



Introduction to Marketing Strategy

MKTG 3000

Summer 2018

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Course Description

Marketing 341 is an introductory course in marketing. The course is a broad overview of the fundamental terms and concepts in contemporary marketing as well as an introduction to current real world marketing strategies.

All of you come into this class with experience in marketing. You will need to think beyond your personal experience to understand how marketing impacts a target group and all consumers. In this class you will learn how to critically analyze the marketing experience and how managers strategically use marketing to further their organizations goals. We will analyze the basic terms, concepts and principles in marketing and how marketing managers use these principles in developing marketing plans and strategy.

This is an application focused course.

As part of the learning environment, I expect you to be reading articles about marketing, and analyzing marketing experiences you encounter (advertising, services, retail, internet, mobile, distribution, sales, etc.). At the start of each class we will discuss articles or marketing experiences you have encountered. The best way to learn about marketing is to apply the principles in your book to the marketing environment that surrounds all of us.

Course Objectives

- Develop an understanding of basic principles and concepts in marketing.
- Be able to define the major concepts in marketing and use the common terminology of marketing in business
- Learn how marketing strategy is applied and used in the business world
- Develop skills in applying marketing and marketing strategy to business opportunities and/or problems.
- Understand how to Brand Yourself

Required Text

Principles of Marketing by Kotler and Armstrong, 13th Global Edition.

Grading

Exams 3 @ 100 pts each	300 points
Group Marketing Plan	60 points
Pre Class Assignment	15 points
Total Points	375 points

Exams will be based on readings from the text, lectures, possible outside readings and speakers.

Pre-Work Assignment: Students will receive a pre-class assignment of approximately three hours to complete prior to beginning the program in Italy.

I will calculate grades by dividing your earned points by the total points and resulting percentage will be applied to the table below for you final grade.

A	90.00% and above
B	80.00% to 89.99%
C	79.99% to 70.00%
D	69.99% to 60.00%
F	59.99% and below

Do not ask me to round scores up, if you are .01% from a higher grade, I will not change it and I will not respond to e-mail requests about changing grades, etc. The only exception to this is if there is a math error in calculating your grade.

It is expected that final grade distribution will approximate 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, however, such guidelines are only recommendations

Professionalism

I expect everyone to come to class having read the material and be prepared to take part in class discussion or exercises. My teaching style is interactive and you will get more out of the class by actively participating in the class. This is an application oriented class and the more examples you can share the more we can all learn.

Smartphone or Cellphone use is not allowed in this class, as common courtesy turn off your phone prior to coming to class.

Take care of whatever you need to do prior to class and do not disrupt the class by getting up in the middle of class. Go to the bathroom, check your smartphone, check snapchat, facebook, twitter and whatever, before you come to class. Outside work or browsing the web during the class period, is not permitted.

Any use of computers other than for note taking is prohibited. If I notice anyone using the computer for other reasons, you will not be allowed to bring the computer to class and I may decide to prohibit there use for the whole class.

If necessary the instructor may need to change the syllabus or schedule to meet the needs of the class.

Class Schedule

MKTG 3000 Strategic Marketing Summer 2018 Schedule

The schedule below is tentative and may be changed to meet the needs of the class.

Dat	Topic	Readings/ Other Assignments	Article Review
5/15 am	Class Intro	Chapter 1	
5/15 pm	Intro and Marketing Strategy	Chapter 1 and 2	
5/16	Marketing Environment	Chapter 3	
5/17	Marketing Insights	Chapter 4	
5/18	Consumer Behavior	Chapter 5	
5/21	Customer Value – Segmentation, Targeting and Positioning	Chapter 7	
5/22	Test	Chapt 1-5	
5/23 am	Products	Chapter 8	
5/23 pm	Business Visit	To Be Determined	
5/24	New Product Development	Chapter 9	
5/28	Pricing	Chapt 10,11	
5/29 am	Pricing (Con't) & Marketing Channels	Chapt 12	
5/29 pm	Business Visit	To Be determined	
5/30	Test 2	Study for Test Chapter 7- 11	
5/31	Marketing Channels /Retailing and Wholesaling	Chapt 12, 13	
6/4	Marketting Promotions	Chapt 14,15	
6/5 am	Personal Selling and Sales Promotions	Chapt 16	
6/5 pm	Guest Speaker or Visit	To be determined, Start Chapt. 17	
6/6	Direct, Digital, and Mobile Marketing	Chapter 17	

6/7	Global Marketing	Chapter 19	
6/8	Test 3	Study for Test Chapter 12-17, 19	

I Reserve the right to change the class schedule and syllabus to meet the needs of the class.

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 (1/2 in the summer program)
- 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 Interim Director, Stephanie Schnicker (319-335-1041, stephanie-schnicker@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 the CIMBA Italy Office (cimba-italy@uiowa.edu) 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 Interim Director, Stephanie Schnicker, at 319-335-1041 or stephanie-schnicker@uiowa.edu.