

Semester at Sea, Course Syllabus
Colorado State University, Academic Partner

Voyage: Spring 2017
Discipline: Marketing
Course Number and Title: MKT 300 Principles of Marketing
Division: Upper
Faculty Name: Deirdre Bird
Semester Credit Hours: 3

Pre-requisites: One principles of microeconomics course AND one calculus course

COURSE DESCRIPTION

This course provides an overview of all the marketing activities involved in providing consumers with goods and services. This course: (1) provides students with an understanding of marketing concepts; (2) applies learned marketing concepts to real world and global situations; and (3) examines the modification of marketing strategy within a changing global environment.

LEARNING OBJECTIVES

- Understand and comfortably use basic marketing terminology.
- Understand and describe the key elements of the market environment: customers, competitors, company, and the external environment (economic, technological, political/legal, and cultural/social). This element is of particular importance as we traverse the globe.
- Understand how marketing managers segment markets, choose target markets, and choose a desired positioning. This will include consideration of global segments.
- Describe the elements of the marketing mix (Product, Place, Promotion and Price).
- Develop a coherent marketing strategy that addresses the specific needs of various global and domestic (US) target markets.
- Understand how marketing operates in different countries, using examples from markets encountered on the voyage.
- Understand ethical issues in marketing.

REQUIRED TEXTBOOKS

AUTHOR: Kotler, Philip T. and Gary Armstrong
TITLE: Principles of Marketing
PUBLISHER: Pearson
ISBN #: 978-0-13-379502-0
DATE/EDITION: 16 ed., 2016

TOPICAL OUTLINE OF COURSE

(This course outline is subject to change)

Date/Session Topic	Readings
Depart Ensenada—January 5	
A1—January 7: Defining Marketing	Chaps 1, 2
A2—January 9: Analyzing the Environment Global marketplace	Chap 3 Chap 19
A3—January 11: Consumer Markets Preparation for Honolulu: The US marketplace	Chap 5
Honolulu—January 12	
A4—January 14: Creating Value Review of marketing in Hawaii	Chap 7
A5—January 17: Target customers	Chap 7
No class January 19	
A6—January 20: First test	
A7—January 22: Channels Prep for Japan	Chap 12
Kobe—January 24-28	
A8—January 29: Retailing Video on Sports Industry Prep for China	Chap 13
Shanghai—January 31–February 5	
A9—February 6: Review of Sports Industry and journals	
A10—February 8: Products and Services Prep for Vietnam	Chap 8
Ho Chi Minh City—February 10-14	
A11—February 15: New Product Development Review of Vietnam journals	Chap 9

A12–February 18:	Pricing Prep for Burma	Chap 10
Rangoon–February 20-24		
A13–February 25:	Review of Burma journals Pricing (cont.)	Chap 11
A14–February 27:	Communication Strategies Prep for India	Chap 14
Cochin–March 1-6		
A15–March 7:	Review of India journals Course recap	
No Class March 9		
A16–March 10:	Second test Prep for Mauritius	
A17–March 13:	Advertising and PR	Chap 15
No Class March 15		
A18–March 16:	Personal selling	Chap 16
A19–March 18:	Tourism marketing Prep for South Africa	
Cape Town–March 19-24		
A20–March 26:	Review of SA journals Social media	Chap 17
A21–March 26:	Social entrepreneurship Prep for Ghana Field Class	
No Class March 29		
Tema–March 31-April 3		
A22–April 4:	Review of Ghana Presentation of Ghana group projects Competitive Advantage	Chap 18
A23–April 6:	Group projects (continued) CSR and marketing ethics	Chap 20

A24–April 8: Recap and course review
Final paper due

Study Day April 10

Casablanca–April 11-14

A25 April 15: Final exam

Arrive Hamburg-April 19

FIELD WORK

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class. Field Classes constitute at least 20% of the contact hours for each course.

The Field Class for this course will take place on Friday, 31 March in Tema, Ghana.

Field Class and Assignment

Field Trip: Marketing and Social Entrepreneurship
Country: Tema, Ghana

Sanitation is a major health problem in much of the developing world. For much of the last century, aid to countries in Africa was often an attempt to install western style infrastructure where the basic support systems (clean water, long-term maintenance, etc.) were lacking. In this field class, students will see first hand the construction of sanitation systems that rely on composting, rather than using large quantities of flushed water, and which are affordable. Moreover, in order to fund this construction, the system relies on entrepreneurial efforts through micro-financing. Although there is a non-profit element to this industry, it is funded in the main by local entrepreneurs and consumers. Students will start with a lecture at the GSAP (Global Sustainable Aid Project) in Pokuase, after which they will visit a toilet maker, followed by a walking tour of a village to see these sanitation systems in situ.

Objectives: Nonprofit organizations are a very important part of the global economy. However, the standard nonprofit model relies on altruism or tax breaks to function. Increasingly, social entrepreneurship is taking the place of donative nonprofit organizations. Students will be encouraged to distinguish between these two models and to explore the relative sustainability of each. Their ability to do so will be enhanced by keeping a journal during the voyage, describing consumer needs that have not been met through the use of traditional marketing, whether it be for profit or nonprofit.

Evaluation: Working in teams of four or five, students will prepare a PowerPoint presentation based on the notes and photographs that they gathered in Pokuase. Field

assignments in other ports will be used to inform a summation paper, which is due on the last day of class.

Independent Field Assignments

Two photo journals are required. It is suggested that students consider China, Vietnam, Burma, India and South Africa as likely choices for this project. They will compare and contrast marketing strategies (paying attention to all four of the marketing mix elements) in various commercial or nonprofit enterprises with which they come in contact during the voyage.

METHODS OF EVALUATION / GRADING SCALE

Field assignments:	Photo journals (two, 10% each)	20%
Field trip:	Presentation (group grade)	20%
First test:	A1 through A5	20%
Second test:	A6 through A15	20%
Final test:	A16 through A24	20%

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%: F
94-96%: A	84-86%: B	70-76%: C	
90-93%: A-	80-83%: B-	60-69%: D	

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea classes is mandatory, but it is at the instructor's discretion to assign a grade to the participation and attendance requirement. Remember to include information concerning the evaluation of Field Assignments and the Field Classes, which must constitute at least 20% of the total grade in a course.

Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

LEARNING ACCOMMODATIONS

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be

discussed in a timely manner prior to implementation. A memo from the student's home institution verifying the accommodations received on their home campus is required before any accommodation is provided on the ship. Students must submit this verification of accommodations pre-voyage as soon as possible, but no later than December 15, 2016 to academic@isevoyages.org.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS AND FILMS FOR THE LIBRARY

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Films:
Coca-Cola: The Real Story Behind the Real Thing (2009)
Swoosh: Inside Nike (2008)
Big Mac: Inside the McDonald's Empire (2005)