

University of California, Santa Cruz  
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Office Hours: Wednesdays 9-11am (via Zoom)

Summer 2024  
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# Marketing (Econ 161A)

## **I. Course Description**

This online course explores the theory and practice of marketing. Topics will include defining marketing as a practice and job function; understanding the marketplace; consumer buyer behavior; customer value; market research and designing a customer value-driven strategy. The overall goal for this course is to provide students with a general grounding in marketing and to understand the role of the marketing function in today's business world.

This course will be delivered online with recorded lectures, together with experiential learning in the form of video assignments and online marketing simulations. A group project is also an integral part of this course, providing students with the opportunity to research and analyze a company's market situation and create a marketing plan for a company of their choice.

## **II. Course Materials**

### **Required Readings:**

*Principles of Marketing*, 19<sup>th</sup> edition, by Kotler, Armstrong & Balasubramanian, Pearson, 2023. (Referred to below as **PoM**), with Pearson's **MyLabMarketing (MLM)**.\*

\* MyLabMarketing is required and this includes the etext for our PoM textbook. Students can register for MyLabMarketing directly from our Canvas page. It is highly recommended you explore the study tools available to you in MyLabMarketing as a useful supplement to this course.

### **Course Website:**

Course information and materials, including homework assignments and activities, will be posted on our course website in Canvas. It is the responsibility of all students to check this site regularly for updates and announcements.

## **III. Lectures and Class Meetings**

### **Recorded Lectures**

A series of recorded lectures will be available over the quarter covering each weekly topic as outlined in the course schedule in section VII of this syllabus. These lectures will be made available to students each week via Canvas as we progress through the course.

## **IV. Course Requirements**

### **Homework**

Homework will be assigned regularly during the quarter and will need to be submitted online *before* the designated due date. All submissions will be timestamped and any late assignments will be subject to a substantial points penalty. These homework assignments will include marketing simulations and videos in MyLabMarketing as well as other assignments as chosen by the Instructor.

### **Quizzes**

Over the course of the quarter, six (6) quizzes will be delivered testing students' knowledge on recently covered topics. Each quiz will be worth 25 points with the lowest quiz score dropped and not factored into the final grade for the course.

### **Exams**

As part of this course, there will be two (2) Midterm Exams covering key course material drawn from our textbook (PoM), MyLabMarketing exercises, our recorded lectures, as well as other topics delivered and discussed in our online class meetings. Details of these exams will be shared with the class as the course progresses. Both Midterms will be 1 hour exams delivered online via Canvas.

### **“Group Project”**

Much of today's marketing, and success in business generally, is related to group work, teamwork and effectively presenting information/findings/strategies. The Instructor is also a believer in experiential learning and the benefits of “learning by doing.” So in order to maximize the benefits of this marketing course, and to better prepare students for life in the business world after UCSC, you will work on a “Group Project.” For this “Group Project,” students will be divided into teams of 3-5 students and will develop a marketing plan for a company of their choice (subject to approval by the Instructor). The deliverables for this assignment will include a recorded presentation pitching your marketing plan as well as a peer evaluation. Additional details on the “Group Project” assignment will be provided during the course of the quarter.

## **V. Evaluation and Grading**

Your grade for this course will be determined based on your performance out of the total points available as follows:

Canvas Journal	15
Quizzes	125
Homework	200
Midterm #1	220
Midterm #2	220
“Group Project”	220
<b>Total</b>	<b>1,000 points*</b>

\*Extra Credit is available for setting up MyLabMarketing and opening the associated PDF - "Getting Started with MyLabMarketing" before Midnight on Tuesday 6/25/22. (2 points)

### **Grade Scale**

A	=	93-100%
A-	=	90-92.9%
B+	=	87-89.9%
B	=	83-86.9%
B-	=	80-82.9%
C+	=	77-79.9%
C	=	73-76.9%
C-	=	70-72.9%

*Note: Some scores/percentages will be visible to students in MyLabMarketing but official scores/percentages and grades are kept by the Instructor in Canvas. Students are encouraged to meet promptly with the Instructor for any questions/concerns concerning their scores and overall grade.*

## **VI. DRC Accommodations, Academic Integrity, Title IX and CARE**

### **DRC Accommodations**

UC Santa Cruz is committed to creating an academic environment that supports its diverse student body. If you are a student with a disability who requires accommodations in order to have equal access to success in this course, please submit your Accommodation Authorization Letter from the Disability Resource Center (DRC) to me by email, or privately during my office hours, preferably within the first two weeks of the quarter. As part of this process, please plan to visit my office hours as I would also like us to discuss ways we can ensure your full participation in the course. I encourage all students who may benefit from learning more about DRC services to contact DRC by phone at 831-459-2089 or by email at [drc@ucsc.edu](mailto:drc@ucsc.edu).

## **Academic Integrity**

Academic integrity is the cornerstone of a university education. Academic dishonesty diminishes the university as an institution and all members of the university community. It tarnishes the value of a UCSC degree. All members of the UCSC community have an explicit responsibility to foster an environment of trust, honesty, fairness, responsibility and respect. All members of the university community are expected to present as their original work only that which is truly their own. All members of the community are expected to report observed instances of cheating, plagiarism, and other forms of academic dishonesty in order to ensure that the integrity of scholarship is valued and preserved at UCSC. The use of AI for any assignments, quizzes or tests is prohibited in this course.

In the event a student is found in violation of the UCSC Academic Integrity policy, he or she may face both academic sanctions imposed by the instructor of record and disciplinary sanctions imposed either by the provost of his or her college or the Academic Tribunal convened to hear the case. Violations of the Academic Integrity policy can result in dismissal from the university and a permanent notation on a student's transcript.

For the full policy and disciplinary procedures on academic dishonesty, students and instructors should refer to the [Academic Integrity page](#) at the Division of Undergraduate Education.

## **Title IX**

The university cherishes the free and open exchange of ideas and enlargement of knowledge. To maintain this freedom and openness requires objectivity, mutual trust, and confidence; it requires the absence of coercion, intimidation, or exploitation.

The university has therefore instituted a number of measures designed to protect its community from sex discrimination, sexual harassment, sexual violence, and other related prohibited conduct. Information about the Title IX Office, the [online reporting link](#), applicable campus resources, reporting responsibilities, the [UC Policy on Sexual Violence and Sexual Harassment](#), and the UC Santa Cruz Procedures for Reporting and Responding to Reports of Sexual Violence and Sexual Harassment can be found at [titleix.ucsc.edu](http://titleix.ucsc.edu). University policy requires me as your Instructor for this course to report any Title IX misconduct

## **CARE**

The UCSC Campus Advocacy, Resources and Education (CARE) Unit promotes an environment where people can learn and work while being safe and offers confidential support.

For more information please go to: <https://care.ucsc.edu>

## **VII. Course Schedule**

### **Econ 161A Course Schedule - Summer 2024**

#### **Week & Dates**

#### **Topics**

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|----|---|--|
| 1. | Week of June 24th   | Intro to Marketing. <i>Prep:</i> PoM Ch.1<br>Company & Marketing Strategy. <i>Prep:</i> PoM Ch. 2              |
| 2. | Week of July 1st<br><b><i>Group Project Groups Decided</i></b>  | Digital Marketing. <i>Prep:</i> PoM Ch. 17<br>Marketing Information. <i>Prep:</i> PoM Ch. 4                    |
| 3. | Week of July 8th<br><b><i>Midterm #1 - 60 minutes (7/10)</i></b>  | Consumer Markets. <i>Prep:</i> PoM Ch. 5<br>Marketing Channels. <i>Prep:</i> PoM Ch. 12                        |
| 4. | Week of July 15th   | Integrated Marketing Communications.<br><i>Prep:</i> PoM Ch. 14<br>Advertising and PR. <i>Prep:</i> PoM Ch. 15 |
| 5. | Week of July 22nd<br><b><i>Midterm #2 - 60 Minutes (7/26)</i></b><br><b><i>Group Project Due (7/26)</i></b> | Sales Promotion. <i>Prep:</i> PoM Ch. 16   |

**\*\*The Instructor reserves the right to modify the course syllabus as the need arises.\*\***