Your Instructor: Prof. Michele Chiariello
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Office hours: by appointment at CIMBA office or via Skype.

Course Description

"Introduction to Marketing Strategy" introduces the concept of marketing and focuses on the creation of Customer Value. The course emphasizes Strategies for Market Analysis, Target Customer identification, and the development of Marketing-mix strategies structured to deliver superior **customer value proposition** and organizational performance. Another aspect that will be analyzed is the integration of the Conventional-Marketing and WEB-Marketing concepts and applications. We'll also see the future of Marketing according to Marketing Guru Prof. Philip Kotler and we'll touch the compelling Blue Ocean Strategy approach.

Course Objectives

This class will help you understand the role of Marketing in society in a firm and for marketing yourself. The primary course objective is to give you the skills and knowledge you need to understand and function in a Marketing capacity.
This course will emphasize the topics of marketing environment, consumer behavior, Value in a business model structure, market segmentation, targeting, positioning, product, services, price, place, promotion, advertising and strategic marketing integrated with the topics of ethics and social responsibility as they relate to marketing. All this will be integrated with a few Digital Marketing concepts allowing to focus on the continuous Marketing changing and renewal process and to the growing interest of "marketing to the soul" that sees customers as whole human beings.
One of the objectives is how to market yourself, starting form good presentation skills and deeper understanding of how to properly handle emotions in different situations. Teamwork is encouraged along the course with the semester group assignment and some In Class Activities and Simulations (I.C.S. and I.C.A.).
By the end of the semester you will understand marketing theory, practice and principles level applications:

- Understand the essential principles and concepts of marketing; the application of marketing in **business and organizational** settings and the importance of market-based management.
- Understand the relationship between marketing and the external environment and how firms can **create and deliver value,** this will be done with an innovative approach such as the **value proposition canvas** part of the Business Model Canvas framework.
- Understand various macro-environmental forces that challenge the **value creation** and delivery process (e.g., technology, socio-cultural, economic, political/legal).
- Understand the multiple influences on the **consumer behavior** process.
- Understand segmentation variables and the manner in which firms effectively target and **position** their offerings to better meet the **needs** of the market, and also the "many-to-many" approach of the digital environment.
- Understand how to move out of the crowd with the **Blue Ocean Strategy** with its **Value Innovation** approach.
- Understand the value created by cutting edge **product innovation** and design, and **product life cycle**.
- See effects of the **digital revolution** and new media on **advertising** and **sales** promotion strategies.
- Communicate clearly and effectively about marketing issues in written reports and class discussions.
- Understand how to develop portions of an effective marketing plan (team project).
- Create an Advertising and Communication project for various media.

Statement of Teaching Philosophy

My objective in teaching this course is to introduce you to the fundamentals of Marketing Strategy and make it interesting and applicable bringing a hands-on approach and my extensive 20+ years corporate Marketing and Entrepreneur experience, I plan to incorporate many of the things that I learned into our discussions. 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 chapters. The parts of the text that are not mandatory for the tests will be clearly stated in class and on ICON. All the rest of the text material, even if I do not cover the material in class, and topics covered in Class Simulations and Activities will be potentially part of tests. Please do not refrain from asking questions if you would like clarifications on specific points. Groups and Group Assignments will be an occasion to learn both class topics and work interaction environment. Presentation skills are also a nice in class training. During this course you will be able to apply what you learn in developing a portion of a **marketing plan**. The class will be divided into teams of four or five and you will work together to choose your product, write your plan based on what you learn in the course and present the key elements of your plan on specific dates during the course.

Course Materials & Resources

Required Text is: "**Marketing: Real People, Real Choices**" Solomon, Marshall and Stuart New 7th International edition. Pearson/Prentice Hall ISBN: 978-1-29202-316-8. Additional articles and Cases assigned by the instructor.

Grading

a)	Exam 1 (1 hour)		200	points
b)	Exam 2 (1 hour)		200	points
c)	Exam 3 (final 2 hours)		300	points
d)	Marketing Project [part 1 + 2] (Group Assignment)	100 + 100	200	points
e)	Presentations (Individual on: MKTG Project part 1 and part 2)	50 + 50	100	points
			1000	Total points

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. Final grades will be by percentage, following customary scales: 98.00+ = A+; 92.00 – 97.99 = A; 90.00 – 91.99 = A-; 88.00 – 89.99 = B+; 82.00 – 87.99 = B; 80.00 – 81.99 = B-; 78.00 - 79.99 points = C+; 72.00 – 77.99 = C; 71.99 - 70.00 = C-; 68.00 – 69.99 = D+; 62.00 - 67.99 = D; 60.00 – 61.99 = D-. F = below 60 points. *I may assign some extra-points to valuable students who are working hard but may be in a "less performing" group. In order to have access to extra points you need to clarify this status on your group to me before the end of week 9. We'll do our best to solve the issue and possibly enable group potentials before going into extra points evaluation.*

Class Subjects

We will cover lecture topics in the following sequence. I reserve the right to modify this schedule according to class progress, in particular some subjects relevant to the 4Ps (chapters 8 – 16) may be anticipated in order to provide a good support to Marketing plans. Students will be notified of any changes in class. In addition to the text chapters, a number of Class Activities and Simulations will be a part of your course pack (I.C.A. & I.C.S.).

P1: MAKE MARKETING VALUE DECISIONS

Ch 1 - The World of Marketing: Create/Deliver Value

Introduction to Marketing

Marketing creates value

What we can market

Biz Model and Value-generation Canvas

The Value of Marketing and Marketing of value

Ch 2 - Strategic Market Planning: Take the Big Picture

Strategic and Marketing planning

Setting up Marketing plan structure for each group

Ch 3 - Thrive in the Marketing Environment (Optional)

Marketing in the global stage

Country and regions regulations

Analyze the Marketing environment

Global Marketing strategy

P2: UNDERSTAND CONSUMER'S VALUE NEEDS

Ch 5 - Consumer Behavior: How and Why We Buy

Consumer decision making process

Internal influences on Consumers' decisions

Situational and Social influences on Consumer decisions

Ch 7 - Target Marketing Strategies and CRM

Target Marketing Strategy

Segmentation | Targeting | Positioning

P3: CREATE THE VALUE PROPOSITION

Ch 8 - Create the Product

A better product to add Value

How Marketers Classify Products

New/improved Product; the process of Innovation

New Product development

Adoption and diffusion of new products

Ch 9 - Manage the Product

Product planning

Product Life Cycle

Create Product identity: Branding decisions

Create Product identity: Image

Organize for effective product management

Ch 11 - Price the Product

What does it cost?

Costs, demand, revenue, Pricing Environment

Pricing the product Strategies and Tactics

Pricing and e-commerce

Pricing, Psychological, Legal, Ethical aspects of pricing

P4: COMMUNICATE THE VALUE PROPOSITION

Ch 12 - One-to-Many to Many-to-Many

One to Many, traditional communication model

Many to Many: the new media communication model

Assignments for next lesson cases presentation

Promotional planning in a web 2.0 world

Ch 13 - One-to-many: advertising

Review of interesting AD campaigns and New media cases

Advertising: the image of marketing

Develop the AD campaign

Public relations & Sales Promotion

P5: DELIVER THE VALUE PROPOSITION

Ch 15 - Deliver Value Proposition

Type of distribution channels

Plan a channel strategy

Simulation of distribution channel price building steps

Ch 16 - Retailing Bricks and Clicks

Retailing and Non-store retailing

Short Description of Assignments, Expectations and Grading Criteria

[a), b), c)] Exams will be characterized by open-ended questions, where you'll be asked to summarize and interconnect some concepts of the program, including articles and your personal point of view. A clear and complete reply with good examples form real world are the requirement for a good performance in the exams as well as to become familiar with the subjects and tools we'll use in class, a proper Marketing language and Marketing Frameworks.

Grading Criteria:

Clarity/completeness	Interpretation/comprehension
Key words/concepts	Cross referencing
Depth of analysis	Good Examples

[d)] Marketing Project

(Group Assignment: Part 1 due by mid-semester, Part 2 due by second last week of the semester).
This project is the opportunity to apply all what you learn on a specific product in order to develop a significant portion of a Marketing Plan. Class will be divided into teams of about four or five students. You and your fellow team members must first select a product that will be the subject of your project, be aware that this choice has to be smart in order to have access to data and information easily and possibly to have access to the product itself. You can also figure out a new product in an existing sector (a new product launch). All of the lectures will cover the elements of the plan, each team is requested to apply what they learn to their project with searches and short team meetings after class. A marketing plan Structure/Framework will be available on ICON at the beginning of the course. Instructions will be provided in class and encounters with the instructor are strongly suggested in order to clarify whatever may rise and get suggestions on how to conduct your searches.

The content of the next two paragraphs will be very clear after lectures on the subjects cited!
Part 1) Choose a product, have a great project introduction paragraph stating your objectives, do a detailed Situation Analysis, evaluate the SWOT and TOWS, define your target customers and position your product. A proper use of both BCG and Ansoff matrix with relevant consideration is important to support your choices. Real market data gathering is a fundamental aspect on which the value of your work will be based and evaluated. In case of critical choices consider using Kepner Tregoe D.A. (there is a specific training on that). If you made some assumptions, please write them down clearly.

Part 2) this part is relevant to Marketing Mix, you'll be asked to develop your strategies for the product, the pricing (add a breakeven calculation), Promotion and Distribution. Each team will design a promotion strategy including some drafts of the advertising campaign for different media (such as Magazines, TV, Radio, Web etc.). For the Advertising Campaign no heavy and professional work is requested, what your team is called to do is a good conceptual design with sketches and cut/paste, good copywriting and whatever may support a clear comprehension of your advertising idea. During the Image in Advertising and Digital Photography Workshop you'll have the opportunity to create the conceptual draft of an image you can use for your advertising. Instructor will support you in this activities, please feel free to ask for a group encounter.

Deliverables (use 11-point font 1.5 space) Please do not spread data in the text use table formatting for showing data in your documents!
- Part 1): about 8 pages including graphs and data tables
- Part 2): about 8 pages including graphs and data tables and a few pages of annexes such as Ad sketches, pictures, etc.

Grading Criteria:

Overall documents quality, lay-out, clearness of structure	Estimate of demand calculation based on data and researches.
Effective connections with MKTG program no missing steps.	Boston Consulting Group and Ansoff matrixes + relevant strategies.
Clearly stated project introduction and objective.	Marketing MIX (4Ps) Product & Pricing deeper considerations are a must.
Intro is clear and exciting, complete and synthetic.	Segments to target and more specific demand estimate.
Good and detailed situation analysis and consequent SWOT and TOWS.	Effectiveness of the Communication Campaign and consistency with a defined budget. (is the message impacting your target MKT, is campaign well planned with good resources planning?)
Deep competitor's analysis with data analysis and sources clearly cited.	Satisfactory digital Photography workshop teamwork and result.
Level of data analysis and External researches extension /interest.	Your personal compelling conclusions and potential results.
Your personal compelling conclusions and strategic effectiveness.	

[e)] Presentations (Individual presentations of Group Assignments) (please be ready with a PPT or PDF file in a USB Key no download or on-line documents will be welcome as the connection may be slow and time consuming).

- Each member of each group will be requested to present a portion of the Group Marketing Project, you can manage within your group which part to present. The group will have one common PPT – PDF presentation.
- MKTG Projects are divided in two parts and there we'll have two presentation sessions one by mid semester and one by the end of semester. A short (10 minutes) individual presentation for each session will be required with PPT / Multimedia support. Presentations guidelines are included in the course pack, please read it carefully and ask for help / support in case some topics are not totally clear.

Grading Criteria:

Projection, Passion + personal conclusions	Depth of content provided
Good connections with overall program	Level of data analysis and External researches extension /interest
Professional / motivation / slides + time management	Nonverbal communication

General Notes on documents and deliverables:

A delay in submitting the due documents will result in a loss of one third (1/3) of letter grade to the grade of that assignment, for each day of delay (including off days). The delivery of the documents is intended in one printed copy and, only if requested, a file to be sent via mail. By the end of the course an anonymous peer evaluation form will be submitted in order to spot possible difficulties emerged in each team.

Image in Advertising and Digital Photography Workshop

(out of class hours, one evening activity)

This is an "hands-on" indoor workshop on creating a good Advertising Picture with professional Digital Photography gear. The purpose of the workshop is to acquire the basics on communication skills such as conception of a good advertising image, choice of subjects and all accessories, shooting an image professionally and evaluation of alternatives for choosing the best one. The deliverable for each team is to have an image to use as creative idea and to create a draft of your Ad campaign that is part of MKTG Project Part 2. During this Workshop student will be asked to participate actively and shoot their fellow students (not necessarily from their own group). It is important to come well prepared with a clear idea of what type of picture each group needs, with the correct dresses, make-up, agreement on subjects and concept, products or mock-ups and whatever else can be necessary. Instructor will be available to evaluate all these aspects one week before the date of the workshop in order to support each team in being efficient and concentrate on shooting the best picture creating the proper atmosphere. All photographic gear will be supplied by instructor, no previous knowledge about Photography is required. Shooting set will be indoor, in a classroom prepared with a white backdrop, flash bank and shields.

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 requested for use in a class exercise. Asking smart questions, relevant to the covered topics, bringing good examples, being on time and efficient in class logistics, showing true interest and involvement are all positively impacting the class and both your classmates and the instructor will be graceful to you for that.

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 1/3 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, 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.

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 exhibit 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

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.

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, and to seek assistance from the CIMBA Director, Brandelle Unkrich, at 319-335-1041 or brandelle-unkrich@uiowa.edu.