



Introduction to Marketing Strategy

Fall 2018

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Examines strategies, tactical, and operational decisions related to contemporary marketing activities. Topics 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.

Course Materials & Resources

REQUIRED TEXT – Contemporary Marketing Boone & Kurtz

If your total percentage score falls in the range:

97 - 100
93 – 96.99
90 – 92.99
87 - 89.99
83 – 86.99
80 – 82.99
77 - 79.99
73 – 76.99
70 – 72.99
67 - 69.99

Your letter grade would be:

A+
A
A-
B+
B
B-
C+
C
C-
D+

| | |
|------------|-----------|
| 63 – 66.99 | D |
| 60 – 62.99 | D- |
| 00 - 59.99 | F |

GRADING POLICY:

Since CIMBA is a study abroad program based at University of Iowa, the grading policy of the University of Iowa will be followed as a guideline for assigning final grades. For a detailed review you may look at the subsequent URL, but as a general overview, the policy implies that grades will be assigned so they are reflective of relative student performance on each assignment in class. Thus it would be unrealistic to expect that all or most students will receive an “A” grade on any particular assignment.

Full UI policy available at: <http://tippie.uiowa.edu/undergraduate/advising/grading-policies.cfm>.

At the end of the summer session, the sum total of points on all grade components outlined above will be utilized to assign letter grades using the following grading scale:

Grading

Grades are distributed as follows:

| | Points Possible |
|--------------|------------------------|
| Homework | 50 |
| Exam 1 | 100 |
| Exam 2 | 100 |
| Final | 100 |
| Presentation | 50 |
| Total | 400 |

Consumer Behavior: Course Schedule (Subject to change)

Week # Tentative Schedule: Reading/Discussion Assignment

1 Course introduction and overview

Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- 1st absence will result in a loss of a 1/3 of a letter grade in that class (1/2 in the summer program)
- 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- 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.