MKG310: Introduction to Marketing

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Course Description and Outcomes

This course provides a general introduction to marketing principles and policies. Topics such as marketing functions, price policies and controls, distribution channels, merchandising, and market research as well as competitive practices and government regulations, product development, and integration of marketing with technology are presented. Students also gain a basic understanding of the 4Ps (product, place, price, promotion). Students who completed MKG300 cannot earn credit for MKG310.

In this course, the student will obtain a general introduction to marketing principles and policies. Course units include marketing functions; price policies and controls; distribution channels, merchandising, and market research; competitive practices and government regulations; product development; and integration of marketing with technology, a basic understanding of the 4Ps (product, place, price, promotion), and current issues.

Program Specialization Outcomes:

1. Explain what marketing is and how it differs from selling and advertising.
2. Identify a target market for a specific product using segment variables to maximize long-term sales and profits.
3. Compare pricing strategies based on cost, demand, competition, and customer needs.
4. Design the marketing communication mix for a specific product.
5. Explain the role of marketing channels.
6. Explore ethical matters as they pertain to marketing.
7. Prepare a marketing plan suitable for corporate/industry presentation in criminal investigative processes.
Participation & Attendance

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

Course Materials

Textbook Information is located in the CSU-Global Booklist on the Student Portal.

Course Schedule

Due Dates
The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- Discussion Boards: The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- Opening Exercises: Take the opening exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- Mastery Exercises: Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- Critical Thinking: Assignments are due Sunday at 11:59 p.m. MT.
- Live Classroom: Although participation is not required, a Live Classroom session is held during Week 4.

<table>
<thead>
<tr>
<th>Week #</th>
<th>Readings</th>
<th>Assignments</th>
</tr>
</thead>
</table>
| 1      | • Chapters 1, 2, & 16 in *Principles of Marketing*
        |          | • Opening Exercise (0 points)
        |          | • Mastery Exercise (10 points) |
| 2      | • Chapters 3 & 4 in *Principles of Marketing*
        |          | • Opening Exercise (0 points) |
| 3 | Chapters 5 & 10 in Principles of Marketing  
Critical Thinking (90 points)  
Discussion (25 points)  
Opening Exercise (0 points)  
Mastery Exercise (10 points)  
Critical Thinking (90 points) |
|---|---|---|
| 4 | Chapters 6 & 7 in *Principles of Marketing*  
Critical Thinking (95 points)  
Discussion (25 points)  
Opening Exercise (0 points) |
| 5 | Chapters 14 & 15 in *Principles of Marketing*  
Critical Thinking (95 points)  
Live Classroom (0 points)  
Discussion (25 points)  
Opening Exercise (0 points) |
| 6 | Chapters 8 & 9 in *Principles of Marketing*  
Critical Thinking (95 points)  
Discussion (25 points)  
Opening Exercise (0 points) |
| 7 | Chapters 11, 12, & 13 in *Principles of Marketing*  
Discussion (25 points)  
Opening Exercise (0 points) |
| 8 | Chapters 16 in *Principles of Marketing*  
Discussion (25 points)  
Opening Exercise (0 points) |
Assignment Details

This course includes the following assignments/projects:

Module 1

A final Portfolio Project is due at the end of the course. For this assignment, you will either:

- Create a marketing plan for a company or product/service, or
- Create a marketing plan for an existing company: promotion in a new country.

This week review the full Portfolio Project description in the Module 8 folder. Review the Portfolio Project Milestone in the Module 5 folder. Also review the final Portfolio Project grading rubrics. Contact your instructor with any questions.

Module 2

CRITICAL THINKING ASSIGNMENT (90 Points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission. When you are ready to submit, go to the Module 2 folder to upload the document.

Option #1: The Consumer Decision Process Model

Choose a product or service that you connect with as a consumer. In a well-researched essay, explain how the company has used the consumer decision process model (Chapter 3, Figure 3-9) to effectively market the product or service to you. This essay should:

- Detail the strategy based on the model.
- Explain why the strategy was successful for you as a consumer.
- Judge how the company should move into the future.
- Explain the decision-making process you experienced as a consumer when choosing this product or service.

Be sure to discuss and reference concepts taken from the assigned textbook reading and relevant research. (The CSU-Global Library is a good place to search for research sources.) You must include a minimum of three credible outside references. Follow all APA requirements, including the utilization of a third person writing perspective.

Your 2- to 3-page paper must use at least two outside sources besides the textbook and be formatted according to CSU-Global Guide to Writing and APA Requirements. Use the CSU-Global library to find references.

Option #2: Balancing Local Standardized Products Globally

In this assignment, you will analyze the balance of local standardized products globally. In your essay, include the following:

- Explain the company’s global strategy.
Discuss how cultural differences are considered and managed.
Suggest a plan or strategy for future global growth.

Be sure to discuss and reference concepts taken from the assigned textbook reading and relevant research. (The CSU-Global Library is a good place to search for research sources.) You must include a minimum of three credible outside references.

Your paper should be 2-3 pages in length, well written, and formatted according to CSU-Global Guide to Writing and APA Requirements.

PORTFOLIO PROJECT REMINDER

Option #1: Marketing Plan for a Company or Product/Service
In preparation for completing the Portfolio Project, review all materials in the Principles of Marketing textbook concerning essentials of the marketing plan; Chapter 16 should be your starting point. Also, please click here to see an example of a marketing plan, Growing a Niche Market: A Targeted Marketing Plan for Colorado Homestead Ranches. Your marketing plan, due in week 8, should be similar to this example.

Option #2: Marketing Plan for an Existing Company: Promotion in a New Country
In preparation for completing the Portfolio Project, review all materials in the Principles of Marketing textbook concerning essentials of the marketing plan; Chapter 16 should be your starting point. Also, please click here to see an example of a marketing plan, Growing a Niche Market: A Targeted Marketing Plan for Colorado Homestead Ranches. Your marketing plan, due in week 8, should be similar to this example.

Module 3

CRITICAL THINKING ASSIGNMENT
Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission. When you are ready to submit, go to the Module 3 folder to upload the document.

Option #1: Introducing a New Product to the Market
Put yourself in the position of an entrepreneur who is developing a new product or service to introduce into the market. Briefly describe the product. Then develop the segmentation, targeting, and positioning strategy for marketing the new product. Be sure to discuss:

- The overall strategy; why segmenting, targeting, and positioning are useful methodologies
- Segmentation and targeting choices
- Characteristics of the target market
- Why that target market is attractive
- The positioning strategy

Provide justifications, in the form of research, for your decisions and include your textbook and at least two references to credible sources outside of the course and its required readings/media. (The CSU-Global Library is a good place to find credible sources.)

Your paper should be 2-3 pages in length, well written, and formatted according to CSU-Global Guide to Writing and APA Requirements.
Option #2: Marketing an Existing Product
Put yourself in the position of marketer who wants to market an existing product or service. Create a PowerPoint presentation to explain to potential investors how the new product or service will be marketed with a focus on the segmentation, targeting, and positioning (STP) strategies.

Be sure to cover the following:

- The big picture; why the STP approach is appropriate
- How the market may be segmented
- Targeting plans; market attractiveness
- Positioning strategy utilizing the 4Ps of marketing

Your PowerPoint presentation must be 10-15 slides (does not include title, reference slides), well-written speaker notes, informative graphics, and formatted according to CSU-Global Guide to Writing and APA Requirements. Include your text and at least two references to credible sources outside of the course and its required readings/ media. (The CSU-Global Library is a good place to find credible sources.)

PORTFOLIO PROJECT REMINDER

Option #1: Marketing Plan for a Company or Product/Service
Begin gathering research through the CSU-Global Library or other sources of scholarly literature.

- Click here for a library tutorial on the CSU-Global Library site on how to find scholarly articles.
- Click here for a library tutorial on the CSU-Global Library site on how to find Company Profiles.

You will choose a company by next week for your final portfolio project, in which you will be creating a new product for your selected firm as the basis for this project. Consult with your instructor on possible choices.

Review the Portfolio Project Description in Week 8 and the Portfolio Project Milestone in Week 5 on the Assignments page, as well and the Portfolio Project Rubrics accessible from the Course Information page.

Option #2: Marketing Plan for an Existing Company: Promotion in a New Country
Begin gathering research through the CSU-Global Library or other sources of scholarly literature.

- Click here for a library tutorial on the CSU-Global Library site on how to find scholarly articles.
- Click here for a library tutorial on the CSU-Global Library site on how to find Company Profiles.

You will choose a company by next week for your final portfolio project, in which you will be creating a new product for your selected firm as the basis for this project. Consult with your instructor on possible choices.

Review the Portfolio Project Description in Week 8 and the Portfolio Project Milestone in Week 5 on the Assignments page, as well and the Portfolio Project Rubrics accessible from the Course Information page.

Module 4

CRITICAL THINKING ASSIGNMENT (95 points)
Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission. When you are ready to submit, go to the
Module 4 folder to upload the document.

Option #1: Branding and Packaging
In this assignment, you will analyze branding and packaging. In your essay, include the following:

- Choose a brand that you feel loyal to and describe the product and its branding and packaging strategies.
- Analyze the effectiveness of these strategies and compare to two similar products. Your research should demonstrate your understanding of target markets and specific demographics.

Be sure to discuss and reference concepts taken from the assigned textbook reading and relevant research. (The CSU-Global Library is a good place to search for research sources.) You must include a minimum of three credible outside references in addition to your text.

Your paper should be 2-3 pages in length, well written, and formatted according to CSU-Global Guide to Writing and APA Requirements.

Option #2: Marketing via Social Media
In this assignment, you will explore social media in marketing in an essay. In your essay: Choose a brand (or product) that relies heavily on social media or technology to market their product. Examples would be Netflix or Uber. Provide the following:

- Provide an overview or history of the brand (product).
- Describe and explain how technology or social media is utilized for marketing purposes.
- Demonstrate an understanding of target markets and demographics.

Your paper should be 2-3 pages in length, well written, and formatted according to the CSU-Global Guide to Writing and APA Requirements. Be sure to provide at least three outside sources in addition to your text.

PORTFOLIO PROJECT REMINDER

Option #1: Marketing Plan for a Company or Product/Service
Privately email your instructor with project ideas and thoughts for your portfolio project options. In particular, choose a company to use for your marketing plan. Review the Portfolio Project Description in Week 8 and the Portfolio Project Milestone in Week 5 on the Assignments page, as well and the Portfolio Project Rubrics accessible from the Course Information page.

Option #2: Marketing Plan for an Existing Company: Promotion in a New Country
Privately email your instructor with project ideas and thoughts for your portfolio project options. In particular, choose a company to use for your marketing plan. Review the Portfolio Project Description in Week 8 and the Portfolio Project Milestone in Week 5 on the Assignments page, as well and the Portfolio Project Rubrics accessible from the Course Information page.

Module 5

PORTFOLIO PROJECT MILESTONE (40 points)

Option #1: Deliverable: Marketing Plan Outline
Submit an outline of your marketing plan to instructor for review and feedback. Be sure to include the
following in your plan:

- Executive summary
- Company overview
- Situational analysis
- Objectives or goals, usually according to strategic plan and focus
- STP (market/product/customer) analysis
- Marketing mix
- Financial projections
- Implementation plan
- Evaluation and control metrics

Option #2: Deliverable: Marketing Plan Outline
Submit an outline of your marketing plan to instructor for review and feedback. Be sure to include the process from the inception of the marketing plan to the roll-out and sale of the product in your selected country.

Module 6

CRITICAL THINKING ASSIGNMENT (95 points)
Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission. When you are ready to submit, go to the Module 6 folder to upload the document.

Option #1: Pricing and Retail Strategy
In this assignment, you will evaluate pricing and retail strategy. In this essay:

- Choose a company (it cannot be your portfolio project company). Make sure to choose a company that you are familiar with and one that you have not used for other modules in the course.
- Describe and evaluate a company’s pricing and retail strategy.
- Include analysis of the current market situation and the competitive strategy.

Be sure to cite at least three credible outside sources and apply the concepts presented in the textbook regarding pricing and retail strategies. (The CSU-Global Library is a good place to conduct your search for outside sources.)

Your paper should be 2- to-3 pages in length, well written, and formatted according to CSU-Global Guide to Writing and APA Requirements. Use the CSU-Global library to find references.

Option #2: Revising a Retail Pricing Strategy
In this assignment, you will revise a retail pricing strategy in a PowerPoint presentation:

- Choose a company that needs a new retail strategy.
- Explain why the company is in a declining situation.
- Explain the current role of technology relative to the company; are technology changes driving the decline?
- Can technology or disintermediation be utilized to create a new strategy?
- Describe and explain the new retail strategy.
Your PowerPoint presentation must be 6-10 slides (does not include title, reference slides), well-written speaker notes, informative graphics, and formatted according to CSU-Global Guide to Writing and APA Requirements. Include at least three references to credible sources outside of the course and its required readings/media. (The CSU-Global Library is a good place to find credible sources.)

Module 8

PORTFOLIO PROJECT (310 points)
You have a choice between two Portfolio Projects. Do not do both projects. Identify your Portfolio Project choice in the title of your document. When you are ready to submit, go to the Module 8 folder to upload your Portfolio Project. The milestone in week 5 for either project choice will apply to your final portfolio grade.

Option #1: Marketing Plan for a Company or Product/Service
Your final portfolio for the class will be to create a marketing plan for the company and product/service of your choice. If you are choosing a large global company, you MUST create a new product. However, this new product may be an upgrade of an existing product. You will need to select a company that you have not used for your other assignments in the class. Your plan information should address all areas covered in this course for a marketing plan. The "Company-Business Profiles" link found in the Library under the How to Find section, is a great place to look for company information for this assignment.

Use the marketing plan that is linked below and is required reading for this module for your final portfolio project, as a broad guide. The marketing plan document is essential to business strategy and is a focal point of this introductory class. The essential information of a marketing plan is outlined in this document and will serve as the blueprint for your portfolio project due this week.

Below is the outline to be followed for this assignment:

- **Executive Summary**: This provides everything a busy executive needs to know to invest (or not) in your proposal. It captures your key proposal and recommendations/decision factors, and projected outcomes of the plan’s recommendations. Note this is not an introduction to the marketing plan. Typically, this is written after the entire marketing plan has been compiled. (1/2 page)
- **Company Overview** (1/2 page)
- **Situational Analysis** (includes a SWOT analysis): Identify at least two significant factors for each of the 4 SWOT components. Identify applicable trends that are statistically supported.
- **Competitive Analysis**: Create a comparative chart and discuss key aspects. (1-2 pages)
- **Identify Objectives or Goals**: Briefly describe your proposal... describe what’s new and why. What is the opportunity to be addressed or the problem to be solved? (1/2 page)
- **STDP Segmentation**: Define and explain why this is needed; explain the segmentation approach (such as the use of demographics) and name market segments. **Targeting**: Define and explain why this is needed and estimate the size your target market. (1 page)
- **Marketing Strategy and Positioning**: Explain and support your marketing mix component decisions (4Ps), using academic concepts and academic reference sources. Discuss whether your company has a competitive advantage in each section of the marketing mix (4Ps).
- **Positioning**: What do you want your customer to think of when regarding your brand, product, proposed product? Take an analytical approach to this section. **Create at least one perceptual map** (as applied to differentiation or positioning). (1 page)
How will Marketing Research be used to support the planning, implementation, and monitoring process? What research methodologies will be used? Add a sub-section on ethical and/or legal factors, plus a CSR (corporate social responsibility) strategy summary. (1 page)

Financial Projections: Present a summary spreadsheet. For example: years 1, 2 and 3 units sold, sales volumes. Estimate marketing expenses for promotions/advertising. What is the projected timeline of the product life cycle's introduction and growth stage? (1 page maximum)

Implementation Plan: Identify specific tactics and steps that will be taken (primarily focused on distribution, marketing communications, promotion, PR, for example). Create a chart depicting your advertising/promotion plan with actions, time frame, media choice, for example. Include a Marketing Plan.

Technology sub-section: How will marketing technology be used throughout the marketing process: marketing research, communications, promotions, monitoring, for example? (1 page)

Evaluation and Control Metrics: How will you monitor progress of outcomes in your plan? How will you define and measure success? Connect these to your objectives and goals. (1/2-1 page)

Conclusion (1 paragraph)

Other:
The following are requirements for your portfolio project:

- 8-10 Word pages in the body of the paper. Estimated page counts are listed above in each section.
- Use APA format! Do not enumerate the sections—use regular APA heading format and please use plenty of headings and sub-headings according to CSU-Global Guide to Writing and APA Requirements. Develop full paragraphs and full sentences.
- Apply marketing models, theory, terminology, and concepts throughout the plan.
- A minimum of 6 references (in addition to course materials like the textbook or articles). At least 2 of these being peer-reviewed articles. The CSU-Global Library is a good place to search for credible, scholarly sources.

READ THE PORTFOLIO PROJECT RUBRIC IN DETAIL (pre-loaded into the course website). Note that there are additional aspects that need to be addressed, such as applying critical thinking.

Option #2: Marketing Plan for an Existing Company; Promotion in a New Country

Your final portfolio for the class will be to create a marketing plan for an existing company of your choice. The marketing plan will introduce and promote an existing product in a new country. You must address all of the points required in Option 1, but do so in a PowerPoint presentation in a bulleted format.

Suggested slide setup and number of slides (25 slides):

- Title
- Executive Summary
- Company Overview
- Strengths
- Weaknesses
- Opportunities (trends)
- Threats
- Marketing Plan Objectives
- Segmentation
- Target Market
- Positioning Map
- Product (features and benefits versus the competition)
- Price (compared with competition)
Other:
The following are requirements for your portfolio project:

- **15-20 PowerPoint slides in the body of the presentation.** Estimated page counts are listed above in each section.
- **Use APA format for references!** Please use plenty of headings and sub-headings according to [CSU-Global Guide to Writing and APA Requirements](#). Develop full paragraphs and full sentences.
- **Apply marketing models, theory, terminology, and concepts throughout the plan.**
- A minimum of 6 references (in addition to course materials like the textbook or articles). At least 2 of these being peer-reviewed articles. The CSU-Global Library is a good place to search for credible, scholarly sources.
- **READ THE PORTFOLIO PROJECT RUBRIC IN DETAIL** (pre-loaded into the course website). Note that there are additional aspects that need to be addressed, such as applying critical thinking.

Course Policies

Course Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussions</td>
<td>20%</td>
</tr>
<tr>
<td>Opening Exercises</td>
<td>0%</td>
</tr>
<tr>
<td>Live Classroom</td>
<td>0%</td>
</tr>
<tr>
<td>Mastery Exercises</td>
<td>8%</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>37%</td>
</tr>
<tr>
<td>Portfolio Project</td>
<td>35%</td>
</tr>
</tbody>
</table>

Grading Scale and Policies

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>95.0 – 100</td>
</tr>
<tr>
<td>A-</td>
<td>90.0 – 94.9</td>
</tr>
<tr>
<td>B+</td>
<td>86.7 – 89.9</td>
</tr>
<tr>
<td>B</td>
<td>83.3 – 86.6</td>
</tr>
<tr>
<td>B-</td>
<td>80.0 – 83.2</td>
</tr>
<tr>
<td>C+</td>
<td>75.0 – 79.9</td>
</tr>
<tr>
<td>C</td>
<td>70.0 – 74.9</td>
</tr>
<tr>
<td>D</td>
<td>60.0 – 69.9</td>
</tr>
<tr>
<td>F</td>
<td>59.9 or below</td>
</tr>
</tbody>
</table>

In-Classroom Policies
For information on late work and incomplete grade policies, please refer to our In-Classroom Student Policies and Guidelines or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

**Academic Integrity**
Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see CSU-Global Guide to Writing and APA Requirements for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

**Citing Sources with APA Style**
All students are expected to follow the CSU-Global Guide to Writing and APA Requirements when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions on your course’s Assignments page.

**Disability Services Statement**
CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

**Netiquette**
Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom.

If you have concerns about something that has been said, please let your instructor know.