

CIMBA

Paderno del Grappa, Italy

Your Instructor:

Dr. Ann Veeck
Professor of Marketing
Haworth College of
Business
Western Michigan
University

Class/Time Schedule:

Block A

E-mail:

ann.veeck@wmich.edu

Office hours:

TBD, and by
appointment in
CIMBA office

Course Description and Outcomes:

Introduction to Marketing Strategies is designed to provide students with knowledge of the core concepts of marketing in the context of the U.S., the EU, and the global economy. There will be an emphasis on how organizations create customer value through marketing strategy planning. Topics covered include buyer behavior, market segmentation, product planning, service quality, promotion, pricing,

Following completion of this course, students should be able to:

- Recognize and value the interdependence of business functions and the marketing role within the firm.
- Understand the essential principles and concepts of marketing and the application of marketing in business and organizational settings.
- Understand how marketing decisions are influenced by the social, technological, competitive, political, legal and global environments.
- Relate marketing terminology, principles, and concepts to the U.S., EU, and global markets.
- Use marketing principles and concepts to make better business and personal decisions.

Feel free to talk to me before or after class--or anytime you see me, for that matter--or by appointment. I will respond within 24 hours to email message sent during weekdays. I encourage your contacts. In particular, if you have any difficulties meeting the objectives of the course or accomplishing the required tasks, or if you have any suggestions or complaints, please let me know.

Text (provided on site):



MKTG⁵
2011-12 ed.
Lamb, Hair, and
McDaniel
Southwestern

How will your grade be calculated?

<i>Activity</i>	<i>Weight</i>
Quizzes and exercises	20.0%
Markathon Midterm exam	15.0%
Final exam	30.0%
Total	100.0%

Letter Grade Start %

A+ = 98
A = 92
A- = 90
B+ = 88
B = 82
B- = 80
C+ = 78
C = 72
C- = 70
D+ = 68
D = 62
D- = 60
F = 0

Course Requirements

Quizzes and Exercises (20%)

There will be a number of individual and group quizzes and exercises (many of which will be Italy-centric) that will provide the students an opportunity to apply the concepts that are being introduced. **No makeups or late exercises will be accepted.** Most assigned exercises must be turned in in person at the beginning of the class meeting for which they are assigned. Participation in these exercises will be evaluated on various scales (from 8 to 100 points), but each quiz/exercise is weighed equally unless otherwise specified. The one lowest scores will be dropped at the end of the period.

Markathon—Italy 2014 (15%)

The Markathon is a major team project at the end of the semester that will allow students to creatively apply course concepts in their current environment. Students will work in teams of 3 to 5 individuals. Two class days will be allowed for planning and preparation and one day for presentations.

Examinations (30% +35%)

One midterm and a comprehensive final exam will be administered. The purpose of the exams is to provide measures of the students' knowledge of and ability to apply important concepts of marketing. Exams will be based on material from the text, readings, presentations, and lectures. The format of the exams will be short answer and essay.

Professionalism:

Students are expected to come to class **on time** prepared to actively and thoughtfully discuss the day's topic. The level of participation of the students greatly affects the quality of the class, and, as such, students are expected to assume an active role in classroom learning. Early departures, personal conversations, snoozing, checking cell phones, and attention to materials not related to the class will not be tolerated, as these behaviors detract from the overall class atmosphere. No electronic devices, including laptops, tablets, or mobile phones, are allowed to be visible once class begins, unless they are permitted for use in a class exercise.

Course Policies :

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

Academic Misconduct

The Tippie College of Business at the University of Iowa follows an honor code regarding academic misconduct. That code can be found at <http://tippie.uiowa.edu/honorcode.cfm> and includes cheating, plagiarism, unauthorized collaboration, obtaining an unfair advantage, forgery, facilitating academic dishonesty, and misrepresentation. Be sure you are familiar with this code. Students who exhibits academic dishonesty will receive a zero (0) for the assignment or examination involved and may receive an "F" for the class. All incidents of cheating will be reported to the CIMBA staff, as well as to the Senior Associate Dean of the Tippie College of Business. 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

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). 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 ”

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. To report an incident or concern, please contact Brandelle Unkrich (brandelle-unkrich@uiowa.edu), University of Iowa CIMBA Director, Lon Moeller (lon-moeller@uiowa.edu), University of Iowa Associate Dean, or the University's Office of the Ombudsperson (ombudsperson@uiowa.edu).

Course Topics :

We will cover the following course topics in roughly the following sequence. A much more detailed course schedule will be provided on the first day of class.

- Overview of Marketing
- Social Media
- Strategic Planning
- Marketing Environment
- Ethics and Responsibility
- Global Marketing
- Consumer Decision Making
- Marketing Research
- Business Marketing
- Segmenting and Targeting Markets
- Product Concepts
- Developing and Managing Products
- Marketing Channels
- Supply Chain Management
- Retailing
- Pricing Concepts
- Setting the Right Price
- Marketing Communications
- Advertising, Public Relations, and Sales Promotion
- Marketing Careers