



Channel Islands
CALIFORNIA STATE UNIVERSITY

MKT 310: PRINCIPLES OF MARKETING SPRING 2019

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How to reach me: Please use our Canvas Inbox to get into contact.

For short questions, I usually can get back to you within 36 business hours. For longer issues the response time will be dependent on the requirements of the request. For urgent inquiries please indicate in the subject line and email the time-bound nature of your reason to reach out to me. I will pay special attention to respond as promptly as possible.

Office Hours: Please schedule through www.calendly.com/ekin-ci

Tuesdays and Thursdays, 12:30-1:15pm and 3:30-5:30pm
at Sage Hall 2135 or via Zoom: <https://csuci.zoom.us/j/763569545>

Wednesdays, 4-5pm via Zoom: <https://csuci.zoom.us/j/763569545> only

Each week I will add more hours, in the case of no vacancy, and dependent on other meetings I am expected to attend as part of the faculty. So, if you are unable to find a time check back often.

No show appointments that are not cancelled in advance are disrespectful not only to me but also, and more importantly, to your fellow classmates, who are trying to schedule a time with me. If you fail to cancel or reschedule an appointment you are unable to make, your following appointment may be double booked with the assumption that you might not show up. So please empathize with others who are trying to find an appropriate time and cancel at least 24 hours in advance if you are unable to attend.

Appointments will take precedence, **walk-ins** will only be accommodated on a first come basis and only if no appointments are made by others during the posted hours. So please make sure to schedule an appointment at the link provided above to ensure availability.

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

Course Text: While you are not asked to buy a book for this class we are using Canvas modules as our text. You may choose to read the chapters posted or complete the Lynda certificates to

prepare for class discussion. These will help you significantly with your participation grades should you be able to study and recall the material to respond to the discussion questions in class. It is solely your responsibility to keep track of deadlines and study material posted. Please check Canvas regularly, at least once a week.

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)

Assessments

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 **experience 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). In addition to the experience points you accumulate for your final grade you have multiple opportunities to earn **QPasses**, which can be used during the in-class exams to skip questions you are unable to answer or finish in the allotted time. These should be used strategically and serve like extra credit for your work on Canvas. You earn them by working for them and should allocate your budget in the exams carefully.

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 | 5 | 1 | 5 |
| WMC visits | 2 | 2.5 | 5 |
| Marketing research Draft | 1 | 10 | 10 |
| Final Presentation | 1 | 10 | 10 |
| Peer Evaluation | 1 | 5 | 5 |
| Online Quizzes | 1 | 3 | 3 |
| In-class Quizzes (Kahoot!) | 4 | 2.5 | 10 |
| Midterm exam | 2 | 10 | 20 |
| Final exam | 1 | 15 | 15 |
| Final Total | | | 100 |

Assignments: Both individual and team assignments will become available on Canvas as you complete the modules. Most team assignments will be related to the project and you might even be able to finish some of them during the workshops, in which case you will only be responsible for remembering to upload them to Canvas.

Debates: During the course of the semester we will conduct two Oxford style debates. Before the first one we will have a guest lecturer from the Writing and Multiliteracy Center, who will provide us with the necessary information about this type of debate as well as some common logical fallacies during debates. You will be randomly put into groups and assigned a position for both debates. While you will have the opportunity to prepare ahead of time for the first debate, the second debate will require that you recall the workshop and prepare in class for your assigned arguments. Think of the first one as practice and the second one as assessment of the skills you acquired in the relevant activities.

Exams: You will have two midterms and one final exam as scheduled (see the schedule below). First midterm will be a timed, take-home case study on Canvas. This one is intended to familiarize you with reading and analyzing the case. After your submission, we will go over the case together in class and discuss your responses. The second midterm will be yet another case study, however this time you will be doing the analysis in class, for this one you may prepare a one-page cheat sheet to help you during the exam. Your final exam is a comprehensive two-hour exam that will take place during the scheduled final time, no notes or any other materials are allowed. Make sure to use your midterms as preparation for the final, as the structure and question formats will be similar however with increasing complexity.

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 marketing research for a product, service or cause. A detailed, professionally written report should be presented by the due date. make sure to visit out Embedded Multiliteracy Tutor (EMT) at the Writing and Multiliteracy Center (WMC) with your initial draft. Fill the form provided to you individually and make the changes before submitting your final draft. Keep in mind, the project can only be what you make of it. You reap what you sow!

Presentation: The second part of your project composes of a presentation of your Marketing Mix based on the findings of your report in the first phase. You will be asked to summarize your Product, Place and Price decisions as well as prepare a media plan complete with at least one conventional promotion and one social media campaign. 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.

WMC: You are expected to be visit the Writing and Multiliteracy Center at least two times during the semester. First with the initial draft of your marketing research report, then with your final presentation slides. Each time you should individually fill the form provided and attach a picture to the WMC assignment on Canvas, individually. Your grade will heavily depend on how much you improved the from the initial to the final submission.

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.

Schedule of Topics Covered

| Week | Date | Day | Topic |
|-----------------|-------------|------------|---|
| 1 | 22-Jan | Tuesday | Introductions |
| | 24-Jan | Thursday | Markets |
| 2 | 29-Jan | Tuesday | Marketing |
| | 31-Jan | Thursday | Marketing Plan |
| 3 | 5-Feb | Tuesday | The Pitch |
| | 7-Feb | Thursday | Kahoot!1 + Workshop 1 |
| 4 | 12-Feb | Tuesday | Marketing Research |
| | 14-Feb | Thursday | Marketing Research |
| 5 | 19-Feb | Tuesday | Consumer Behavior |
| | 21-Feb | Thursday | Kahoot!2 + case analysis - take home exam |
| 6 | 26-Feb | Tuesday | Debate workshop and assignment |
| | 28-Feb | Thursday | Debate |
| 7 | 5-Mar | Tuesday | Marketing Strategy |
| | 7-Mar | Thursday | Market Analysis |
| 8 | 12-Mar | Tuesday | Workshop 2 - planning |
| | 14-Mar | Thursday | Market Selection |
| Spring Break | 19-Mar | Tuesday | No class :) |
| | 21-Mar | Thursday | |
| 10 | 26-Mar | Tuesday | Positioning |
| | 28-Mar | Thursday | Kahoot!3 |
| 11 | 2-Apr | Tuesday | Midterm - Open book |
| | 4-Apr | Thursday | Marketing Mix |
| 12 | 9-Apr | Tuesday | Product |
| | 11-Apr | Thursday | Place |
| 13 | 16-Apr | Tuesday | Price |
| | 18-Apr | Thursday | Pricing |
| 14 | 23-Apr | Tuesday | Promotional strategy + Media planning |
| | 25-Apr | Thursday | IMC + Branding |
| 15 | 30-Apr | Tuesday | Presentations |
| | 2-May | Thursday | Presentations |
| 16 | 7-May | Tuesday | Debate |
| | 9-May | Thursday | Kahoot!4 |
| Finals | | | |