**Syllabus – Spring 2013**

**Version 1/23/13**

Please note office hours may be updated: Speaker date may change.

**MKT 310 - Principles of Marketing**

Section 3: Wed 6:00-8:45pm

Room 1424 Bell Tower

Instructor: **Jennifer Keysor, MBA**

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

Cell (only for urgent matters, please do not text): 818-314-7634

Office Hours: Sage Office, #2016

Wednesdays: 4:00-6:00pm

**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, 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). 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.

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.

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

3. One Written Case Study, 6-7 pages (plus outline assignment) 75 points

4. One Service Marketing PowerPoint Presentation/Written Summary 25 points

5. Exam 1 100 points

6. Exam 2 100 points

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

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

(your class participation score will automatically be lowered 10 points if you miss more than 1 class, if you miss more than 3 classes you cannot pass class)

**Total 550 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).

**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 quizzes/assignments/tests:**

Quizzes, tests and assignments will not be accepted late. 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 is 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 via my cell phone 818-314-7634 as soon as possible.)

**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 2 pm** before start of class due date. No makeups. It is advised to take online quizzes early in case of any unforeseen technical issues.

**No Cell phones/No Texting**: As a rule, the phone needs to be turned off and not on your desk. Do not answer cell phone calls/texts during class. If you need to receive an urgent text or call during class, please set your phone on silent mode, notify me before class you are expecting a call 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.**

**Laptops:** Are closed after the first 10 minutes of 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. If you have an e-textbook, please make arrangements with me individually to arrange special seating.I will advise you when you can have open laptop if you have a digital e-textbook.

**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 or similar instruction. 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: professor.keysor@gmail.com***—although, sometimes it may take up to 48 hours to reply. Since I am part-time, I do not answer the CSUCI email as frequently. For truly urgent matters phone (818-314-7634). I do not accept texts.

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

**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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| **Dates** | **Topic to be discussed at next class Chapter Reading Due Before Class** | **Test/Quiz/Assignment Due\*** |
|  |  |  |
| Jan 23 | Syllabus Review, Overview, Marketing Introduction. Chapter 1. Marketing: Creating and Capturing Customer Value | Online Practice Quiz Due, Jan 22 |
| Jan 30 | 2. Company and Marketing Strategy,  3. Analyzing Marketing Environment | Online Quiz Chapter 1-2, Due Jan 29 |
| Feb 6 | 4. Managing Marketing Info to Gain Customer Insights; 5. Consumer Markets and Consumer Buyer Behavior | Online Quiz Chapter 3-4, Due Feb 5 |
| Feb 13 | 6. Business Markets/Business Buyer Behavior 7. Customer Driven Marketing Strategy | Online Quiz Chapter 5-6, Due Feb 12 |
| Feb 20 | 8. Products, Services and Brands  9. New Product Development | Online Quiz Chapter 7-8, Due Feb 19 |
| **Feb 27** | 10. Pricing: Understanding/Capturing Customer Value  Chapters 1-10 Review (Test prep lecture in class) | Online Quiz Chap 9-10,Due Feb 26 **Service Marketing PPT Due online before class** |
| **March 6** | Study for Exam 1 | **Exam 1 (Chapters 1-10, Appendix 1, Lecture)** |
| March 13 | 11. Pricing Strategies/Case Study Review  12. Marketing Channels: Delivering Customer Value | Online Quiz Chapter 11-12, Due Mar 12  Case Study : 5 References Due in class (including 2 peer reviewed- bring print out) |
| March 20 | SPRING BREAK | **SPRING BREAK** |
| **March 27** | 13. Retailing and Wholesaling  14. Communicating Customer Value: IMC | Online Quiz Chap 13-14, Due March 26  **Case Study Outline** **Due online by Midnight** |
| **April 3** | 15. Advertising and Public Relations, Team Requests.  16. Personal Selling and Sales Promotion, Review of Case Study Questions | Online Quiz Chap 15-16, due April 2 |
| **April 10** | 17. Direct and Online Marketing  18. Creating Customer Value,  Textbook: Appendix 1 | Online Quiz Chap 17-18, Due April 9  Team Assignments  **Case Study Paper Due (hard copy in class)**  (\*Alternate Day Marketing Plan Speaker) |
| **April 17** | 19. The Global Marketplace  20. Sustainable Marketing, Discuss Marketing Plan, Exam 2 Review | Online Quiz Chap 19-20, Due April 16  **Marketing Plan Speaker\*** |
| **April 24** | Discussion/Q&A of Marketing Plan  Appendix 1, | **Exam 2 (Chapters 11-20 Appendix 1, Lecture)** |
| **May 1** | Finish Marketing Plan outlines, Teams Meet outside of Class | **Marketing Outlines Due April 30 midnight** |
| May 8 | Meet with Teams to Finalize Marketing Plan; Q&A for Marketing Plans. |  |
| **May 13,14** |  | **Marketing Plan Papers Due Mon, May 13th by Midnight: Digital Dropbox**  **Peer Reviews Due Tues May 14 Midnight** |
| **May 15** | **FINAL: Marketing Plan Presentations-  All Groups** 7-9 PM  Must submit PPT presentation digitally before final. | **Oral Presentations: Mandatory Attendance. TWO printed copies Marketing Plan Portfolios due in Class.** |
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* Online Quizzes will be avail approx.3 days before due date. It is mandatory for you to attend the Marketing Plan Speaker Day, Exam Days and FINAL day.   
  \*The days scheduled for speaker may change due to speaker availability.