



Syllabus

SCHOOL OF BUSINESS AND MANAGEMENT **MK 300: Principles of Marketing**

5 Credits

Effective: Fall 2018/2019

Access to the Internet is required.

All written assignments must be in Microsoft-Word-compatible formats.

See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

This course provides an introduction to basic marketing concepts. Topics include the marketing mix, new product development, consumer behavior, customer relationship management, strategic planning and e-commerce. Students will research a product category and develop an imaginary competitor to those products.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). The reading list can be found under Course Information in Blackboard as well as from the library homepage.

Note: Required resources that must be purchased by the student are tagged “Purchase from a vendor of your choosing.” Required resources with a direct link, “Available through CityU Library”, are available at no cost to students.

Students in Canada will see required resources they need to purchase tagged “Purchase from the Canadian Bookstore.” Students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

CITYU LEARNING GOALS

This course supports the following City University learning goals:

- Professional competency and professional identity
- Commitment to ethical practice and service
- Diverse and global perspectives

COURSE OUTCOMES

In this course, learners:

- Analyze marketing factors that contribute to a product’s success or failure
- Assess marketing’s role in discovering and satisfying consumer’s needs, wants and behaviors
- Determine market size through a target market analysis
- Develop a comprehensive and actionable plan designed to introduce a new product into the marketplace
- Evaluate the marketing presence of various companies in the marketplace
- Evaluate consumer behavior and marketing’s role in successfully meeting consumer needs and wants.

- Examine traditional and interactive marketing and how they create customer value
- Utilize environmental scanning to identify opportunities and threats in the marketing environment

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Branding
- Buying decision process
- Consumer markets
- Competitive advantage
- Competitive analysis
- Consumer behavior characteristics
- Creating value
- Differentiation
- Digital marketing
- Environmental scanning
- Global marketing
- Market offering
- Market penetration
- Market research
- Market segmentation
- Marketing mix
- New product development
- Positioning strategies
- Pricing strategies
- Social responsibility
- Sustainability
- SWOT analysis
- Target market identification
- Traditional marketing

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Marketing Plan: Background Study	20%
Marketing Plan: Situation Analysis & New Product Development	20%
Marketing Plan: Marketing Activities/Budget/Schedule	25%
Marketing Plan: Presentation	10%
Instructor Determined Activities, Participation, Discussions	25%
TOTAL	100%

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

Marketing Plan: Background Study

Your Instructor will provide you with the topic to be researched.

Research the product category:

1. Conduct a store audit by visiting a store to observe/record the following in a table:
 - Identify each of the category's brands, varieties of these brands (e.g. size, flavor, etc.).
 - Identify each product's parent manufacturer, unit price, and brand imagery (as communicated by the package copy and graphics).
 - Identify segments or buckets these products can be divided into (ie dividing the category by product types, price or quality segments, important benefits offered, consumer groups served, and so forth).
 - Identify how products are displayed and what role each manufacturer plays within the category (e.g., leaders, challenger, nicher).
2. Research and write an analysis in which you obtain basic information about the category and its competitors from secondary research sources. This includes information on:
 - Category size
 - Rate of growth or decline
 - Primary competitors and their brands
 - Market shares of manufacturers and their brands
 - Channels of distribution
 - Recent product innovations

This project requires an understanding of the online library database system. The CityU Library and course librarian (see Faculty Information tab for contact information) are available to help you find credible sources.

<i>Components</i>	<i>% of Grade</i>
Requirements	15%
Content	60%
Organization	10%
Writing Mechanics	15%
TOTAL	100%

Marketing Plan: Situation Analysis & New Product Development

Pretend you are introducing a new product in the same category as your Step One research. Using the CityU Library:

1. Conduct a study of its consumer target market to include demographics, geographics, and psychographics. Be sure to take into account the target market of competing products, finding a niche for yours.
2. Analyze relevant category trends.
3. Analyze consumer trends.
4. Perform an environmental analysis including both a SWOT & PEST.

This project requires an understanding of the online library database system. The CityU Library and Course Librarian (see Faculty Information tab for contact information) is available to help you find credible sources.

<i>Components</i>	<i>% of Grade</i>
Requirements	15%
Content	60%
Organization	10%
Writing Mechanics	15%
TOTAL	100%

Marketing Plan: Marketing Activities / Budget / Schedule / Pricing

Using the new product you identified in Step Two:

1. Identify the marketing activities you will use to advertise your product (minimum of 5; combination of both offline and online marketing activities).
2. Develop a one-year calendar identifying when you'll execute each of these marketing activities.
3. Develop a budget for the marketing activities identified above.

<i>Components</i>	<i>% of Grade</i>
Requirements	15%
Content	60%
Organization	10%
Writing Mechanics	15%
TOTAL	100%

Marketing Plan: Presentation

Pretend you are pitching your new product idea to the corporate executive team:

1. Develop a visual presentation using PPT, Vimeo, or a presentation method of your choice (approved by the instructor).
2. Present the highlights of your research findings from Steps 1-3.

Presentation will be graded on content, clarity, organization, and learning/interest aids.

<i>Components</i>	<i>% of Grade</i>
Presentation	100%
TOTAL	100%

Course Activities: Instructor Determined Activities, Participation, Discussions

Class participation through discussion activities is an integral part of this course. To provide structure for balanced participation and allow maximum benefit of enhanced discussion activities and learning, the following are required: 1) Post initial responses to discussion questions; 2) Post at least two thoughtful and topic-relevant comments or questions in response to classmates' posts on at least two different days during the school week; and 3) Respond to any questions the instructor or classmates have regarding the original post by the end of the school week.

<i>Components</i>	<i>% of Grade</i>
Engagement	100%
TOTAL	100%

COURSE POLICIES

Late Assignments

A critical aspect of management is to meet predefined deadlines. Therefore, all assignments are expected to be submitted when due. No late assignments are accepted. Life-situations do occur. When an issue arises coordinate with the instructor **PRIOR TO** the assignment's due date and the due date may be adjusted. It is in the best interest of the student to ensure that all assignments are submitted on time.

Participation

Class participation will be evaluated during class. Participation includes being prepared for class discussions and contributing meaningful content when appropriate. It also includes individual effort contributed to team projects.

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

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UNIVERSITY POLICIES

You are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Non-Discrimination & Prohibition of Sexual Misconduct

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit <https://my.cityu.edu/titleix> or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at <https://www.cityu.edu/discover-cityu/about-cityu/> under the Policies section or at <https://www.cityuniversity.ca/about/>.

Religious Accommodations

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g.

day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

Academic Integrity

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the University Catalog in the section titled [Academic Integrity Policy](#) under Student Rights & Responsibilities.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be found in the [University Catalog](#) in the section titled Attendance under Student Rights & Responsibilities.

Final Assignments Due Date

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

SUPPORT SERVICES

Disability Services Accommodations Statement

Students with documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.2369.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all

inquiries. Once approved, information about academic accommodations will be shared with your course instructors.

Library Services

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services](#) online, 24 hours a day, seven days a week.

Smarthinking Tutoring

CityU students have 24/7 access to free online tutoring offered through Smarthinking, including writing support, from certified tutors. Contact CityU's Student Support Center at mycityusupport@cityu.edu to request a username and password.