

Course Syllabus
Introduction to Marketing Strategy
SUMMER 2015

Course Description: Examines strategies, tactical, and operational decisions related to contemporary marketing activities. Topic covered include product, services and international strategies in consumer and business markets.

Course Objectives: *Upon the successful completion of this course, students will be able to:*

- ◆ Describe the nature of markets including assumptions, types, utility, and the role of government.
- ◆ Explain consumer and buyer behavior in terms of basic models, information processing, decision-making, and adoption.
- ◆ Clarify the key elements of marketing research including segmentation, basic steps, and trade-offs between methods.
- ◆ Describe products, brands, and product management in terms of classification, symbolism, life cycle, and new product development.
- ◆ Explain the key issues associated with each component of the promotional mix including advertising, personal selling, sales promotion, and publicity.
- ◆ Clarify the way that channels of distribution are designed including types of structure, and the role of logistics.
- ◆ Demonstrate the pricing of goods and services using key concepts such as supply and demand, elasticity, pricing strategies, and break-even point analysis.
- ◆ Recognize and organize the information needed for the construction of a strategic marketing plan including approaches to corporate strategy, SWOT analysis, and environmental scanning.

Required Class Material:

Text: Required textbook - Marketing: Real People, Real Choices by Solomon, Marshall & Stuart, 7th edition by Pearson

Other short readings may be added. These will be announced in-class.

This Syllabus is subject to change

Academic Policy – CIMBA

Grading Policy:

Grades will be assigned on the basis of total points earned and will take into account relative class standing in line with the University of Iowa's guidelines. Active, meaningful class participation will positively influence borderline grades and +/- grades will be used. Course grades will be approximately distributed according to the recommended guidelines of the Management and Organizations 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.

Honesty in Learning:

If I determine that any assignment was not written solely by the student whose name is 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 and the student may be placed on disciplinary probation for the remainder of his or her enrollment at the University of Iowa. Honor Code for the Tippie College of Business will determine the appropriate appeal process.

Sexual Harassment:

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact Shannon Lizakowski (shannon-lizakowski@uiowa.edu) in the CIMBA Office to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

Accommodating Disabilities:

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 schedule an appointment. I would also remind you that the Office of Student Disability Services is available to assist you.

CIMBA 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 any 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.

Student Concerns:

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 CIMBA Director, Brandelle Unkrich (319-335-1041, brandelle-unkrich@uiowa.edu). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

Grades:

Grades are distributed as follows:

	Points Possible
Exercises and participation	100
Exam 1	100
Exam 2	100
Exam 3	100
Presentation	100
Total	500