

## SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

<b>Voyage:</b>	Spring 2019
<b>Discipline:</b>	Marketing
<b>Course Number and Title:</b>	MKT 300 Marketing (Section 1)
<b>Division:</b>	Upper
<b>Faculty Name:</b>	Chris Blocker
<b>Semester Credit Hours:</b>	3

**Prerequisites:** The standard CSU prerequisites – one (1) economics course AND one (1) calculus course – have been waived by the instructor

### COURSE DESCRIPTION

For most people, marketing = advertising + sales. However, the reality in our complex global world is far more interesting! Marketing helps answer big questions like ... What truly creates value in the market? How and why do people buy and consume things every day? How can we innovate new ideas/products and communicate in a compelling and authentic way?

Students will gain a more sophisticated understanding of life in the marketplace and the logic of creating value in business + society. The course opens student's eyes to the way we consume every day and provides skills to create value in one's career. The goal is learning the "language of marketing" and its philosophies and strategies. As we go, the course will (a) explore how marketers can help organizations succeed (or fail miserably!), (b) reflect on marketing's role in society, and (c) map out marketing's implications for future careers, no matter what vocation you pursue.

### 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, cultural, and social). This objective is especially critical on Semester at Sea.
- Understand how marketing managers segment markets, choose target markets, and choose a desired positioning. This includes country verticals and global segments.
- Describe the elements of the marketing mix (Product, Place, Promotion and Price).
- Drawing on an analysis of the market environment, develop a coherent marketing strategy that addresses the specific needs of a chosen target market.
- Appreciate how marketing operates in different countries, using examples from markets encountered on the voyage.
- Understand ethical issues in marketing and how they vary across countries.

## REQUIRED TEXTBOOKS

AUTHOR: Charles W. Lamb | Joe F. Hair | Carl McDaniel

TITLE: MKTG

PUBLISHER: Cengage Learning

ISBN #: 9781337116800

DATE/EDITION: 2018, 11th Edition

## TOPICAL OUTLINE OF COURSE

This course outline is subject to change

### Depart Ensenada, Mexico – January 5

	TOPICS / BIG IDEA	READINGS
A1–January 7:	Class Introductions / Introduction to Marketing	(Chapter 1,3)
A2–January 9:	What is Marketing?	
A3–January 11:	Marketing Strategy: How Things Get Done	

### Honolulu, Hawaii – January 12

A4–January 14:	Marketing Strategy: Why “It Depends”	(Chapter 4)
January 16–International Date Line crossing (Lost Day)		
A5–January 17:	Marketing Ethics & Social Responsibility	

### Study Day (No Class) – January 19

A6–January 20:	International Marketing: “Is the World Flat?” Video: Going Global	(Chapter 5)
A7–January 22:	Exam 1	

### Kobe, Japan – January 24-28

A8–January 29:	Market Reflection & Presentations Video: China’s Convenience Store War	
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### Shanghai, China – January 31 - February 1

In-Transit – February 2-3

### **Hong Kong, SAR – February 4-5**

**A9–February 6:** Quest to Understand Customers (Chapters 6,7)

### **Ho Chi Minh City, Vietnam – February 8-13**

**A10–February 14:** STP: Marketing Runs on It (Chapter 8)

### **Study Day (No Class) – February 16**

**A11–February 17:** Marketing Research: Big Data - Thick Data (Chapter 9)

### **Yangon, Myanmar – February 19-23**

**A12–February 24:** Products, Brands, and Value Propositions (Chapter 10)  
Video: Power of Brands

**A13– February 26:** Ideation and Creating New Things (Chapter 11)  
Video: Innovation

### **Cochin, India – February 28 – March 5**

**A14–March 6:** Market Reflection Dialogue & Presentations

### **Community Programming (No Class) – March 7**

**A15–March 9:** Exam 2

### **Port Louis, Mauritius – March 11**

**A16–March 12:** Supply Chains Connect it All (Chapter 13)

**A17–March 14:** Did You Get My Message? (Chapter 16)

**A18–March 16:** Sales: The Front Lines (Chapter 17)

### **Cape Town, South Africa – March 18-23**

**A19–March 24:** Market Reflection Dialogue & Presentations  
Video: Swoosh: Inside Nike

**A20–March 26:** Exam 3

**A21–March 28:** Social Media & Digital Marketing (Chapter 18)  
Video: Living the Hip Life

Takoradi, Ghana — March 30 - April 1  
Tema, Ghana — April 2-3

Wednesday, April 3<sup>rd</sup> Field Class: Creating Social and Economic Value for Local Partners

A22—April 4: Price Must Be Right (Chapter 19)

A23—April 6: Visualization, Storytelling, and Rhetoric

Study Day (No Class) — April 8

A24— April 9: Exam 4

Casablanca, Morocco — April 11-15

Study Day (No Class) — April 16

A25—April 17: Market Reflection Dialogue & Course Wrap-up  
Video: Coca-Cola The Real Story Behind the Real Thing!

Arrive Amsterdam, The Netherlands — April 21

#### FIELD WORK

Semester at Sea field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

#### Field Class: Creating Social and Economic Value for Local Partners

The field class for this course is on Wednesday, 3<sup>rd</sup> April in Tema, Ghana (DAY 5).

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, and are developed and led by the instructor.

#### Description:

This field class will engage students in the process of using market research and strategy to create social and economic value for a local organization. Prior to the trip, the professor will engage a local organization to learn more (and record video/audio information) about the organization's growth goals, customer needs, potential market segments, current products/services, revenue streams, and key partners. Throughout the course, students will work in groups to generate new ideas. During our visit and conversations, students will learn more about the organization, how marketing can be a force for positive impact, and present their ideas for feedback.

## Learning Objectives:

1. Appreciate how marketing operates in different countries by focusing on a local partner.
2. Identify viable business models using various business canvas frameworks
3. Develop a marketing strategy to address specific needs of a chosen target market.

## Assignment:

**Group Assignment:** Max length 10 PowerPoint Slides with notes containing talking points.

Key topics in the slides will address situational and cultural analysis (to frame the organization's strengths, weaknesses, opportunities, and threats), market research, and marketing strategy. Early course discussion will guide specific goals to develop slides. **Due in class March 28<sup>th</sup>.**

**Individual Assignment:** Max Length – 3 pages (single-spaced, Arial font, 1 inch margins)

Using headings/numbers, your essay should address: (1) What were your biggest insights from the day? (2) What ideas aligned with how you thought of marketing before the visit? (3) What ideas were new or different from your ideas about marketing before the visit? (4) What marketing-related concepts that we have discussed in class did you witness during our field class? (5) If the organization was able to hire you on a 6 month project (with compensation and funds for travel), what are three initiatives you would pursue and provide brief suggestions on how you would carry them out. **Due in class April 4<sup>th</sup>.**

## Independent Field Assignments

Market Comparison Photo Journal: multiple parts

Students will choose a product (e.g., cars, street food, clothing) or customer-facing experience (e.g., customer service, retail layout) to observe, document, and compare across three countries. It is suggested that students consider Japan, China, Vietnam, Myanmar, India, South Africa, and Ghana as contexts, and at least one example must come from an Asian country and one example from an African country. They will compare and contrast marketing strategies (paying attention to product, price, place/distribution, promotion, and the impact of macro-environmental forces). This will be turned in as a PowerPoint presentation with your narrative in the Notes section. The assignment will be evaluated for thoroughness in addressing the aspects of marketing strategy, depth/quality of insights, linkages back to course content, and photo-documentation.

## METHODS OF EVALUATION

Exams 1-4 (150 points each)

600

Marketing Comparison Photo Journal	100
Field Class Strategy Presentation	150
Field Class Individual Reflection	150
<b>Total</b>	<b>1000</b>

## GRADING SCALE

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
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

## ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea classes, including the Field Class, is mandatory. 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 letter from the student's home institution verifying the accommodations received on their home campus (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit this verification of accommodations to [academic@isevoyages.org](mailto:academic@isevoyages.org) as soon as possible, but no later than two months prior to the voyage.

## 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."

## **FILM REQUEST**

Title of Film: Swoosh: Inside Nike  
Distributor: CSU: United States: CNBC

Title of Film: China's Convenience Store War  
Distributor: CSU: Princeton, N.J. : Films for the Humanities & Sciences

Title of Film: Coca-Cola The Real Story Behind the Real Thing!  
Distributor: CSU: Universal City, CA: CNBC

Title of Film: Living the Hiplife  
Distributor: CSU: New York, NY: Third World Newsreel

Title of Film: Going Global  
Distributor: CSU: BBC Worldwide Ltd.; Films for the Humanities & Sciences (Firm); Films Media  
Series: Secrets of Branding. Group. New York, N.Y. : Films Media Group , 2014

Title of Film: Power of Brands  
Distributor: CSU: BBC Worldwide Ltd.; Films for the Humanities & Sciences (Firm); Films Media  
Series: Secrets of Branding. Group. New York, N.Y. : Films Media Group , 2014

Title of Film: Innovation  
Distributor: CSU: BBC Worldwide Ltd.; Films for the Humanities & Sciences (Firm); Films Media  
Series: Secrets of Branding. Group. New York, N.Y. : Films Media Group , 2014

## **ELECTRONIC COURSE MATERIALS**

AUTHOR: Douglas B. Holt, John A. Quelch, and Earl L. Taylor.  
ARTICLE/CHAPTER TITLE: How Global Brands Compete  
JOURNAL/BOOK TITLE: Harvard business review  
VOLUME: 82.9  
DATE: 2004  
PAGES: 68-75

AUTHOR: Douglas Holt  
ARTICLE/CHAPTER TITLE: Branding in the Age of Social Media  
JOURNAL/BOOK TITLE: Harvard Business Review  
VOLUME: 94 (3)  
DATE: 2016  
PAGES: 40-50

AUTHOR: Jan-Benedict Steenkamp  
ARTICLE/CHAPTER TITLE: End of Emerging Markets Model as We Know It  
JOURNAL/BOOK TITLE: LinkedIn  
VOLUME:  
DATE: July 24, 2017  
PAGES:  
LINK: <https://www.linkedin.com/pulse/end-emerging-markets-model-we-know-jan-benedict-steenkamp/>

AUTHOR: David Krajicek  
ARTICLE/CHAPTER TITLE: The Gentle Art of Crossing Borders  
JOURNAL/BOOK TITLE: Marketing Insights  
VOLUME: July/August 2014  
DATE: July/August 2014  
PAGES:  
LINK: <https://www.ama.org/publications/MarketingInsights/Pages/gentle-art-crossing-borders.aspx>

## **VIDEO CLIPS**

Downloaded by professor