**Syllabus – Spring 2011**

**Version 1/27/10**

May change slightly due to guest speaker availability

**MKT 310 - Principles of Marketing**

Section 2: T, TH 3:00–4:30pm

Instructor:

**Jennifer Keysor, MBA**

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Office Hours: Sage Office, #2042, Tuesdays 6pm–8pm or by appointment

**Course Description:**

Three hours lecture per week. 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.

**Course Learning Outcomes:**

1. Analyze and present orally and in writing the fundamentals of marketing and its use in all organizations, public and private.
2. Formulate and describe orally and in writing strategies businesses employ to both attract new customers and keep existing ones.
3. 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.

**Text**: Solomon, et al. Marketing: Real People, Real Choices. Pearson Education (6th Edition; ISBN 10: 0-13-605421-8. Some supplementary reading will be assigned throughout the course. The supplementary materials will be provided for you, available at the library or accessible by the web. This textbook is required the first day of class and must be brought to all classes. It is also available online.

**Learning Objectives:**

* Discuss fundamentals of marketing, and its importance in business strategy.
* Evaluate and create effective marketing strategies and solutions.
* Develop, write and present an effective, comprehensive team marketing plan..

**Course Requirements:**1. 4 Reading Quizzes 20 points each 80 points

2. 2 Homework Assignments 10 points each 20 points

2. One Written Case Study (plus outline assignment) 50 points

3. Exam 1 100 points

4. Marketing Plan (Team Project-written paper and oral pres + outline) 100 points

5. Exam 2 100 points

5. Class participation: Classroom activities, attendance, discussions 50 points

**Total 500 points**

**Grading Structure:**

Points Final Grade

465-500 A

450-464 A-

440-449 B+

415-439 B

400-414 B-

390-399 C+

365-389 C

350-364 C-

300-349 D

Below 300 F

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

**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.

**Academic Dishonesty:**

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.

**Late Assignment penalty:**

If your Assignment/Homework is late, your work will lose one letter grade for each **calendar** day late. However, you can meet your assignment deadline by emailing me in the blackboard digital dropbox your completed work prior to class time. When you return to class, hand in a paper copy. The paper copy will be graded and the digital drop box will note your time of completion. If you miss a quiz, there is no make-up unless you have a emergency (i.e. medical) with proof of situation. Exam 1 & 2 and Final Marketing Plan pres/papers will not be accepted late.

**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 via my cell phone 818-314-7634 as soon as possible.)

**No Cell phones/No Texting**: As a rule, the phone needs to be turned off unless you need to receive an urgent call --do not answer cell phone calls during class. If you need to receive an urgent text or call during class, please set your phone on silent mode, and take the call outside. Frequent interruptions will hurt your participation grade. Note: **Texting** during class is not allowed and you will be dismissed from the class period if texting.

**Laptops:** Are closed the entire class period unless otherwise advised. It is recommended you bring paper to class for notes. There are exceptions toward the end of the semester when you meet with your teams, and will be noted in class.

**Writing Standard**: The standard of writing is that of an upper division class. Students should have already achieved correct 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. 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. 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.

**Contacting the Professor:** The best way to reach me is my ***personal email***—although, sometimes it may take up to 48 hours to reply. If you need a response within 24 hours, it is best to call me on my cell phone (818-314-7634). My email address is [surfmediaenterprises@yahoo.com](mailto:surfmediaenterprises@yahoo.com). Please do not text me unless it is urgent.

**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:**

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| --- | --- | --- | --- |
| Week # | **Dates** | **Topic/ChapterReading Due Before Class** | **Test/Quiz/Assignment Due\*** |
|  |  |  |  |
| 1 | Jan 25 | Syllabus Review, Overview 1: Creating and Delivering Value |  |
|  | Jan 27 | 2: Strategic Market Planning | Practice Quiz (chapter 1)- Blackboard, due Jan 28 midnight |
| 2 | Feb 1 | 3: Thriving in a Marketing Environment, |  |
|  | Feb 3 | 4: Marketing Research | Quiz 1 (Chapter 1-4)  (Blackboard until Feb 4 midnight) |
| 3 | Feb 8 | 5: Consumer Behavior , 6: B2B |  |
|  | Feb 10 | 7:Target Markets  Segmentation Homework Review |  |
| 4 | Feb 15 | 8: Creating the Product | Homework 1:  Segmentation Assign. Due in class |
| Feb 17 | 9: Managing the product | Quiz 2 (Chapters 5-9)  (Blackboard until March |
| 5 | Feb 22 | 10.Services Marketing |  |
| Feb 24 | Case Study Review | Homework 2: Services Marketing Assignment Due in Class |
| 6 | March 1 | 11: Pricing |  |
| March 3 | Case study review | Quiz 3  (Chap. 9-11) |
| 7 | March 8 | Case Study Review |  |
|  | March 10 | Work on Case Study Outline/References | Case Study outline Due |
| 8 | March 15 | Review Chapters 1-11 | Exam Review |
|  | March 17 | Study For Exam | **EXAM 1**  (Chapters 1-11, Appendix A) |
|  | March 22 |  | **Spring Break** |
| 9 | March 24 |  | **Spring Break** |
|  |
| 10 | March 29 | 12. Promotional Strategy, Integrated Marketing | Team Requests |
| March 31 | Caesar Chavez Holiday | Caesar Chavez Holiday |
| 11 | April 5 | 13: Advertising, Sales, and PR: |  |
| April 7 | 14: Personal Selling, Sales Mgt, Direct Mktg | **Case Study Paper due** |
| 12 | April 12 | 15: Supply Chain Management, Distribution | Team Assignments |
| April 14 | Review Appendix A: Situation Analysis. Prepare Speaker Questions | **Marketing Plan Guest Speaker** |
| 13 | April 19 | 16: Retailing | **Quiz 4 (Chapt. 15-16)** |
| April 21 | Meet with Teams | Exam 2 Review |
| 14 | April 26 | Review | **EXAM 2** (Chapters 12-16, Marketing Plan Details, Lectures + readings) |
|  | April 28 | Review Marketing Plan outline |  |
| 15 | May 3 | Meet with teams outside of class | **Marketing Plan Outline Due** |
| May 5 | Team Meetings with Instructor/ Marketing Plan Questions | Meet with Teams in Class |
| 16 | May 9 | Marketing Plan Review, Meet with Teams outside of class | Review Marketing Plan Questions, Meet with Teams |
| May 12 | Marketing Plan Questions, Meet with teams outside of Class | Meet with teams in Class |
| 17 | May 19 (Thurs) | **FINAL: Marketing Plan Presentations-  All Groups**  **4-6 PM** | **Marketing Plan Paper & PPTs:** Hard Copy Turned in and Digital File submitted to Dropbox **Peer Reviews Completed** |

It is mandatory for you to attend the Marketing Plan Speaker Day, Exam Days and FINAL day. The days scheduled for speakers may change due to speaker availability.