

SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

Voyage:	Fall 2022
Discipline:	Marketing
Course Number and Title:	MKT 300 Marketing (Section 2) – CRN 70737
Division:	Upper
Faculty Name:	Brennan Davis
Semester Credit Hours:	3

Prerequisites: One (1) principles of microeconomics course. The standard CSU prerequisite – one (1) lower division calculus 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- 0357127810
DATE/EDITION: 2020, 13th 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

Embarkation Day – September 9

1:	Class Introduction	
2:	What is Marketing?	Read: Chapter 1
3:	Product Concepts	Read: Chapter 10
4:	Strategic Planning	Read: Chapter 2
5:	The Marketing Environment	Read: Chapter 4
6:	Developing a Global Vision	Read: Chapter 5 Field Class Report
7:	Ethics and Social Responsibility	Read: Chapter 3
8:	Exam 1: Chapters 1, 2, 4, 5 and 10 (not 3)	
9:	Consumer Decision-Making	Read: Chapter 6
10:	Segmentation, Targeting & Positioning	Read: Chapter 8
11:	Marketing Research	Read: Chapter 9
12:	Pricing	Read: Chapter 19
13:	Exam 2: Chapters 3, 6, 8, 9, 19	
14:	Developing and Managing Products	Read: Chapter 11
15:	Marketing Communication	Read: Chapter 15

16:	Advertising, Public Relations & Sales Promotion	Read: Chapter 16
17:	Services and Nonprofit Marketing	Read: Chapter 12
18:	Exam 3: Chapters 11, 12, 15, 16	
19:	Retailing	Read: Chapter 14
20:	Marketing Channels and Supply Chain	Read: Chapter 13
21:	Professional Storytelling & Presentation	Read: Chapter 17
22:	Exam 4: Chapters 13, 14, 17, 18	
23:	Project Day	
24:	Project Presentations Day 1	PPT + Doc Comparative Experiential Project
25—FINAL CLASS:	Project Presentations Day 2 (if needed)	

Disembarkation Day – December 22

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 spans multiple countries.

Field Class & Assignment

STUDENTS: Field Class proposals listed below are not finalized. Confirmed ports, dates, and times will be posted to the [Fall 22 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: Marketing in a Regional Context

Outcomes:

- Experience a company's products compared with their promotion.
- Identify viable marketing mix models and growth opportunities for an organization's current product line.
- Develop a marketing perspective on the specific needs of customers.

Activities: This field class offers a learn-by-going experience with a company's growth goals, customer needs, potential market segments, current products/services, revenue streams, and key partners. Throughout the class, students will engage a company to understand how the marketing theory from the course applies to the concrete marketing operations within the country's region. During our visit and conversations, students will learn more about the organization, how marketing can be a force for positive impact, and consider ideas for feedback.

Assessment: The field class experience will be assessed through active participation in the field class, and a two-page essay (12P Times New Roman double space) answering the questions: "What did you observe on the field class from a marketing perspective? How did you observe the firm's marketing mix strategy during the field class? How would you make improvements?"

Comparative Experiential Project: 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 (Portugal, Spain, Croatia, Greece, or Europe side of Cyprus), one from an African country (Morocco or Kenya) and one example from an Asian country (Asian side of Cyprus, Jordan or India). 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. The narrative should be comparative. Students should answer the following questions in the written narrative of your photo journal, “What comparative experiences in the port cities enhanced your understanding of the course material? How?”

Due Date: December 17

Comparative Experiential Project Rubric

Scoring Level	A (90-100 pts.) - superior	B (80-89 pts.) - good	C (70-79 pts.) - acceptable	D (60-69 pts.) - poor	F (0-59 pts.) - failing
Comparative Marketing Narrative	Superiorly described the comparative experience in the port cities and how they enhanced understanding of the course material.	Good comparative marketing narrative.	Acceptable comparative marketing narrative.	Poor comparative marketing narrative.	Failing comparative marketing narrative.
Data-support	Superiorly insightful data-driven (i.e., photos as data points) of the narrative.	Good presentation of the data.	Acceptable presentation of the data.	Poor presentation of the data.	Failing presentation of the data.
Written Delivery	Superior writing, narrative variety, pace/flow, word choice, and grammar.	Good written delivery.	Acceptable written delivery.	Poor written delivery.	Failing written delivery.

The CEP is the required comparative assignment that spans multiple countries. The Comparative Experiential Project constitutes 10% of the grade for this course.

METHODS OF EVALUATION

Exams 1-4 (100 points each)	400
Field Class Report	200
Project	200
Class Participation	100
<u>Comparative Experiential Project</u>	<u>100</u>
Total	1000

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.

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