

**CIMBA ITALY PROGRAM**  
**MKTG 3000**  
**INTRODUCTION TO MARKETING STRATEGIES**  
**SUMMER 2013**

Professor	Dr. Robert L. Underwood Associate Professor of Business Department of Business and Accounting Furman University
Class Time/Schedule	BLOCK A
Prerequisite	Principles of Microeconomics and junior standing
Required Text	<i>Marketing: Real People, Real Choices</i> Solomon, Marshall and Stuart 7th edition Pearson/Prentice Hall ISBN: 978-0132484021

**Goals and Objectives of the Course**

This course is the foundational marketing course in an undergraduate business curriculum, providing students with knowledge of the core concepts of marketing. This knowledge area is a necessary building block for subsequent courses which require students to formulate, communicate, and implement business strategies. We will continuously examine the critical market factors and business practices that enable organizations to prosper in a dynamic, competitive environment.

Learning Objectives Include:

- To gain knowledge of the multiple manners in which firms can create and deliver value.
- To gain knowledge of the various macro-environmental forces (e.g., technology, socio-cultural, economic, political/legal) that challenge the value creation and delivery process.
- To gain knowledge of multiple influences on the consumer behavior process.
- To gain knowledge of segmentation variables and the manner in which firms effectively target and position their offerings to better meet the needs of the market.
- To gain knowledge of the value created by cutting edge product innovation and design.
- To gain knowledge of global supply chain growth and the increasing effects of technology on the formation of the channel of distribution.
- To gain knowledge of the effects of the digital revolution and new media on advertising and sales promotion strategies.

**Course Components**

The course will include a combination of text material, lectures, videos, readings, presentations and written assignments.

<b>Midterm Exam</b>	<b>100 Points</b>
<b>Final Exam</b>	<b>100 Points</b>
<b>Strategic Brief Group Paper</b>	<b>50 Points</b>
<b>Strategic Brief Group Presentation</b>	<b>25 Points</b>
<b>Total Points</b>	<b>275 Total Points</b>

## Exams

Exam dates are the following:

Midterm Exam: May 30th

Final Exam: June 14th

The exams will cover text chapters, plus all additional material presented in class (i.e., lectures, class discussions, outside readings, videos, presentations). The format of the exams will be short answer and multiple choice questions.

## Strategic Brief

To illustrate the real world application of the scheduled course material, each student will be required to prepare and present one marketing brief during the semester. A brief is an analysis and summary of a **current business/marketing issue/situation** including an in-depth look at the implications and consequences for businesses, governments and/or consumers. The brief will be completed on a team basis (students will be placed in teams of four). The brief involves both a written component and an oral presentation to the class. **Assignment questions corresponding to the scheduled brief are included in the strategic brief assignment handout.** While there are assigned questions to address, the specific business situation/illustration you choose to research is up to you; **as long as it relates directly to the scheduled discussion material (e.g., chapter topic) for that date.** Each team should scour magazines, journals, newspapers, news programs, etc. (e.g., Business Week, Fast Company, Forbes, Wall Street Journal) to arrive at an illustration that clearly addresses the scheduled marketing topic. The written presentation should include a **comprehensive summary** of the business situation; while also providing detailed answers to the assigned questions (**5 - 7 double-spaced typed pages**). For the presentation, you are expected to provide a stimulating, yet brief, summary of the topic/issue. It is estimated that each student group should be prepared to speak for about **10 - 15 minutes** and handle discussion of the topic for another 5 minutes (include discussion questions in your presentation). The evaluation of the paper and the presentation will be based upon your demonstrated understanding of the topic; the quality of the chosen illustration as it applies to the scheduled topic; and professionalism. Each brief will be worth 75 points (written portion - 50 points; oral portion - 25 points). A sign-up sheet will be distributed to schedule dates for the marketing briefs. **A summary of chapter material from the textbook is not acceptable and will result in a grade of zero for the assignment.**

## Course Topics

I will cover lecture topics in the following sequence. I reserve the right to modify this schedule as the summer session progresses. Students will be notified of any changes in class. In addition to the text chapters, a number of readings (articles) will be a part of your course pack.

- Chapter 1: Welcome to the World of Marketing: Creating and Delivering Value
- Chapter 2: Strategic Market Planning: Take the Big Picture
- Chapter 3: Thrive in the Marketing Environment: The World is Flat
- Chapter 5: Consumer Behavior: How and Why We Buy
- Chapter 7: Sharpen the Focus: Target Market Strategies and Customer Relationship Management
- Chapter 8: Create the Product
- Chapter 9: Manage the Product
- Chapter 10: Services and Other Intangibles: Marketing the Product That Isn't There
- Chapter 11: Price the Product
- Chapter 12: One to One to Many to Many: Traditional and New Media
- Chapter 13: One to Many: Advertising, Public Relations & Consumer Sales Promotion
- Chapter 15: Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics
- Chapter 16: Retailing: Bricks and Clicks

### **Classroom Philosophy/Approach**

For the classroom experience to be enriching for all, both parties must come to each class thoroughly and thoughtfully prepared. Substantial learning is a direct result from hard work, challenge, involvement, and preparation. I hold myself to high standards in terms of preparation and effort and I expect the same of you. I think of the classroom environment as incorporating an implicit mutual contract. The terms of the contract are as follows: I agree to challenge you with the best course I'm capable of and you agree to deliver your best effort in return. An important part of any college education is the professional development of the student. While no specific point total is assigned to the professional component of this course, the instructor reserves the right to adjust final grades based upon the student's conduct in the course. This adjustment can either **raise or lower** the student's grade. Examples of non-professional behavior include talking in class (when not asking a question or contributing in-class discussions), coming to class late, **getting up and walking out of class during the lecture/discussion**, not paying attention in class, text-messaging, etc. Alternatively, coming to class prepared, asking relevant questions, adding to class discussions with relevant personal experiences and the demonstration of a positive attitude about learning are all examples of professional behavior. ***Turn off your cell phones upon entering the classroom and place the phone in your book bag. If utilizing a laptop to take notes, make sure that you are indeed taking notes and not surfing the web!***

### **Course Policies**

All course policies listed below are governed by the Henry B. Tippie College of Business, the University of Iowa.

#### **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 and/or the student group members whose identification numbers appear 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. In general, the decision of the Professor may be appealed to a Judicial Board. The Honor Code for the Tippie College of Business will determine the appropriate appeal process.

#### **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.

#### **Attendance 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 1/2 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 Undergraduate Office Staff and/or the Istituto Filippin medical 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.

**Grading Policy**

Plus or minus grading will not be used in this class. 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, 30% C's and 10% D's. These are only guidelines.

**Grievance Policy**

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the Marketing Department Chair, Gary Russell (319-335-0993, [gary-j-russell@uiowa.edu](mailto:gary-j-russell@uiowa.edu)). If you cannot resolve the complaint by speaking with the chair, 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](mailto:lon-moeller@uiowa.edu)”

**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](mailto:ombudsperson@uiowa.edu)).