

## SEMESTER AT SEA COURSE SYLLABUS

### Colorado State University, Academic Partner

<b>Voyage:</b>	Fall 2019
<b>Discipline:</b>	Marketing
<b>Course Number and Title:</b>	MKT 300 Marketing (Section 2)
<b>Division:</b>	Upper
<b>Faculty Name:</b>	Brennan Davis
<b>Semester Credit Hours:</b>	3

**Prerequisites:** The standard prerequisite as listed in the CSU course catalog - (1) calculus course AND one (1) principles of microeconomics course – has been waived by the instructor.

### COURSE DESCRIPTION

Marketing is the only revenue-focused and customer-facing function of business. Without marketing to generate revenue, a business would not last long! Marketing's fundamental concepts permeate virtually all areas of business and, on a personal level, can help students navigate their careers. As the core marketing course in the business school, this course aims to train students in the "language of marketing" and to help them understand its philosophies, decision-areas, tactics, and strategies. To facilitate this goal, we will frequently put on the hat of a chief marketing officer or marketing manager and unpack ideas in the context of complex organizations striving to compete in a dynamic global environment. As we go, we will consider how marketers can help organizations succeed (or fail miserably), reflect on marketing's role in society, and explore the implications of marketing for your future career. Ultimately, we will produce viable marketing plans that could actually help real businesses in the countries visited by Semester at Sea.

### 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).
- Develop a coherent marketing strategy that addresses the specific needs of a chosen target market, drawing on an analysis of the market environment.
- 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 (paperback): 978-1337407588

DATE/EDITION: 2018, 12th Edition

Note: This textbook comes with MindTap Mobile App access, which is an offline e-reader for iOS or Android smartphone for all chapters of the textbook, including flashcards & practice quizzes.

## TOPICAL OUTLINE OF COURSE

**Depart Amsterdam, Netherlands – September 9**

**B1–September 12:** Class Introduction

**B2–September 14:** What is Marketing?

Read: Chapter 1

**Gdansk, Poland – September 15-20**

**B3–September 22:** Product Concepts

Read: Chapter 10

**B4–September 24:** Strategic Planning

Read: Chapter 2  
Field Class Report

**Lisbon, Portugal – September 26-28**

**Cadiz, Spain – September 29 - October 1**

**B5–October 2:** The Marketing Environment

Read: Chapter 4

**B6–October 4:** Developing a Global Vision

Read: Chapter 5

**Dubrovnik, Croatia – October 6-10**

**B7–October 11:** Ethics and Social Responsibility

Read: Chapter 3

**B8–October 13:** Exam 1: Chapters 1, 2, 4, 5 (not 3 or 10)

**Casablanca, Morocco – October 15-20**

**B9–October 21:** Consumer Decision-Making

Read: Chapter 6

**B10–October 23:** Segmentation, Targeting & Positioning

Read: Chapter 8

<b>B11—October 26:</b>	Marketing Research	Read: Chapter 9
<b>Tema, Ghana — October 28-30</b>		
<b>Takoradi, Ghana — October 31 – November 1</b>		
<b>B12—November 2:</b>	Pricing	Read: Chapter 19
<b>B13—November 5:</b>	Exam 2: Chapters 6, 8, 9, 19	
<b>Community Programming – November 6 (No Class)</b>		
<b>B14—November 7:</b>	Developing and Managing Products	Read: Chapter 11
<b>B15—November 9:</b>	Services and Nonprofit Marketing	Read: Chapter 12
<b>Salvador, Brazil — November 10-15</b>		
<b>B16—November 17:</b>	Marketing Communication	Read: Chapter 15
<b>B17—November 19:</b>	Advertising, Public Relations & Sales Promotion	Read: Chapter 16
<b>B18—November 22:</b>	Exam 3: Chapters 11, 12, 15, 16	
<b>Port of Spain, Trinidad and Tobago — November 24</b>		
<b>B19—November 25:</b>	Retailing	Read: Chapter 14
<b>B20—November 27:</b>	Marketing Channels and Supply Chain	Read: Chapter 13
<b>Panama Canal Transit — November 29</b>		
<b>B21—November 30:</b>	New Digital Media and Marketing	Read: Chapter 18
<b>Guayaquil, Ecuador — December 2–7</b>		
<b>B22—December 8:</b>	Project Day	Independent field
<b>B23—December 10:</b>	Professional Storytelling & Presentation	Read: Chapter 17
<b>Puntarenas, Costa Rica — December 11-15</b>		
<b>B24—December 17:</b>	Project Presentations	Annotated PPT
<b>B25—December 19:</b>	Exam 4: Chapters 13, 14, 17, 18	
<b>Arrive San Diego, California — December 23</b>		

## 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 required field class, students will complete independent field assignments that span multiple countries.

### Field Class & Assignment

The field class for this course is on **September 20<sup>th</sup> in Gdańsk, Poland.**

#### Creating Value for the Gdańsk Shakespeare Theatre

Field Class attendance is mandatory for all students enrolled in this course. *Do not book any 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 Title: Creating Value for the Gdańsk Shakespeare Theatre

Field Class Description: This field class will engage students in the process of using market research and strategy to create economic value for the Gdańsk Shakespeare Theatre. Students will learn more about the organization's growth goals, customer needs, potential market segments, current products/services, revenue streams, and key partners. 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. Throughout the course, students will work in groups to generate new ideas as part of the course's final project.

#### Learning Objectives:

- Appreciate how marketing operates in a different country using the local partner as a specific context.
- Identify viable marketing models and growth opportunities for a public good organization.
- Develop a marketing perspective on the specific "user experience" needs of customers.

Program: We will meet with the Gdańsk Shakespeare Theatre staff about marketing needs, and later meet with students, staff and faculty at University of Gdańsk to exchange ideas on cross-cultural consumer psychology.

Outcome: Students will learn from the Gdańsk Shakespeare Theatre staff about key marketing questions which they will investigate later on-ship through interviews, experiments and survey data from other SAS students. The field class report will be the first part of the class project to be delivered to the Gdańsk Shakespeare Theatre electronically at the voyage's end.

Field Class Assignment: Students will write a 2-page report as a group outlining the key research questions their group will address in the marketing project. They will also describe their marketing insights from the visit in this report.

Due Date: September 24

**Independent Field Assignment:** Marketing Photo Journal from Multiple Ports

Students will choose a customer experience (e.g., in-country programming) to observe, document, and compare across three countries. One example must come from a European country (Poland, Portugal, Spain or Croatia), one from an African country (Morocco or Ghana) and one example from an American country (Brazil, Trinidad and Tobago or Ecuador; note that Costa Rica is not possible given the due date). 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 a 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.

Due Date: December 8

**METHODS OF EVALUATION**

Exams 1-4 (100 points each)	400
Field Class Report	200
Project	200
Class Participation	100
Marketing Photo Journal	100
<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."

## **RESERVE BOOKS FOR THE LIBRARY**

None

## **FILM REQUEST**

None

**ELECTRONIC COURSE MATERIALS**

None

**ADDITIONAL RESOURCES**

None