

## SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

<b>Voyage:</b>	Spring 2018
<b>Discipline:</b>	Marketing
<b>Course Number and Title:</b>	MKT 300 Marketing
<b>Division:</b>	Upper
<b>Faculty Name:</b>	K. Douglas Hoffman
<b>Semester Credit Hours:</b>	3

**Prerequisites:** One (1) principles of microeconomics course AND one (1) calculus course.

### COURSE DESCRIPTION

MKT 300 provides a broad overview of all the marketing activities involved in the provision of products to household and organizational consumers. More specifically, this course: (1) provides students with an understanding of marketing concepts for today's workforce; (2) applies learned marketing concepts to real world situations; and (3) examines the modification of marketing strategy within a changing environment.

### LEARNING OBJECTIVES

- Understand and comfortably use basic marketing terminology.
- Appreciate and describe the key elements of the market environment: customers, competitors, company, and the external environment (economic, technological, political/legal, and cultural/social). This objective is of particular importance as we traverse the globe.
- Discuss 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).
- 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 throughout the world.

### REQUIRED TEXTBOOKS

<b>AUTHOR:</b>	William M. Pride and O. C. Ferrell
<b>TITLE:</b>	Foundations of Marketing
<b>PUBLISHER:</b>	Cengage
<b>ISBN #:</b>	978-1-305-40576-9
<b>DATE/EDITION:</b>	2017/7 <sup>th</sup> Edition

## TOPICAL OUTLINE OF COURSE

(This course outline is subject to change)

<b>Date/Session Topic</b>	<b>Readings</b>
Depart Ensenada, Mexico – January 5	
<b>B1–January 8:</b> Class Introductions and Introduction to Marketing	(Chaps 1 & 3)
<b>B2–January 10:</b> Introduction to Marketing (continued)	
Honolulu, Hawaii – January 12	
<b>B3–January 13:</b> Strategic and Marketing Planning	(Chapter 2)
<b>B4–January 15:</b> Strategic and Marketing Planning (continued)	
January 16–International Date Line crossing (Lost Day)	
<b>B5–January 18:</b> Marketing Ethics and Social Responsibility	
<b>No Class – January 19</b>	
<b>B6–January 21:</b> International Marketing	(Chapter 8)
<b>B7–January 23:</b> <b>Exam 1</b>	
Kobe, Japan – January 24-28	
<b>B8–January 30:</b> Reflection Discussion & Presentations Video: China’s Convenience Store War	
Shanghai, China – January 31 - February 1	
In-Transit – February 2-3	
Hong Kong, SAR – February 4-5	
<b>B9–February 7:</b> Marketing Research and Information Systems	(Chapter 4)
Ho Chi Minh City, Vietnam – February 8-13	
<b>B10–February 15:</b> Consumer Behavior	(Chapter 6)
<b>No Class –February 16</b>	

**B11–February 18:** Consumer Behavior (continued)

Yangon, Myanmar – February 19-23

**B12–February 25:** Business-to-Business Marketing (Chapter 7)

**B13– February 27:** Market Segmentation and Target Markets (Chapter 5)

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

No Class – March 7

**B14–March 8:** Reflection Discussion & Presentations

**B15–March 10:** Exam 2

Port Louis, Mauritius – March 11

**B16–March 13:** Product Decisions (Chapter 10)

**B17–March 15:** New Product Development & Product Life Cycle (Chapter 11)

**B18–March 17:** Marketing Channels & Distribution (Chapter 13)

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

**B19–March 25:** Reflection Discussion & Presentations  
Video: Swoosh: Inside Nike

**B20–March 27:** Exam 3

**B21–March 29:** Integrated Marketing Communications (Chapters 15 & 16)  
Video: Living the Hip Life

Tema, Ghana – March 30 - April 1

Takoradi, Ghana – April 2-3

**B22–April 5:** Pricing Strategies & Determination (Chapter 12)

**B23–April 7:** Personal Selling & Sales Management (Chapter 17)

Study Day – April 8

**B24– April 10:** Exam 4

Casablanca, Morocco – April 11-14

**B25–April 16:** Reflection and Course Wrap-up  
Video: Coca-Cola The Real Story Behind the Real Thing!

Arrive Bremerhaven, Germany – April 19

### **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 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.

### **Field Class & Assignment**

The Field Class for this course will take place on Thursday, 25 January in Kobe, Japan

Field Class Title: The Marketing of Japan's Most Famous Products

Field Class Description: The field lab will visit a sake museum to discuss how this uniquely Japanese alcoholic beverage is produced and marketed to the world. We will also have a lunch featuring world-famous Kobe beef, then tour a Kobe beef farm. There also, we will discuss how and this Japanese product appeals to consumers all over the world. What consumer needs and wants do Japanese products such as sake and Kobe beef respond to? Why are Japanese products so highly valued? How are country of origin effects at work here? What global consumer trends are driving demand for sake and Kobe beef?

Field Class Learning Objectives:

1. Understand the role of country of origin effects in consumer behavior.
2. Understand the interaction of global consumer trends, and demand for specific products.
3. Understand how marketers use unique production processes, as well as cultural factors, to design products that appeal to a global consumer.

Field Class Assignment: Maximum Length –5 pages double spaced (1 inch margins)

1. What were your biggest insights from the day?
  - a. What did you learn from the tour of the Sake brewery?
  - b. What did you learn from our tour of the Kobe beef farm?
2. What marketing-related concepts that we have discussed in class did you witness during our field class?

3. From your collective experiences during the field class (i.e., across the full day), how do you think it would be different to market products in Japan?
4. Did you notice any differences between the Sake brewery and Kobe beef that would force managers to act differently across these two organizations?
5. Any surprises from the day?

### Independent Field Assignments

A photo journal is required. It is suggested that students consider Japan, China, Vietnam, Burma, India, South Africa, and Ghana as likely choices for this project. They will compare and contrast marketing strategies (paying attention to all four of the marketing mix elements and the impact of macro-environmental forces) in various commercial or nonprofit enterprises with which they come in contact during the voyage. This will be turned in as a PowerPoint presentation with your narrative in the Notes section.

### METHODS OF EVALUATION / GRADING SCALE

Exams 1-4 (150 points each)	600
Reflection Presentations	100
Photo Journal	100
Field Class Reflection	<u>100</u>
TOTAL POINTS	900

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%:
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

**ELECTRONIC COURSE MATERIALS: None**

**ADDITIONAL RESOURCES: None**