California Lutheran University

Bachelor's Degree for Professionals

PRINCIPLES OF MARKETING
BUS 375 / COMM 375
Fall 2016

INSTRUCTOR:	Steven R. Van Hook, PhD
PREREQUISITIES:	None
CLASSROOM:	**Woodland Hills 117**
TIME:	Mondays, 6:00 – 9:30 p.m.
TERM DATES:	August 29 – November 14, 2016
COURSE WEBSITE:	http://clu.wwmr.us
CONTACT:	srvanhook@wwmr.org / 805-253-0250
OFFICE HOURS:	Upon request, before or after class
TEXTBOOK:	*Kotler on Marketing: How to Create, Win, and Dominate Markets*; by Philip Kotler (2014); Free Press; ISBN-10 1476787905
DROP DATES:	**September 12, 2016** Last day to add; last day to drop (without a "W") Last day to drop without financial penalty (100% tuition charge for classes dropped after this date **October 10, 2016** Last day to withdraw without academic penalty; Last day to Remove incompletes from Spring term

COURSE DESCRIPTION:

This course provides an experienced-based approach to the study of marketing methods and practices. Topics include policies and problems related to consumers, customer relationship management and research, pricing, marketing communications, branding, and distribution and management of the marketing function. Students will study and discuss current and emerging marketing models in the United States and around the world, with course activity and materials including classroom lectures, discussions, readings, multi-media presentations and online resources.

COURSE LEARNING OUTCOMES:

Students will complete the course with a grounded ability to discuss the fundamentals of marketing, with a practical understanding of the vocabulary and concepts critical to success in the multicultural global marketplace.

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GROUP PROJECTS/ACTIVITIES:
Students have the option of working on their final projects as a team or an individual effort.

ORAL PRESENTATION:
Students will present their final projects in class, either as an individual or a team.

CARNEGIE HOURS:
The expectation for this course is that you will spend the equivalent of 4 hours per week in class (an hour is defined as 50 minutes), and you will spend approximately 9 hours per week studying and completing assignments for this course.

ATTENDANCE POLICY:
Due to the concentrated subject matter, attendance is required for each class session. In the event of an excused emergency or sickness, students may be able to make up a missed class with a 3-5 page research paper covering the session material. Participation in the online discussions requires a minimum of three substantive postings each week (1.5 hours weekly), with the first initial post by the third day of each class week. The course discussion board is linked on the course website.

GRADING CRITERIA:
Student performance will be assessed on criteria of class attendance and participation (50%), completion of online readings and discussion posts (25%), and the final project marketing plan (25%). Submission of the marketing plan should be sent to the instructor as an email attachment to the address above by the due dates noted in the course schedule.

GRADING SALE / GRADE PERCENTAGE

A	95-100
A-	90-94.9
B+	86-89.9
B	83-85.9
B-	80-82.9
C+	76-79.9
C	73-75.9
C-	70-72.9

COURSE EVALUATIONS:
All course evaluations are now conducted online. Your feedback is important to us. You will receive an email message reminding you when the website is open for your feedback. The link is: http://courseval.callutheran.edu

ACADEMIC HONESTY:
The educational programs of California Lutheran University are designed and dedicated to achieve academic excellence, honesty and integrity at every level of student life. Part of CLU's dedication to academic excellence is our commitment to academic honesty. Students, faculty, staff and administration share the responsibility for maintaining high levels of scholarship on campus. Any behavior or act which might be defined as "deceitful" or "dishonest" will meet with appropriate disciplinary sanctions, including dismissal from the University, suspension, grade F in a course or various forms of academic probation. Policies and procedures regarding academic honesty are contained in the faculty and student handbooks.

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Intellectual property rights are to be respected at all times, with appropriate recognition/reference given to informational sources. Plagiarism occurs whenever a source of any kind has not been acknowledged. Every student must understand the correct procedures for acknowledging and identifying sources of borrowed material. The basic rule is this: Give credit where credit is due. In other words, if you include any material which is beyond your first hand experience, and which is not common knowledge of scholars in your field, you must cite your source in a way that your reader can [a] find the source from the information in your reference and [b] immediately determine which information of your source's contribution to scholarship and which is yours.

Plagiarism, cheating, unethical computer use and facilitation of academic dishonest are examples of behavior which will result in disciplinary sanctions. Plagiarism includes, but is not limited to:

- word for word copying without using quotation marks or presenting the work as yours
- using the ideas or work of others without acknowledgement
- not citing quoted material. Students must cite sources for any information that is not either the result of original research or common knowledge.

STANDARDS OF STUDENT CONDUCT
http://www.callutheran.edu/student_life/student_handbook/

UNIVERSITY HARASSMENT POLICY:
Be civil to each other, both on- and offline. For information on the University's student harassment policy and rights, please go to the following link:
http://www.callutheran.edu/student_employment/student_handbook.php

SEXUAL MISCONDUCT:
California Lutheran University does not tolerate any degree of sexual misconduct on or off-campus. We encourage you to report if you know of, or have been the victim of, sexual harassment, misconduct, and/or assault. If you report this to a faculty member, she or he must notify Cal Lutheran's Title IX Coordinator about the basic facts of the incident. More information about your options for reporting can be found at: http://www.callutheran.edu/title-ix/

DISABILITY STATEMENT:
California Lutheran University is committed to providing reasonable accommodations in compliance with ADA of 1990 and Section 504 of the Rehabilitation Act of 1973 to students with documented disabilities. If you are a student requesting accommodations for this course, please contact your professor at the beginning of the semester and register with the Disability Support Services Coordinator, Wendy Jimenez, for the facilitation and verification of need. The Disability Support Services Coordinator is located in the Center for Student Success Office at 3259 Pioneer Street, and can be contacted by calling 805.493.3878 or emailing wjimene@callutheran.edu

VETERANS RESOURCES
If you are a veteran, military member, or a family member of a veteran or military member, please refer to Cal Lutheran's Veterans Resources webpage for important information: http://www.callutheran.edu/veterans/ Also, if you are a veteran receiving benefits and you are struggling in a class, you most likely qualify for free tutoring. Please contact the Veterans Coordinator, Jenn Zimmerman, veterans@callutheran.edu or 805.493.3648, for more information.

PEARSON LIBRARY:
Pearson Library provides access to scholarly books, journals, ebooks, and databases of full text

articles from scholarly journals. To begin using these materials, visit the library web page http://www.callutheran.edu/library
There are many ways to contact Pearson Library for research assistance, no matter where you are!

- Email Yvonne Wilber (Professionals liaison) at ywilber@callutheran.edu
- General Library email: CLUlibrary@callutheran.edu
- Library main phone: 805.493.3250
- Text us your question: 805.493.3867
- Get more help at: http://www.callutheran.edu/library/help/

CLU WRITING CENTER:
The Writing Center provides 1:1 writing consultations, in-person and online, with trained undergraduate and graduate writing consultants. We welcome all writing-related projects at any stage of the writing process across the diverse disciplines of study at CLU. The Writing Center also hosts writing workshops, provides in-class visits, facilitates writing groups, and offers a writer's studio option for longer, sustained projects. Services suit writers of all levels, including traditional undergraduates, graduate students from all fields, all English language learners, and accomplished scholars alike. All members of the CLU community with an @callutheran.edu email address are welcome to make use of our services. For more information, please visit at www.callutheran.edu/writing_center or call 805-493-3257. Please schedule appointments online through MyCLU Blackboard with the yellow "The Writing Center" icon in "Tools," or stop by The Writing Center itself, located in the Darling Collaboration Suite of Pearson Library.

HELP DESK:
Students may contact the Help Desk about telephone, network, wireless network, software questions password problems, hardware problems, and general consultation (i.e. you cannot log into your MyCLU portal, or you are having problems with Blackboard). Please click on the following link for more information
http://www.callutheran.edu/iss/technology_services/helpdesk.php or call: 805.493.3698

DISCLAIMER:
This syllabus may change from time to time to accommodate changing circumstances. Every effort will be made to alert students to changes that occur in a timely manner. The class schedule is presented below. While the all material will be covered, the actual timing may change from week to week as the course progresses.

~Steven R. Van Hook, PhD

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CLASS SCHEDULE

Aug 29 **Week 1**	**Topics:** Syllabus review, course expectations, content introduction and class resources. The changing world of marketing. Fundamental marketing concepts. The Marketing Plan. **Reading Assignment:** Textbook: Preface, Chapter 1 **Online Readings/Exercise:** See course site for additional readings. Review marketing glossary. Post to the discussion board.
Sept 12 **Week 2**	**Topics:** Social media marketing. Traditional media. **Reading Assignment:** Textbook: Chapter 2 **Online Readings/Exercise:** See course website for additional readings. Post to the discussion board.
Sept 19 **Week 3**	**Topics:** Marketing appeals and tactics. Guerilla & stealth marketing. Pricing. Market research. **Reading Assignment:** Textbook: Chapter 3 **Online Readings/Exercise:** See course website for additional readings. Review sample marketing plans. Post to the discussion board.
Sept 26 **Week 4**	**Topics:** Cultural communication challenges in international marketing. Assessing cultural dimensions. **Reading Assignment:** Textbook: Chapter 4 **Online Readings/Exercise:** See course website for additional readings. Post to the discussion board.
Oct 3 **Week 5**	**MARKETING PROJECT TOPIC DUE** **Topics:** Sampling multicultural marketing messages. Themes and images that transcend culture. **Reading Assignment:** Textbook: Chapter 5. **Online Readings/Exercise:** See course website for additional readings. Browse public relations and marketing articles. Post to the discussion board.
Oct 10 **Week 6**	**Topics:** The science, art, and psychology of sales. The Creative Process. The Cola Wars. **Reading Assignment:** Textbook: Chapter 6 **Online Exercise:** See course website for additional readings. Post to the discussion board.
Oct 17 **Week 7**	**Topics:** PR and marketing. Non-profit and social-issue marketing. **Online Readings/Exercise:** See course website for additional readings. Browse public relations and marketing articles. Post to the discussion board. **Reading Assignment:** Textbook: Chapter 7. Public relations primer. **Online Exercise:** See course website for additional readings. Post to the discussion board.
Oct 24 **Week 8**	**Topics:** Business communication tips. Tactics and choices in marketing tools. Resonant communications. Packaging. **Reading Assignment:** Textbook: Chapter 8 **Online Exercise:** See course website for additional readings. Post to the discussion board.
Oct 31 **Week 9**	**Topics:** Steps to effective media relations. Preparing the media release. The elevator speech and personal presentation. **Reading Assignment:** Textbook: Chapter 9 **Online Readings/Exercise:** See course website for additional readings. Post to the discussion board.
Nov 7 **Week 10**	**MARKETING PLAN DUE / REVIEW OF CLASS MARKETING PLANS** **Topics:** Global market trends, job opportunities, career development. **Reading Assignment:** Textbook: Chapter 10 **Online Readings/Exercise:** See course website for additional readings. Post to the discussion board.
Nov 14 **Week 11**	**REVIEW OF CLASS MARKETING PLANS** **Topics:** The future of marketing and emerging technologies. **Online Readings/Exercise:** See course website for additional readings. Post to the discussion board.

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