (Promotions and Branding)  
[Stage 4 – Evaluation: Customer Loyalty and Satisfaction, Marketing Metrics]

### Week 12: Nov 13 | PART III – Module A – Markets as...

Topic 1 - ... a place  
Topic 2 - ... an economic entity  
Substitutes  
Competitor: direct, indirect  
Types of Competition  
Topic 3 - ... people  
Suppliers  
Customers: Consumer, User, Buyer, Client

### Week 12 – 14: Nov 15 – 20 | PART III – Module B – Market Dynamics

Topic 1 - Actors: C2C, B2C, B2B, Government, Non Profit  
Types of Markets: Consumer, Institutional, Industrial, Reseller  
Topic 2 - International Markets & Economic Systems

### Week 14: Nov 27 | PART III – Module C – Social Marketing

Topic 3 - Social Change through Marketing

Online [Quiz 2](#) – What nonprofits can learn from Coca-Cola

### Week 14 & 15: Nov 29 – Dec 4 | Presentations

### Summary Schedule

Week # Day	Date	Topic	Due Date of..
1 – Tu	Aug 28	Overview	
1 – Th	Aug 30	What is Marketing?	
2 – Tu	Sep 4	Marketing Research	
2 – Th	Sep 6	Consumer Behavior	
3 – Tu	Sep 11	Marketing Ethics Debate: Life Lessons from an Ad Man	Quiz: Life Lessons from an Ad Man
3 – Th	Sep 13	The Strategic Marketing Plan	
4 – Tu	Sep 18	The Pitch	The Pitch - Proposal
4 – Th	Sep 20	Workshop 1: Project Outline	Team Contract
5 – Tu	Sep 25	Market Analysis	Workshop 1: Project Outline
5 – Th	Sep 27	Workshop 2: SWOT	
6 – Tu	Oct 2	STP	Workshop 2: SWOT
6 – Th	Oct 4	Workshop 3: Market Selection	
7 – Tu	Oct 9	Competitive Advantage	Workshop 3: Market Selection
7 – Th	Oct 11	Workshop 4: USP & Positioning	
8 – Tu	Oct 16	Midterm Review	Workshop 4: USP & Positioning
8 – Th	Oct 18	Midterm Exam	
9 – Tu	Oct 23	Marketing Mix: Product & Place	
9 – Th	Oct 25	Workshop 5: The 2 Ps	
10 – Tu	Oct 30	Marketing Mix: Price	Workshop 5: The 2 Ps
10 – Th	Nov 1	Marketing Mix: Promotion	
11 – Tu	Nov 6	Branding	
11 – Th	Nov 8	Workshop 6 : IMC	
12 – Tu	Nov 13	Markets as place/economic entity/people	Workshop 6: IMC
12 – Th	Nov 15	Market Dynamics: Actors	
13 – Tu	Nov 20	Market Dynamics: International Markets and Economic Systems	
13 – Th	Nov 22	Happy Thanksgiving 😊	
14 – Tu	Nov 27	Market Dynamics: Social Change through Marketing	Quiz: What nonprofits can learn from Coca Cola
14 – Th	Nov 29	Presentations	Final Paper
15 – Tu	Dec 4	Presentations	
15 – Th	Dec 6	Final Review	