

## SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

<b>Voyage:</b>	Fall 2018
<b>Discipline:</b>	Marketing
<b>Course Number and Title:</b>	MKT 300 Marketing (Section 2)
<b>Division:</b>	Upper
<b>Faculty Name:</b>	Gail Ayala Taylor
<b>Semester Credit Hours:</b>	3

**Prerequisites:** One (1) principles of microeconomics course AND one (1) 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)
- Understand how marketing managers segment markets, choose target markets, and choose a desired positioning
- Describe the elements of the marketing mix (Product, Price, Place, and Promotion)
- Understand how marketing strategies are executed in different countries
- Understand ethical and technological issues in marketing

An underlying assumption of this course is that students learn best and retain the most information through active participation in the learning process. Therefore, classroom sessions will consist of a mixture of short lectures, student discussions of assigned materials, analysis of marketing examples, student presentations, case studies and active learning exercises.

### REQUIRED TEXTBOOKS

<b>AUTHOR:</b>	Dhruv Grewal and Michael Levy
<b>TITLE:</b>	M Marketing

PUBLISHER: McGraw-Hill Publishing  
ISBN #: 978-1259446290  
DATE/EDITION: 2016/5<sup>th</sup> Edition

## OTHER REQUIRED MATERIALS

Other required readings will be available in the course folder.

## TOPICAL OUTLINE OF COURSE

(This course outline is subject to change)

<b>Date/Session Topic</b>	<b>Readings</b>
<i>Depart Hamburg – September 9</i>	
<b>B1–September 12: Course Introduction</b>	
Overview of Marketing	Ch. 1
Marketing Process Model	Ch. 2
<b>B2–September 14: Global Marketing</b>	Ch. 8
Preparation for Barcelona & Valencia	
Barcelona September 15-16	
Valencia September 17-18	
<b>B3–September 20: Marketing Ethics</b>	Ch. 4
<b><u>Group Project Proposal due – September 21 by 5:00 pm</u></b>	
<b>B4–September 22: Marketing Environment</b>	Ch. 5
Group 1 – Marketing in Spain	
Study Day – September 23	
<b>B5–September 25: Consumers</b>	
Consumer Behavior	Ch. 6
Preparation for Tema and Takordi	
Tema September 27-28	
Takordi September 29-30	

<b>B6—October 1:</b>	<b>Consumers Business Markets</b>	Ch. 7
Study Day — October 2		
<b>B7—October 4:</b>	<b>Marketing Strategy Segmentation, Targeting, Positioning</b>	Ch. 9
Group 2 – Marketing in Ghana		
Preparation for Cape Town		
<b>B8—October 6:</b>	<b><u>Exam 1</u></b>	
Cape Town — October 7–12		
<b>B9—October 14:</b>	<b>Marketing Research</b>	Ch. 10
Study Day — October 16		
<b>B10—October 17:</b>	<b>Product Services: The Intangible Product</b>	Ch. 13
Group 3 – Marketing in South Africa		
<b>B11—October 20:</b>	<b>Product Services: The Intangible Product (wrap up)</b>	Ch. 13
Preparation for Port Louis		
Port Louis — October 19		
Study Day — October 21		
<b>B12—October 23:</b>	<b>Place – Distribution Supply Chain and Channel Management</b>	Ch. 15
<b>B13—November 1:</b>	<b>Place – Distribution Retailing</b>	Ch. 16
Preparation for Cochin		
Cochin — October 25-30		
Reflection and Study — October 31		
<b>B14—November 3:</b>	<b>Product and Brand Strategy</b>	Ch. 11, 12

Group 4 – Marketing in India

Prepare for Yangon

Yangon – November 4-8

**B15–November 10: Promotion** Ch. 17  
**Integrated Marketing Communications**

Preparation for Ho Chi Minh City and Field Class

**B16–November 13: Exam 2**

Ho Chi Minh City – November 14–18

**Field Class – November 15 Adidas in Vietnam: From Marketing Strategy to Production to Retail**

Readings: See Course Folder

**B17–November 20: Promotion** Ch. 18

Group 5 – Marketing in Myanmar

Study Day – November 21

**B18–November 23: Promotion** Ch. 18

Prep for Shanghai

Shanghai–November 24-29

**B19–November 30: Digital Technologies and Marketing** Legendary  
Case (in  
course folder)

**Guest Instructor: Professor Alva Taylor,  
Tuck School of Business at Dartmouth  
Director of Center for Digital Strategies**

Preparation for Kobe

Kobe – December 2–6

**B20–December 8: Promotion** Ch. 14  
**Personal Selling, Sales Management**

Group 6 – Marketing in China

**Lesson Learned paper submitted no later than 5 pm 12/8**

**B21–December 10: Social and Mobile Marketing**

Ch. 3

Group 7 – Marketing in Japan

**B22– December 12: Pricing**

Ch. 14

Group 8 – Pricing across 3 countries

Study Day – December 12

**B23–December 14: Exam 3**

Prepare for Honolulu

Honolulu – December 16

**B24–December 17: Marketing Career Day and Special Topics**

**B25–December 20: Recap and course review**

Arrive San Diego – December 23

**FIELD WORK**

**The field class for this course is on Thursday, 15 November in Ho Chi Minh City, Vietnam.**

**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 will be developed and led by the instructor.

**FIELD CLASS AND ASSIGNMENT**

Field Class: Adidas in Vietnam: From Marketing Strategy to Production to Retail

Country: Vietnam

Date: November 15, 2018

The class will begin the day by visiting with Adidas executives at their Vietnam headquarter. We will learn about the development and execution of their global marketing strategy. Next we will visit the Pou Yuen Vietnam factory. Pou Yuen (and their parent company), is the largest shoe manufacturer in the world. Here we will gain a behind the scenes view of the

supply chain, manufacturing and production processes required to make Adidas shoes. The field class will end with a visit to the Adidas store where we will see how the finished products are displayed and sold gaining first hand insights into the retail processes required to bring Adidas products to end users.

Objectives:

1. Learn the steps required by a global company to define, create, and execute their marketing strategy.
2. Gain a deeper understanding of the behind the scenes processes (product design, materials sourcing, manufacturing) required to bring products to market.
3. Examine the impact of merchandising on product sales.

Evaluation: Students will submit a written “Lessons Learned” analysis on 12/8/18 in which they reflect on the field day and on the marketing activities and strategies utilized by Adidas using the frameworks discussed in class and those provided in the text. More details pertaining to submission requirements will be provided in class.

### **INDEPENDENT FIELD ASSIGNMENT**

Students will work in assigned teams examining the marketing practices of a country we will visit on the voyage. Each team will conduct a thorough review of the marketing practices in their assigned country using a combination of published research and in country primary research. There is room for much creativity with this project, but you must deliver key learning points to your classmates. This is not simply a descriptive project but one which requires teams to think strategically and analytically while sharing relevant concepts that will help advance the learning of the entire class. Each team will have 20 minutes of class time allocated for their presentation.

Objectives: This assignment allows students to further explore class topics in a global setting while providing a thoughtful in-depth review of marketing practices in one particular country. The goal of the assignment is to help further our collective and cross-cultural knowledge of marketing in countries along the voyage in a collaborative manner.

Evaluation: Each team is required to submit a project proposal for approval on or before **9/21**. The proposal should include names of all team members, a description of the project plan, strategy for gathering in-country and out-of-country data, and a preliminary lesson plan. All students are **required** to deliver a portion of the presentation. A brief Q&A period will follow each presentation. All students are required to make a substantial contribution to the project deliverables. Teams will be graded on the quality of the content of their PowerPoint deck (an electronic copy must be submitted to the class folder 30 minutes prior to the start of class), the depth of their analysis, the ability to engage the class in the topic, the organization and delivery of their presentation, non-presenting student feedback, and a within group peer assessment. Teams are required to submit 5 well developed multiple choice questions & answers and three short open-ended questions & answers based upon the key concepts delivered in the presentation. These questions should not be shared with students not in your group.

## METHODS OF EVALUATION

Three equally weighted exams will be given throughout the semester. Exam format will be discussed in class. Be aware that there is more material in your assigned readings than we can discuss in class. Class discussions will cover the most important issues but may not cover everything in the assigned readings. Tests will place more emphasis on topics covered in class, but they will also include all assigned material.

Exam 1:	20%
Exam 2:	20%
Exam 3:	20%
Field class "Lessons Learned" paper:	20%
Group field presentation and deck (group grade)*	10%
Class participation	10%

\*Individual grades may be lowered based upon peer feedback.

## 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
94-96%: A	84-86%: B	70-76%: C	
90-93%: A-	80-83%: B-	60-69%: D	

**Students will submit exams and lessons learned papers using their student IDs and NOT their names.**

## ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance is required at all class sessions. You must notify your professor in advance of any unanticipated absence and take the initiative to make up missed work in a timely fashion. Active student participation in class is essential to the learning process and to the success of the class. To participate effectively students must read all assigned materials and prepare written answers to all discussion questions before the start of class. Unannounced quizzes may be given throughout the term, and these scores will be incorporated in the class participation grading component. Please note that the class participation grade will be determined based upon the quality of your contributions, not necessarily the quantity.

Please participate, and share your experiences/perspectives as long as they are relevant and they help to advance the class discussions.

## **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."

## **ELECTRONIC COURSE MATERIALS (subject to change):**

Bosses Seek 'Critical Thinking' But What is That? An Important Skill for Young Workers Has a Variety of Definitions. Melissa Korn. Wall Street Journal. 10/21/14

What Do Customers Want? Look at Their Selfies. Courtney Rubin. New York Times. 5/7/16

Amazon Finds a Partner for Air Freight Deliveries. Greg Bensinger. Wall Street Journal. 3/9/16

In an Age of Privilege, Not Everyone is in the Same Boat. Nelson Schwartz. New York Times. 4/23/16

Why is Under Armour's Biggest Olympic Star Wearing Nike? Eben Novy-Williams and Scott Soshnick. Bloomberg. 8/17/15

You Won't Believe Why Nike Lost Steph to Under Armour. Ethan Strauss. ESPN. 3/23/16

Zappos' Cool New Shoebox Can Be Cut Up and Repurposed in a Bunch of Unique Ways. Tim Nudd. Adweek. 5/23/16

Kellogg's to Open All-Day Cereal Café in Times Square, Charging up to \$7.50. Kerry Burke, Jeanette Settebbre, and Larry McShane. New York Daily News. 7/5/16

From Control to Collaboration: Using Pre-Defined Metrics for Success. Peter Freidman. American Marketing Association.

The Advertising On-Ramp, Chapter 10, by Bell Frank. 2013.

Classic Error That Continues to Make Bubbles 20 Years on, by Andrew Ward, Financial Times, 8/5/05.

Cost of EpiPen: One senator's daughter is Mylan CEO, another's needs drug. Eugene Scott. CNN. 8/25/16.

When Shopping Is an Investment. Erik Wander. AdWeek. 11/27/17.

BlackBerry: The Smartphone Pioneer That Apple Deleted is Keyed Up For a Comeback. Robert Klara. AdWeek. 2/19/18.

It's a Mobile World. Sammy Nickalls. AdWeek. 2/26/18.

Coca-Cola Will Launch Its First Alcoholic Drink To Complete In Japan. Scott Neuman. NPR. 3/7/18.

FedEx: How a College Term Paper and a Stint in Vietnam Revolutionized the World of Commerce. Robert Klara. AdWeek. 3/12/18.

Controversial New Milk Shakes Up Big Dairy. Mike Cherney. The Wall Street Journal. 4/24/18.

The 21st-Century Suit Salesman: Charm, Confidence and a Smartphone. Khadeeja Safdar. The Wall Street Journal. 4/15/18.

Coke Finds That Americans Still Love Their Soda After All. Jennifer Kaplan. Bloomberg. 4/24/18.

Behind Ford's New Approach to Advertising. John D. Stoll. The Wall Street Journal. 5/18/18.

Kraft Heinz Prepares to Take on Hellmann's With a New Mayonnaise and 'Mayochup'. Saabira Chaudhuri and Annie Gasparro. The Wall Street Journal. 5/20/18.

The Ten Biggest Crowdfunding Campaigns: Where Are They Now? Deborah Gage. The Wall Street Journal. 4/30/18.

Apple Recharges Effort in India Newley Purnell, Rajesh Roy, and Tripp Mickle. The Wall Street Journal. 6/23/17.

Retail Marketing Strategy: Delivering Shopper Delight, Making Big Data Digestible. Constant Berkhout

Legendary Entertainment Case by Alva Taylor