



## **Introduction to Marketing Strategy**

**MKTG 3000**

**Summer 2017**

**Class:** Introduction to Marketing Strategy

**Instructor:** Jeffrey Harper

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### **Course Objectives:**

The primary purpose of this course is to provide an overview of the discipline of marketing, both as a philosophy of business and as a series of business practices.

The course will explore the field of marketing, as it directs the organization's resources to satisfy customers' wants and needs through the exchange process, at a reasonable profit to the organization. Specifically, we will examine how marketers: understand consumers' needs and wants; develop products and services that provide superior value; and how they price, distribute, and promote products and services effectively, both domestically and internationally.

The course will direct your study of the organization (either a profit-oriented firm or a non-profit organization) as a market entity existing in a competitive environment. The emphasis will be on understanding the importance of quality, value, and customer relationship management in obtaining a competitive advantage in today's marketplace. In addition, we will consider the ethical and societal issues related to marketing.

### **Required Texts: Marketing 7e real people real choices**

**Name Tag:** Every student is to produce a name tag that has the student's name, major and hometown. You are to bring this and display it every day in class.

**Teaching Methods:** The course builds upon a variety of pedagogical techniques including lecturing, in class discussions, and active-learning exercises.

### **Expected Learning Outcomes:**

Upon successful completion of this course, students should develop:

- The ability to identify marketing mix elements.
- The ability to analyze marketing strategy formulation and implementation.
- The ability to describe customer centric organizations
- The ability to apply marketing concepts and strategies to offer sound solutions to real world marketing problems
- The ability to demonstrate higher order thinking and critical thinking
- The ability to realize ethical dilemmas in marketing and apply decision marketing tools
- The ability to work in teams
- The ability to use concepts to persuasively communicate suggested solutions to marketing problems
- The ability to apply marketing concepts to marketing one's self

### **Means of Assessment of Learning Outcomes:**

Exam # 1 (30%)	100 points
Exam # 2 (30%)	100 points
Exam # 3 (30%)	100 points
Pre-work (10%)	100 points

**All exams will be equally weighted; if there is no final then the exams will be worth 30%.**

**Course grades will be approximately distributed according to the recommended guidelines of the Marketing Department at the University of Iowa, which is 20% A's, 40% B's, 30% C's and 10% D's.**

### **Assessment Details:**

● **Exams and Quizzes:** There will be at least 4 exams on the dates specified in the course outline. The exams are not comprehensive with the exception of a final which if given is comprehensive. **You are required to take all three exams.** All exams must be taken on the assigned date. **A missed exam will be recorded with zero points.** Also, if you come late for the exams you will receive a zero points. The examinations are "closed book" and consist of multiple-choice and essay questions. There are **no make up exams**. *All exams refer to material from the book chapters and the lectures. Students are responsible for both in terms of preparation for the exams.* **Note:** It is not possible to cover everything from the assigned texts in class and not everything discussed in class can be found in the book – students are still responsible for reviewing both types of course material. In addition to the exams, there will be quizzes over each chapter. **All three exams will be over 4-5 chapters.**

**THERE IS NO EXTRA CREDIT, PROJECTS, PAPERS ETC...**

## Quizzes

Each day, one group (we will go in numerical order) will email me in a MS word document format, 2 essay questions with a corresponding answer (answer must be min of 2 paragraphs), over the next day's material. These will need to be emailed to me no later than 10 pm each day. Each day I will give a daily quiz from these questions. If you give me good quiz questions I will use them on the exam. I will post all essay questions onto the website for exam preparation. I will use these quizzes as a participation tool.

Students are strongly encouraged to actively share their views in class discussions. Disrespectful or disturbing behavior of students during class time will have a negative impact on the class participation grade and the student(s) will be asked to leave the class room. **Use of cell phones, outside reading material and tobacco products is prohibited in class.**

## Grading Format:

<b>90 – 100 points</b>	=	<b>A</b>
<b>80 – 89 points</b>	=	<b>B</b>
<b>70 – 79 points</b>	=	<b>C</b>
<b>60 – 69 points</b>	=	<b>D</b>
<b>0 – 59 points</b>	=	<b>F</b>

## Please Note:

- Charts of all lectures will be posted for downloading on the instructor's webpage as the semester progresses.
- *Students are responsible for all announcements made in class and on the instructor's webpage.*
- The student(s) with the highest score per exam will be announced in class. Students who do not wish to be recognized like this in the classroom must inform the instructor per email before the first midterm is given.
- This syllabus has a pedagogical purpose and is not contractual in nature. The instructor may modify the syllabus including the class schedule during the course of the semester.

. **If you are caught texting, talking, doing homework for other classes, you will be asked to leave and will be counted absent. If this behavior continues, CIMBA administration will be asked to take action.**

## **Course Policies:**

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

### **Accommodating Students with Disabilities/Academic Accommodations**

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](mailto:shannon-lizakowski@uiowa.edu)) in the CIMBA Office to make further arrangements.

See <http://sds.studentlife.uiowa.edu> for more information.

### **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 1/2 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 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, 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](mailto:brandelle-unkrich@uiowa.edu)). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

### **Sexual Harassment**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. 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, [www.sexualharassment.uiowa.edu/index.php](http://www.sexualharassment.uiowa.edu/index.php), and to seek assistance from the CIMBA Director, Brandelle Unkrich, at 319-335-1041 or [brandelle-unkrich@uiowa.edu](mailto:brandelle-unkrich@uiowa.edu).

### **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. 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.

### Tentative Class Schedule

<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
May 16	Introduction to class	Read chapter 1
May 17	Ch. 1 The world of marketing	Read Ch 2
May 18 am	Ch. 2 Strategic planning for competitive advantage	Read Ch 3
May 19 pm	Ch 3 Marketing environment	Read Ch 4
May 22	Ch. 3 Marketing environment	
May 23	Ch. 4 Marketing research	Study for exam
May 24 am	<b>Test 1 Ch 1-4</b>	Read Ch 5
May 24 pm	Ch. 5 Consumer behavior	Read Ch 7
May 25	Ch 7 Target marketing	Read Ch 8
May 29	Ch. 8 Create the product	Read Ch 9
May 30 pm	Ch. 9 Manage the product	Study for exam
May 31	<b>Test 2- Ch 5,7,8, 9</b>	Read Ch. 10
June 1	Ch 10 Services and other intangibles	Read Ch 11
June 5	Ch 11 Price the product	Read Ch 12
June 6 am	Ch 12 Traditional and new media	
June 7	ch 16 Retailing Marketing plans are due	Read Ch 16
June 8	<b>Test 3 Ch 10,11,12 &amp; 16</b>	Study for exam