



Introduction to Marketing Strategies

MKTG 3000

Spring 2019

Professor Name: Kinda Wilson

Professor Email: kinda.wilson@okstate.edu

Course Description

This course offers insights into the marketing of products, services, ideas, people, etc. It provides the basic marketing essentials needed to operate in small business settings, corporate settings, not-for-profit organizations... and life in general. The central focus of marketing is the exchange of value between people and/or organizations.

This course emphasizes learning through doing; class sessions are highly engaged and revolve around a team-based experiences designed to reinforce important marketing topics.

Course Objectives

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

- Describe the marketing mix and how the elements of the 7Ps function together to differentiate a product or service
- 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 the different strategies for branding and realize how to map out a cohesive branding strategy for a company.
- 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 SWOT analysis, and environmental scanning.

Course Materials & Resources

Required text: *Modern Marketing Principles* by Wilson and Rackley and the associated case simulations.

The ebook text and simulations will be provided online through the publisher Stukent (www.stukent.com)

Grading

Because 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: <https://tippie.uiowa.edu/current-students/undergraduates/academics/advising/grading-adddrops>.

Note that in all assignments, cases, and exams, you are expected to back up your answers with *strategic reasoning*. You must critically analyze and explain your positions, and only superior analysis will receive top points.

You will be graded on the following items:

Exam 1	100
Exam 2	100
Final Case Analysis and Presentation	50
Cases	175
Total	425

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

If your total percentage score falls in the range:	Your letter grade would be:
97 - 100	A+
93 – 96.99	A
90 – 92.99	A-
87 - 89.99	B+
83 – 86.99	B
80 – 82.99	B-
77 - 79.99	C+
73 – 76.99	C
70 – 72.99	C-
67 - 69.99	D+

Course Work - The course will cover the following topics and cases.

Tentative Weekly Schedule			
Week	Book Chapter	Module Topic	Case
1		Introduction to Marketing	
2	1	Marketing Overview, 4Ps of Marketing	Honeylu's Coffee
	2	Marketing Research - (briefly covered - see notes)	
3	3	Market Segmentation	Auntie Anne Part 1
	4	Positioning - (briefly covered - see notes)	
4	6	Intro to Managing Products and Services – PLC, packaging, unboxing	Beau&Arrow Part 1
5	7	Services Marketing. Service blueprint	Beau&Arrow Part 2
		EXAM	
6	8	Brand Management, branding	Moonshine Miracle
7	9	Retail: Future of retail, the customer interface, store layout	Leaf in Creek
8	10	Pricing strategies	ColorPop
	13	Distributing products (briefly covered - see notes)	
		EXAM	
9		TRAVEL WEEK	
10	11	Promotions Overview	Paradigm Shift Pt1
	12	Promotions – digital and social media	Paradigm Shift Pt2
	15	Intro to the Marketing plan	Benefit Medical (final project)
11	14	The marketing environment	
12		Final Projects and Presentations	

Students are expected to **read the required material before class and be prepared to discuss**. Class will regularly contain discussions, interactive elements, and competitions.

This class focuses on *applied* marketing concepts and will feature a series of Marketing Live cases which students will solve. A sizable portion of the class will involve team participation and interaction to solve the Marketing Live cases related to the class concepts.

Team Participation

Team members who work hard will gain wonderful team experiences and applied marketing knowledge. NOTE that full team participation is expected and required of *every* student. There is absolutely no room for freeloading in this class. There will be peer evaluations, and teams will have the ability to remove non-participating team members. Low peer evaluations will result in a decreased individual score, and a peer evaluation score of less than 3 out of 7 will result in a zero for the applicable assignment(s).

Exams

Exams will feature short answer, fill-in-the-blank, and essay questions. Strategic analysis and application on the answers is expected. Note that exams will cover all required readings, handouts, notes pages, and any/all class discussion.

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 <https://tippie.uiowa.edu/current-students/undergraduates/academics/honor-code-judicial-board> 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, <https://osmrc.uiowa.edu>, and to seek assistance from the CIMBA Interim Director, Stephanie Schnicker, at 319-335-1041 or stephanie-schnicker@uiowa.edu.