

Standard Course Outline

MKTG 300 – Principles of Marketing

I. General Information

- Course number: 300
- Title: Principles of Marketing
- Units: 3 credits
- Prerequisites: None
- Course Coordinator: Department Faculty
- Date prepared/revised: 04/2020

II. Catalog Description

The study of buyer behavior, marketing research, pricing, distribution, promotion, product strategies, and the influence of external factors. The roles of ethics, corporate social responsibility, and public policy that are intrinsic to marketing decision making in global environments are explored. Human Subject Pool participation required.

III. Curriculum Justification(s)

Marketing is a fundamental and essential business function.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

- **Learning goals – Critical Thinking:** (a) Students will demonstrate the various steps that consumers and organizations go through in the decision making process, marketing segmentation and positioning strategies, and pricing strategies and (b) students will demonstrate that they can integrate all this information into a set of marketing strategies for firms.
- **Learning goals – Ethics:** (a) Students will demonstrate that they are aware of the ethical and social responsibility issues in marketing and (b) students will demonstrate that they will make marketing decisions using ethical, legal, and socially responsible choices in a marketing context.
- **Learning goals – Business Functions:** (a) Students will demonstrate their proficiency in the fundamental facts related to the marketing functions and practices for the marketing mix (product, price, place, and promotion); marketing research, e-commerce/Internet marketing. (b) Students will demonstrate that they can explain how marketing decisions are made using the basic business functions in a marketing context.
- **Learning goals – Domestic & Global Environment:** Students will demonstrate that they can make marketing decisions in today's global domestic and global marketing

environment (e.g. legal, regulatory, competitive, cultural and economic environmental factors). (b) Students will demonstrate that they can differentiate between each of the marketing environmental factors, and (c) students will demonstrate an understanding of why marketers must integrate information on the uncontrollable factors into the decision making process for a firm.

- **Learning goals – International:** Students will demonstrate an understanding of the impact of internationalization on the marketing function in a firm, and (b) students will explain the differences and similarities with basic global concepts such as culture, cultural symbols, values, global consumers, global brands, and their role in marketing decision making with the firm.

V. Outline of Subject Matter

This is an example of a course schedule that may be changed to accommodate unpredictable variations in the pace of coverage, students' needs, and so on. If changes in the schedule are made, students will be held responsible for these changes as announced in class. The topics listed below must be included in the course. Additional topics can be added into the course based on the instructor's personal preferences in teaching this course. The required topics are also those that are included in the course assessment for MKTG 300.

1. The Marketing Environments
2. Ethics and Social Responsibility in Marketing
3. Buyer Behavior
4. Global Marketing
5. Marketing Research
6. Marketing Segmentation, Targeting and Positioning
7. Product Strategy & Branding
8. Pricing Strategy
9. Marketing Channels, Wholesaling, and Retailing
10. Promotional Strategy and Integrated Marketing Communications
11. The Strategic Planning Process

VI. Methods of Instruction

A. INSTRUCTION MODE

- Traditional (Face-to-Face)
- Hybrid
- Local Online
- Distance Education

B. CLASSROOM ACTIVITIES

- In-class exercises that involve group work.
- Written group assignment based on applying marketing principles to a marketing situation.
- Examinations –multiple-choice questions are allowed.
- If there are assessment related requirements, they must be part of the syllabus and the grading.

C. EXTENT AND NATURE OF TECHNOLOGY USE

Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and Use of CSULB Computing Resources”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

VII. Information about Textbooks/Readings

There is no standardized text for all sections of MKTG 300. Some examples of the texts that are used include:

- Kotler et al. (2010), Principles of Marketing, 13th Edition, Pearson.
- Lamb et al. (2013/14), MKTG, 7th Edition, Cengage Learning.
- Perreault et al. (2011), Basic Marketing, 18th Edition, McGraw-Hill.

VIII. Instructional Policies Requirements

A. Policy on Classroom Behavior:

- All cell phones & other electronic devices (e.g. pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
- Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below.
- It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

B. Policy on Make-up Exams and Assignments:

The instructor develops his or her own policy.

C. Policies on Withdrawal, Late Withdrawals, and Incompletes:

The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the COB.

D. Academic Integrity:

- Students are expected to do original work for all assignments, including exams.
- Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
- Students are expected to adhere to the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

E. Grading Policies and Procedures

Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third (33%) of the final course grade. See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

IX. Disabilities

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

X. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)