

## SEMESTER AT SEA COURSE SYLLABUS

### Colorado State University, Academic Partner

<b>Voyage:</b>	Spring 2023
<b>Discipline:</b>	Marketing
<b>Course Number and Title:</b>	MKT 300 Marketing (Section 2)
<b>Division:</b>	Upper
<b>Faculty Name:</b>	Bonnie Simpson
<b>Semester Credit Hours:</b>	3

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

### COURSE DESCRIPTION

Marketing represents the creation, communication, delivery, and exchange of value for customers, clients, and society at large. As a core function of business operations, marketing has implications for for-profits and non-profits, large and small organizations and community groups, and individuals that seek to understand the desires and needs of consumers and translate these into actionable marketing strategies. In this course students will be introduced to the role of marketing in organizations and society, learn about core marketing concepts and theories, and gain experience with the marketing planning process. Students will engage in the analysis of an industry and the production of a viable marketing plan for a real business that we encounter via SAS. Particular emphasis will be placed on similarities and differences in the ways in which marketing operates globally – emphasizing evidence of the core foundational principles of marketing that hold constant across countries and how variations in consumers and cultures shape marketing strategies around the world. Students should be prepared for active participation and expect to work collectively on small group learning challenges with opportunities for reflection, problem solving, critical thinking, and creativity.

### LEARNING OBJECTIVES

- Understand and comfortably use basic marketing terminology.
- Understand and analyze key elements of the market environment – and how these vary across countries.
- Describe the elements of the marketing mix.
- Apply segmentation, targeting, and positioning strategies through development of a marketing proposal.
- Develop an understanding of ethical and social responsibility issues in marketing and how they vary across countries.

## REQUIRED TEXTBOOKS

AUTHOR: Dhruv Grewal and Michael Levy  
TITLE: Marketing  
PUBLISHER: McGraw Hill  
ISBN: Print: 9781260717433, 1260717437  
eText: 9781264155842, 1264155840  
DATE/EDITION: 2022/8<sup>th</sup>

## TOPICAL OUTLINE OF COURSE

### Embarkation Day – January 5

1. Class Introduction
2. What is Marketing Chapter 1
3. What is a Marketing Strategy Chapter 2
4. Digital Marketing Chapter 3
5. Conscious Marketing, CSR, and Ethics Chapter 4
6. Analyzing the Marketing Environment Chapter 5
7. Consumer Behavior Chapter 6
8. Exam #1
9. Global Marketing Chapter 8
10. Segmentation, Targeting, and Positioning Chapter 9
11. Marketing Research and Analytics Chapter 10
12. Product, Branding, and Packaging Decisions Chapter 11
13. Developing New Products Chapter 12
14. Pricing Chapter 14  
Chapter 15
15. Exam #2
16. Supply Chain and Channel Management Chapter 16

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| 17. | Retailing and Omnichannel Marketing      | Chapter 17 |
| 18. | Integrated Marketing Communications      | Chapter 18 |
| 19. | Advertising, Public Relations, and Sales | Chapter 19 |
| 20. | Personal Selling and Sales Management    | Chapter 20 |
| 21. | Debrief of Field Class                   |            |
| 22. | Group planning and project overview      |            |
| 23. | Field Assignment Presentations           |            |
| 24. | Field Assignment Presentations           |            |
| 25. | Exam #3                                  |            |

**Disembarkation Day – April 20**

## **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 a Comparative Experiential Project that span multiple countries.

### **Field Class & Assignment**

**STUDENTS: Field Class proposals listed below are not finalized.** Confirmed ports, dates, and times will be posted to the [Spring 23 Courses and Field Class page](#) when available.

**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 20% of the contact hours for each course.

Field Class Title: Creating Value Through Marketing

### Outcomes:

- Appreciate marketing in a different country using the local partner as a specific context to gain insight into how they apply the marketing mix.
- Develop perspective on the specific “user experience” needs of customers.
- Identify viable marketing models and opportunities for a local organization.

**Activities:** Meet with a local non-profit organization and experience their product. Learn about the needs and motivations of their customers. Learn about how the organization applies the marketing mix.

**Assessment:** Drawing on the field class experience, students will apply course content to a local non-profit organization.

For assessment, students (in small groups) will prepare a Marketing Plan grounded in marketing theory. The Marketing Plan is worth 15% and is not to exceed 10 double spaced pages. Groups will share their project with rest of the class during assigned presentation dates and evaluation will include appropriate use of course concepts, understanding of the organization and it's needs, and creativity.

Participation in the field class will additionally be worth 5% of the grade. This will include preparation for the class through contribution of questions for those we will interact with, active participation during the day, and a short summary done in small groups as we reflect and debrief (due at the end of the field class day).

### **Comparative Experiential Project**

The CEP is the required comparative assignment that span multiple countries. The Comparative Experiential Project constitutes at least 5% of the grade for each course.

Throughout the term students will be assigned small in-class assignments that will require observation on and reflection from their independent field experiences. For instance, in our first lecture on Consumer Behavior you might be asked to make observations (take notes, pictures) about course concepts while visiting Vietnam. In our second lecture on Consumer Behavior you might then work in a small group to develop a short report on how you experienced one of these concepts. The goal of these experiential components is to enhance the course content through applied applications. They will be graded as either completed/not and thus attendance and active participation is necessary. For each in-class assignment not completed, 2% of the grade (up to 20%) will be deducted.

### **METHODS OF EVALUATION**

20%	Exam #1
20%	Exam #2
20%	Exam #3
20%	Field Class Assessment (5% participation, 15% Marketing Plan)
20%	Comparative Experiential Project
100%	Total

### **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 academic 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.

## CLASSROOM CLIMATE

Semester at Sea® is committed to the Voyage Community Values. Consequently, the classroom environment is founded on mutual respect, community, and an aim toward equity. The Voyage Community Values support the creation of a collaborative and vibrant community. Our community is the foundation of our learning, critical inquiry, and discovery. Each member of this course has a responsibility to uphold these values when engaging with one another.

With that, please review the following Voyage Community Values:

- **Well-Being:** We commit to the health, safety and well-being of ourselves, all members of our voyage community, *and* members of the communities we will visit.
- **Interconnectedness:** We understand our actions and attitudes have an impact locally and globally. We always seek to positively affect the planet and the people around us near and far.
- **Respect:** We honor the inherent dignity of *all people* with an abiding commitment to freedom of expression, scholarly discourse and the advancement of knowledge. We have the right to be treated, and the responsibility to treat others, with fairness and equity.
- **Inclusion:** We ensure inclusive environments that welcome, value, affirm and embrace *all people* within the shipboard community and in each country we visit.
- **Integrity:** We are honest and ethical in all of our interactions, including our academic work. We hold ourselves accountable for our actions.

- **Excellence:** We model the highest academic standards of preparation, inquiry and knowledge and consistently seek to understand complex issues and express informed opinions with courage and conviction.

## 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 students' home institutions verifying the accommodations received on their home campuses (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit verification of accommodations to their Student Services advisor as soon as possible, but no later than two months prior to the voyage. More details can be found within the **Course Registration Packet**, posted to the student portal prior to registration.

## 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

## FILMS

None

## ELECTRONIC COURSE MATERIALS

None