

## Syllabus for Principles of Marketing (MKT-310)

### Instructor

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### Course Description

This course 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. We view these topics through the emerging business trends of globalization, social responsibility, environmental sustainability, and managerial ethics.

### Learning Outcomes

On completion of this course, students will be able to:

- Discuss the fundamentals of marketing and its importance to all organizations, public and private
- Write comprehensive Marketing Plans and Marketing Strategies
- Formulate and execute strategies businesses employ to both attract new customers and keep existing ones
- Identify, conceptualize, and develop solutions for the complex and critical decisions management must face before a product or service is advertised or sold
- Communicate logical, reasoned business information to support conclusions about marketing processes and business ethics through discussion, writing and oral presentations

### Required Text

#### ***Marketing: An Introduction (10th Edition)***

by Gary Armstrong and Philip Kotler

Prentice Hall; 10th edition (January 24, 2010)

Print ISBN-10: 0136102433 or ISBN-13: 978-0136102434

You must have ready access to a copy of the book in order to do well in the course.

### Course Approach

The class will be conducted as a blended learning course consisting of class discussions of current topics in marketing, business cases, and in-class group workshops. Lectures will be limited to summaries of the textbook materials and suggestions for approaching the material. Students are encouraged to ask questions and actively participate in class. It is expected that students will come to class having read the assigned reading materials. Students will frequently work in teams to give deeper meaning to the reading material.

The PowerPoint slides, course hand-outs, and study notes can be found on the course CI-Learn (BlackBoard) site. These materials are intended to supplement, not replace, the textbook.

Each class will start with a short discussion of a current event or two that bears some relevance to the course subject matter.

## Course Policies

Your attendance each meeting is essential to your success in the course. If it becomes necessary for you to be absent, please send the instructor an email. Please see the Student Guidebook at:

[www.csuci.edu/students/publication/guidebook](http://www.csuci.edu/students/publication/guidebook)

and the CSU-CI Policies webpage at:

<http://www.csuci.edu/policies.htm>

for campus-wide policies applicable to this and all CSU-CI courses including policies on academic dishonesty and accommodations available for students having disabilities.

## Evaluation Method

The final grade for this course will be based on a total of 100 points, as follows:

| Points | Date                      | Description                                                                                                                                                                                                                                                                                                                                                    |
|--------|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 40     | Feb 26<br>Apr 9<br>May 14 | <b>Tests.</b> Three tests will be offered throughout the session with each test worth 20 points (or 20% of your grade); the lowest test score of the three will be dropped. Tests will consist of multiple choice and short essay questions.                                                                                                                   |
| 20     | Apr 30                    | <b>Group Project.</b> The course project will consist of a written Marketing Plan document and a class presentation. A more detailed description of the Marketing Plan project is presented below. A grading rubric can be found with the Assignments on CI-Learn (BlackBoard).                                                                                |
| 8      | Various                   | <b>Case Presentation.</b> Each student team will be responsible for presenting a marketing business case. The schedule for these presentations is shown below. A grading rubric can be found with the Assignments on CI-Learn (BlackBoard).                                                                                                                    |
| 8      | Feb 19<br>Mar 12          | <b>Market Research.</b> Each student team will prepare a market research survey on SurveyMonkey.com, distribute the survey to friends, family, or other students in the class, and prepare an analysis of the results. A grading rubric can be found with the Assignments on CI-Learn (BlackBoard).                                                            |
| 16     | As noted on the Schedule  | <b>Class Prep Quizzes.</b> Ten (10) online quizzes will be assigned for selected chapters. Each quiz will consist of eight (8) questions taken from the reading material. Quizzes are open-book. Each quiz is to be completed before the class when due as is timed for 20 minutes. Your lowest two (2) quiz scores will be dropped in calculating the points. |
| 8      | Throughout semester       | <b>Class Participation.</b> Points will be awarded for participation in presentations and in-class team assignments.                                                                                                                                                                                                                                           |

## Course Team Project

During the course you and your team will prepare a marketing plan for a new product or service. A sample Marketing Plan is available as a sample in Appendix 1 of the textbook. We will spend time during our first session to discuss the project, form groups, and develop a strategy for the successful completion the project. The project write-up will be due on April 30, 2013. Reports are required to follow the APA guidelines (e.g. double-spaced, 1-inch margins, 12-point font, and include a list of all references). Each group will give a presentation of their Marketing Plan to the class during our last class session.

## Reading and Assessment Assignments

The table that follows presents a schedule of course assignments, subject to change with notice. If your team is not presenting, your active interaction with the presenting team will improve your class participation score.

| Week | Week      | Textbook Assignment                                                                                          | Assessment                             | Case Study                                |
|------|-----------|--------------------------------------------------------------------------------------------------------------|----------------------------------------|-------------------------------------------|
| 1    | 22-Jan-13 | 1 - Marketing: Creating and Capturing Customer Value, and<br>16 - Marketing Ethics and Social Responsibility | Merchants of Cool<br><br>Quiz-01: Ch16 |                                           |
| 2    | 29-Jan-13 | 2 - Company and Marketing Strategy: Partnering to Build Customer Relationships                               | Quiz-02: Ch02                          | Hulu Case Study                           |
| 3    | 5-Feb-13  | 3 - Analyzing the Marketing Environment                                                                      | Quiz-03: Ch03                          | Team A: Trap-Ease<br>Team B: Target       |
| 4    | 12-Feb-13 | 4 - Managing Marketing Information to Gain Customer Insights                                                 | Quiz-04: Ch04                          | Team C: Enterprise<br>Team D: ZipCar      |
| 5    | 19-Feb-13 | 5 - Understanding Consumer and Business Buyer Behavior                                                       | Survey Questions<br>Quiz-05: Ch05      | Team E: Starbucks<br>Team F: Las Vegas    |
| 6    | 26-Feb-13 | 6 - Customer-Driven Marketing Strategy: Creating Value for Target Customers                                  | <b>Test 1 (Ch 1 - 5)</b>               |                                           |
| 7    | 5-Mar-13  | 7 - Products, Services, and Brands: Building Customer Value                                                  | Quiz-06: Ch07                          | Team G: Nintendo<br>Team H: Payless Shoes |
| 8    | 12-Mar-13 | 8 - Developing New Products and the Product Life-Cycle                                                       | Survey Presentations                   |                                           |
| 9    | 19-Mar-13 | Spring Break                                                                                                 |                                        |                                           |
| 10   | 26-Mar-13 | 9 - Pricing: Understanding and Capturing Customer Value                                                      | Quiz-07: Ch09                          | Team I: Zara<br>Team J: Whole Foods       |
| 11   | 2-Apr-13  | 10 - Marketing Channels: Delivering Customer Value                                                           | <b>Test 2 (Ch 6 - 10)</b>              |                                           |
| 12   | 9-Apr-13  | 11 - Retailing and Wholesaling                                                                               | Quiz-08: Ch11                          | Team K: CocaCola<br>Team L: LearCorp      |
| 13   | 16-Apr-13 | 12 - Communicating Customer Value: Advertising and Public Relations                                          | Quiz-09: Ch12                          | Team M: eBay<br>Team N: Nokia             |
| 14   | 23-Apr-13 | 13 - Personal Selling and Sales Promotion                                                                    | Quiz-10: Ch13                          | Team O: Int'l Paper                       |
| 15   | 30-Apr-13 | 14 - Direct and Online Marketing: Building Direct Customer Relationships                                     | Marketing Plan Presentations           |                                           |
| 16   | 7-May-13  | 15 - The Global Marketplace                                                                                  | Marketing Plan Presentations           |                                           |
| 17   | 14-May-13 |                                                                                                              | <b>Test 3 (Chap 11 - 16)</b>           |                                           |