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**Version 1/30/14**

Please note office hours may be updated: Schedule and speaker date and may be slightly altered.

**MKT 310 - Principles of Marketing**

**Course Syllabus – Spring 2014**

Section 3: Tues/Thurs 3:00-4:15 pm

Section 4: Tues/Thurs: 4:30-5:45 pm

Instructor: **Jennifer Keysor, MBA**

**Preferred Email:** [Professor.Keysor@gmail.com](mailto:Professor.Keysor@gmail.com)

Office Hours: Sage Office, #2016, Tuesdays 6-8pm or by appointment

Emergencies only: 818-314-7634 (please do not text me unless it is urgent)

**Course Description:**

Approximately 2.5 lecture hours per week. Class 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, 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.

**Business Program Learning Goals:**

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

**Course Learning Outcomes:**

1. Analyze and present orally in writing the fundamentals of marketing and its use in organizations, public and private.(1,2,3,5,6)
2. Formulate and describe orally and in writing strategies businesses employ to both attract new customers and keep existing ones. (1,2,3,4,5.6)
3. Perform a case study situation analysis on existing companies’ internal and external environments, and present your findings in both written and recorded PowerPoint presentation format. (1,2,3,4,6)
4. Develop and present orally and in writing solutions for the complex and critical decisions management must face *before* a product or service is advertised or sold.(1,2,3,5,6)
5. Develop and write a real-world comprehensive Marketing Plan with your assigned team and present plan to the client. (1,2,3,4,6)

**Required (Mandatory) Text:**

**Text**: Kotler and Armstrong. Principles of Marketing. Prentice-Hall (14th Edition; ISBN 10: 0-13-216712-3). This textbook is required the first day of class and should be brought to all classes. **It is mandatory to have a book**. An e-book version is available online through Coursesmart.com and Chegg..

Some supplementary reading will be assigned throughout the course. Most supplementary materials will be provided for you, available at the library or accessible by the web.

**Course Requirements:**1. Ten Textbook/Lecture Quizzes (online/blackboard or in-class) 10 points each 100 points

2. One Case Study PowerPoint (with class partner) 25 points

3. 5 homework/in class assignments 5 points each 25 points

5. Exam 1 100 points

6. Exam 2 100 points

7. Situation Analysis (individual) 50 points

8. Marketing Plan Final: (Team Project-written paper and oral pres + outline) 150 points

8. Class participation: Classroom activities, attendance, discussions 100 points

(Your class participation score will automatically be lowered 20 points for every undocumented/unexcused absence ***past 4 absences***.

**Total 650 points**

**Grading Structure:**

Points Final Grade

94%+ A

90-93% A-

88-89% B+

83-87% B

80-82% B-

78-79% C+

73-77% C

70-72% C-

60-69% D

Below 60% F

Withdrawals and incompletes will be allowed under the policies in the Student Handbook (with proof of a student’ situation).

**Attendance: You are allowed 4 absences, after that, your overall score will be deducted 20 points for every class missed without a documented doctor/family/emergency excuse.** You are expected to come to class with the assigned readings completed and fully prepared to explain the key concepts and participate in the discussion and activities. Grading for this section will be based on **test scores,** **attendance, preparedness, your contributions** toward advancing class discussion, and generally fostering learning among peers.

Every week we highlight “**key concepts**”. During class I do **cold calling** (no warnings) so selected students may explain these concepts to the rest of the class along with other collaborative activities. Be prepared; be extra-vigilant in your readings!

**Team Project**

Your final project will be a team-composed Marketing Plan to be presented on Finals Day. You will be graded by your team peers on your contribution to the final grade. If your team lists you as a 100% participation,you will get 100% of the final grade, if your team lists you as a 70%, you will receive 70% of your team score on the final. This policy is to assure equal participation and merit, and to discourage “free loaders.”

**No late quizzes/assignments/tests:**

Quizzes, tests and assignments will not be accepted late. **Blackboard** **quizzes close after due date.** Papers are submitted in hard copy at the beginning of class due date. Please do not send papers to me by email unless instructed. If you miss a deadline/test, there are no make-ups unless you have an emergency (i.e. medical) with proof of situation. There are no makeups for the Final Marketing Plan/Presentation on Finals day.

**Note about Exam 1 & 2 and Marketing Plan Speaker /Final Marketing Plan Presentations: These are mandatory classes. There will be no makeup. If you miss the class day that the Exams or Marketing Plans are given, you will get an “F” for the Exam or Project.** (You will only be excused due to urgent situations with proof, i.e. medical emergency, etc. and you are required to contact me as soon as possible.It is permissible to call or text me in this situation)

**Online Quizzes:** Online quizzes will be avail in advance at least 2-3 days before the due date on Blackboard. These are open book. You must take these alone, no teaming up (honor code). You also cannot copy and paste text into the field boxes, must be original content. There are 10 quizzes. (Note: With an advance notice, an in-class quiz occasionally may be substituted for an online quiz) Online quizzes are **due at 11:59 on the due date.** No makeups. It is advised to take online quizzes early in case of any unforeseen technical issues. Please see Schedule for due dates.

**No Cell phones/No Texting**: **Use of cell phone is not allowed in class. Please respect this rule, it can cause you to be dismissed from the class period and/or impact your participation score. If you are texting during an Exam or Final, you will receive an F on the final, and may face further disciplinary action.**

**Laptops**: **Laptops/Tablets are not open in class** unless you have cleared it with me beforehand. No exceptions. Please be advised that smartphones will not work correctly for quizzes on Blackboard. If you are relying on your laptop for note taking, please arrange your seating toward the front of the room and notify me beforehand. Internet browsing during lecture is not acceptable; if this privilege is misused, then I will not allow laptops/tablets in the class for the rest of the semester until the final project.

**Writing Standard**: The standard of writing is that of an upper division Cal State University class. Students should have already achieved correct English grammar and punctuation skills; those who have not should catch up by asking for help from the writing center or studying *The Elements of Style* or similar text. Poor writing will count against your assignment’s grade. References/Bibliographies can be either in the MLS or AP style. Note about handwriting legibility: If I can’t read it, it doesn’t count.

**Leaving Class Early:** If you must leave class early, please inform me before class in person. Arriving late or leaving early more than a few times will affect your participation grade. Please do not leave early on the days of Final Project presentations or you will be penalized. You are not allowed to leave class during an exam until you are finished.

**Contacting the Professor:** The best way to reach me is my ***personal email: professor.keysor@gmail.com***—although, sometimes it may take up to 48 hours to reply (not including weekends). Since I am part-time, I do not answer the CSUCI email as frequently.

**Accessing Course Materials:** Please monitor your class Blackboard frequently for assignments, quizzes and documents. Please check your CSUCI email regularly for correspondence.

**Policies**

**Disabilities Statement:**

Cal State 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. All requests for accommodations require appropriate advance notice to avoid delay in services. Please discuss approved accommodations with me.

**Cheating, Plagiarism and Other Forms of Academic Dishonesty**

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.

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 premeditatedor planned, students may receive and “F” for the course.

The Vice President for Student Affairs shall maintain an Academic Dishonesty File of all cases of academic dishonesty with the appropriate documentation. Student may appeal any actions taken on charges of academic dishonesty to the "Academic Appeals Board." The Academic Appeals Board shall consist of faculty and at least one student. Individuals may not participate as members of the Academic Appeals Board if they are participants in an appeal. The decision of the Academic Appeals Board will be forwarded to the President of CSU Channel Islands, whose decision is final.

**Disclaimer**: Information contained in this syllabus, other than that mandated by the University, may be subject to change with advance notice, as deemed appropriate by the instructor.

**Schedule:**  (Note: Exam 1 and 2, Marketing Plan Speaker and Final are Mandatory Days. \*Marketing Speaker Date may change.

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| **Dates** | **Topic to be discussed at next class Chapter Reading Due Before Class** | **Test/Quiz/Assignment Due\*** |
| Jan 21 | Syllabus Review, Overview, Marketing Introduction. | Access Blackboard, Obtain Textbook |
| Jan 23 | Chapter 1. Marketing: Creating and Capturing Customer Value | Online Practice Quiz Due, Jan 27 |
| Jan 28 | Chapter 2. Company and Marketing Strategy | Online Quiz Chapter 1-2, Due Jan 28 |
| Jan 30 | Chapter 3. Analyzing Marketing Environment  The Marketing Plan (Appendix) | Homework 1 Due |
| Feb 4 | Chapter 4. Managing Marketing Info to Gain Customer Insights | Online Quiz Chapter 3-4,  Due Mon, Feb 3 (11:59pm) |
| Feb 6 | Chapter 5. Consumer Markets and Consumer Buyer Behavior | Homework 2 Due |
| Feb 11 | Chapter 6. Business Markets/Business Buyer Behavior | Online Quiz Chapter 5-6,  Due Mon, Feb 10 (11:59pm) |
| Feb 13 | Chapter 7. Customer Driven Marketing Strategy | Homework 3 Due |
| Feb 18 | Chapter 8. Products, Services and Brands, Service Marketing Case Study Review | Online Quiz Chapter 7-8  Due Mon, Feb 17 (11:59pm) |
| Feb 20 | Chapter 9. New Product Development | Homework 4 Due |
| Feb 25 | Chapter 10. Pricing: Understanding/Capturing Customer Value | Online Quiz Chapter 9-10 Due Mon, Feb 24 (11:59pm)  **Service Marketing Case Study Due Feb 25** |
| Feb 27 | **Chapters 1-10 Review (Test prep lecture in class)** |  |
| Mar 4 | **Study for Exam 1** | **Exam 1 (Chapters 1-10, Appendix 1, Lecture) Bring Green Scantron** |
| Mar 6 | Chapter 11. Pricing Strategies/Case Study Review |  |
| March 11 | Chapter 12. Marketing Channels: Delivering Customer Value: Case Study Review | Online Quiz Chapter 11-12, Due Mon, Mar 10 |
| March 13 | Chapter 13. Retailing and Wholesaling | Case Study : 5 References Due in class  (including 2 peer reviewed- bring print out) |
| March 18 | Review of Case Study Requirements/Questions/Feedback on References. |  |
| Mar 20 | 14. Communicating Customer Value: IMC | Online Quiz Chap 13-14, Due Wed, March 19 |
| Mar 24-29 | **SPRING BREAK – NO Class** |  |
| Apr 1 | Possible GUEST SPEAKER\*  15. Advertising and Public Relations, | **Case Study Outline** **Due online by Apr 1** |
| Apr 3 | 16. Personal Selling & Sales Promotion, Review of Case Study Questions, Team Requests. \*Alternative Day for GUEST SPEAKER | Online Quiz Chap 15-16, due Wed, Apr 2  Homework 5 Due |
| Apr 8 | Chapter 17. Direct and Online Marketing | Team Assignments. Online Quiz Chap 17-18, Due Mon, April 7 |
| April 10 | Chapter 18. Creating Customer Value,  Textbook: Marketing Plan Review, Please read Appendix 1 Plan | **Case Study Paper Due, hard copy in class**  **Marketing Plan Speaker Day (TBD)\*** |
| Apr 15 | Chapter 19. The Global Marketplace, Marketing Plans | (\*Alternate Day Marketing Plan Speaker) |
| April 17 | 20. Sustainable Marketing, Discuss Marketing Plans | Online Quiz Chap 19-20, Due April 16 |
| April 22 | **Chapters 11-20 Review (Test prep lecture in class)** | **Exam 2 Review** |
| Apr 24 | Study for Exam 2 | **Exam 2 (Chapters 11-20 Appendix 1, Lecture) Bring Green Scantron** |
| Apr 29 | Finish Marketing Plan outlines, Teams Meet outside of Class |  |
| May 1,5,8 | Meet with Teams to Finalize Marketing Plan; Q&A for Marketing Plans. | **Marketing Outlines Due May 1 at the end of class- Submit Digitally to Blackboard.** |
| **May 10-14** | **Finals Week: Marketing Plan Papers: All Groups Due 11:59pm Mon, May 12 digital submission** (Must submit additional PPT presentation digitally 2 hours before final.)  3:00 pm Class Final: Thurs, May 15, 1-3pm  4:30 pm Class Final: Tues, May 13, 4-6pm | **FINAL Oral Presentations: Mandatory Attendance. Bring TWO printed copies od Marketing Plan & PPT due in Class.** |