**Syllabus – Spring 2012**

Please note syllabus may be updated.

**MKT 310 - Principles of Marketing**

TH; 7:00–10:00pm

Instructor:

**Erik Tarkiainen, MBA**

Preferred Email: [etarkiainen@yahoo.com](mailto:etarkiainen@yahoo.com); Cell: 818-451-9195

Office Hours: Sage Office, #2016

Thursdays 6:30pm–7:00pm or by appointment

**Course Description:**

Three hour 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**: Kotler and Armstrong. Principles of Marketing. Prentice-Hall (14th Edition; ISBN 10: 0-13-216712-3) 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. An e-book version is available online through Coursesmart.com.

**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. Exam 1 125 points

2. Exam 2 125 points

3. Marketing Plan (Team Project-written paper and oral pres + outline) 125 points

4. Class participation: Classroom activities, attendance, discussions 125 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.

**No late assignments/tests:**

Tests and assignments will not be accepted late. If you miss a quiz/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 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 818-451-9195 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/text 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.

**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 until you are finished.

**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 (818-451-9195). My email address is [etarkiainen@yahoo.com](mailto:etarkiainen@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 | January 26 | Syllabus Review, Overview, Marketing Introduction |  |
|  |  | 1. Marketing: Creating and Capturing Customer Value |  |
| 2 | February 2 | 2. Company and Marketing Strategy | Read Chapters 1-3 |
|  |  | 3: Analyzing the Marketing Environment |  |
| 3 | February 9 | 4. Managing Marketing Info to Gain Customer Insights | Read Chapters 4-5 |
|  |  | 5. Consumer Markets and Consumer Buyer Behavior |  |
| 4 | February 16 | 6. Business Markets/Business Buyer Behavior | Read Chapters 6-7 |
|  | 7. Customer Driven Marketing Strategy |  |
| 5 | February 23 | 8. Products, Services and Brands | Read Chapters 8-9 |
|  | 9. New Product Development |  |
| 6 | March 1 | 10. Pricing: Understanding/Capturing Customer Value | Read Chapters 10-11 |
|  | 11. Pricing Strategies |  |
| 7 | **March 8** | **Exam 1 (Chapters 1-11, Appendix 1, Lecture)** | Study for Exam 1 |
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| 8 | March 15 | 12. Marketing Channels: Delivering Customer Value | Read Chapters 12-13 |
|  |  | 13. Retailing and Wholesaling |  |
|  | **March 22** | **Spring Recess** |  |
|  | March 29 | 14. Communicating Customer Value: IMC | Read Chapters 14-15 |
| 9 |  | 15. Advertising and Public Relations |  |
|  |
| 10 | April 5 | 16. Personal Selling and Sales Promotion | Read Chapters 16-17 |
|  | 17. Direct and Online Marketing |  |
| 11 | April 12 | 18. Creating Customer Value | Read Chapters 18-20 |
|  | 19/20. The Global Marketplace /Sustainable Marketing |  |
| 12 | **April 19** | **Exam 2 (Chapters 12-20, Appendix 1, Lecture)** | Study for Exam 2 |
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| 13 | April 26 | Meet with Teams | Review of Marketing Plan Format |
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| 14 | May 3 | Review Marketing Plan outline | **Marketing Plan Outline Due/Review** |
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| 15 | May 10 | Meet with teams/write marketing Plan | Marketing Plan Work |
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| 16 | May 17 | **FINAL: Marketing Plan Presentations- All Groups** | **Marketing Plan Paper & Oral Presentations Due. Mandatory Attendance.** |