

Description/Learning Outcomes

The American Marketing Association defines marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." During the semester we will explore marketing using the "traditional" textbook-and-discussion approach augmented by case studies, articles, on-site tours and guest speakers. By the end of the semester you will understand marketing theory, practice, and application at the principles level. Irrespective of declared major/minor area(s) of study, all class participants will be evaluated in terms of their progress towards the following learning outcomes:

- Understand and use marketing concepts and knowledge
- Understand the relationship of marketing to other organizational functions
- Understand the relationship between marketing and the external environment
- Communicate clearly and effectively about marketing issues in written reports and class discussions

Statement of Teaching Philosophy

My objective in teaching this course is to introduce you to the fundamentals of Marketing and make it as interesting and applicable as possible, through my extensive 20+ years of hands-on, corporate Marketing experience. My first and foremost expectation is that you will study and understand the reading assignments and come to class prepared to discuss the material covered in each chapter. Time limitations make it impossible for me to cover every point in the chapter. However, all text material is "fair game" on tests even if I do not cover the material in class. Ask questions if you would like clarification on a specific point.

Text and Related Materials

Marketing, Real People, Real Choices 7/e, Solomon/Marshall/Stuart (International Edition)

Grading

Your course grade will be based on your performance on written exams and class participation.

Approximately 400 possible course points can be earned during the semester:

2 non-final exams @ 100 pts each	200
1 final @ 100 pts	100
Class Participation/Group Projects	100

Course grades will be approximately distributed according to the recommended guidelines of the Marketing Department at the University of Iowa, which is 30% A's, 40% B's, 25% C's and 5% D's. These are only guidelines.

CIMBA WINTER 2014 Course Schedule/Assignments

<u>Week #</u>	<u>Date</u>	<u>Reading/Discussion Assignment</u>
1		Introduction/Overview Made in Italy
2		Ch 1 - Welcome to the World of Marketing: Create/Deliver Value
3		Ch 2 - Strategic Market Planning: Take the Big Picture Case: Colgate-Palmolive (p. 61) Ch 3 – Thrive in the Marketing Environment: The World Is Flat Case: Mattel (p. 121)Travel Week #1
4		Ch 5 – Consumer Behavior: How and Why We Buy Case: Lexus (p. 179) EXAM #1 - Chapters 1, 2, 3, 5
5		Travel Week #1
6		Discuss Exams Ch 7 - Sharpen the Focus: Target Marketing Strategies and Customer Relationship Management: Decision Maker at PBS Kids Sprout Case: Mercedes (p. 237)
7		Ch 8 - Create the Product Case: Kodak (p. 267) Exam # 2 – Chapters 7,8
8		Travel Week #2
9		Discuss Exams Ch 9 – Manage the Product: Decision Maker at General Mills Case: Sony (p. 295) Ch 10 – Services and Other Intangibles Case: Clear and Simple (p. 319)
10		Ch 11 – Price the Product Ch 15 – Deliver Value through Supply Chain Management – Channels of Dist and Logistics Case: Sam’s Club (p. 471)
11		Review – FINAL EXAM – Chapters, 9, 10, 11, 15

Sexual Harassment

The Tippie College of Business and the University of Iowa are committed to providing students with an environment free from sexual harassment. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, <http://www.sexualharassment.uiowa.edu/index.php>, and to seek assistance from department chairs, the dean's office, or the University's Office of the Ombudsperson (ombudsperson@uiowa.edu).

Accommodating Students with Disabilities/Academic Accommodations

If you have a disability that may require some modification of seating, testing, or any other class requirement, please let me know as soon as possible so that appropriate arrangements can be made. Similarly if you have any emergency medical information about which I should know, or if you need special arrangements in the event the building must be evacuated, please let me know. Please see me after class hours or during my scheduled office hours or schedule an appointment. I would also remind you that the Office of Student Disability Services is available to assist you.

Absence Policy

Attendance at all classes and CIMBA sanctioned activities is **MANDATORY**. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/3 of a letter grade in that class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Grievance Policy

Student concerns regarding this course should first be discussed with me first. If we can't resolve the complaint, you may contact the DEO, Gary J. Russell (319-335-2521, gary-j-russell@uiowa.edu) If you cannot resolve the complaint by speaking with the DEO, you may contact the Associate Dean of the Tippie College Undergraduate Program, Lon Moeller, at 319-335-0924, or by email at lon-moeller@uiowa.edu.

Academic Misconduct

It is my sincere hope that no student in this class submits work which is not his or her own. However, it seems prudent to clarify in advance the policy on cheating. If I determine that any assignment was not written solely by the student whose identification number appears on the project, the student will receive a zero (0) for the assignment and may receive an "F" for the class. All incidents of cheating will be reported to the Senior Associate Dean of the Tippie College of Business and the student may be placed on disciplinary probation for the remainder of his or her graduate work at the University of Iowa. Please don't let this happen. Thanks