



## Introduction to Marketing Strategy

MKTG 3000

SPRING 2020

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### Course Description

As an introductory course in marketing, the course provides 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” because we are all consumers. You will need to think beyond your personal experience to understand how marketing impacts a particular target group of customers (consumers or B-to-B buyers). 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, we will be reading articles about marketing, discussing cases and analyzing marketing experiences you encounter (advertising, services, retail, internet, mobile, distribution, sales, etc.). A great way to learn about marketing is to apply the principles in your book to the marketing environment that surrounds all of us. What better place to do that than in Italy?

### 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

### Course Materials & Resources

Textbook: **Principles of Marketing** by Kotler and Armstrong, 13<sup>th</sup> Global Edition.

Course Packet: The lecture slides serve as a guide to the course materials and facilitate note taking. The slides only highlight the topics and **you must read the book and take notes in class to be successful in the course.**

Other Material: Your reading will be supplemented with additional articles, videos, and web-based materials. Always bring the textbook and course packet to class sessions. Also, please bring a computer so you can reference materials and work in real time.

### Course Requirements

The course assignments and assessments of learning are briefly described below. Students should follow carefully the instructions for each assignment and refer to the grading rubrics to understand how your work will be evaluated.

Class preparation and participation: Class sessions include discussions, activities, case analysis and small-group exercises. Daily and weekly class preparation assignments will be posted. Students are expected to complete the assigned readings, speak and contribute to the discussion and listen carefully and respectfully to others.

As part of class preparation, several short “pop” quizzes or other activities will be given to demonstrate students are keeping up with the readings. These are unannounced and are given at the start of a class session.

Team assignments:

Students work in groups to analyze a company case and present to the class. This includes using the concepts in the textbook, assessing the current marketing environment, assessing the current company environment, and applying core concepts of the class to the company case.

Exams: The exams cover the key concepts of the course. Be sure to take notes in your course pack to focus on the most important concepts. The exams are made up of multiple choice, short answer and essay questions.

**Grading**

The course requirements and relative weights are shown below.

<b>Course Requirements</b>	<b>% of Grade</b>
Class Preparation and Participation: includes case discussions, small group exercises, individual exercises, and quizzes	30%
Team Assignments: Italian company/product marketing case presentation	10%
Exams: 3 @ 20% each	60%
Total	100%

**Grading**

The grading policy of the University of Iowa will be followed as a guideline for assigning final grades.

<b>You will receive this grade:</b>	<b>If your total % score falls in this range:</b>
A+	97-100
A	93 – 96.9
A-	90 – 92.99
B+	87 - 89.99
B	83 – 86.99
B-	80 – 82.99
C+	77 - 79.99
C	73 – 76.99
C-	70 – 72.99
D+	67 - 69.99
D	63 – 66.99
D-	60 – 62.99
F	00 - 59.99

The policy implies that grades will be assigned so they are reflective of relative student performance on each assignment in class. It would be unrealistic to expect that all students will receive an “A” grade on any particular assignment.

Quizzes will be given but the lowest two scores of the combined quizzes will be taken out during the final grading.

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 and I reserve the right to increase a student’s score at any time.

### Class Schedule

	TOPIC	CHAPTER READINGS
<b>Week 1</b>	Class Intro	
	Creating Customer Value and Engagement	Chapter 1
<b>Week 2</b>	Partnering to Build Customer Engagement, Value and Relationships	Chapter 2
	Marketing Environment	Chapter 3
	Marketing Information	Chapter 4
<b>Week 3</b>	Consumer Markets and Buying Behavior	Chapter 5
	Business Buyer Behavior	Chapter 6
	Customer Value –Segmentation, Targeting and Positioning	Chapter 7
<b>Week 4</b>	Products, Services, and Brands - Part 1 (not on Test 1)	Chapter 8
	<b>TEST 1</b>	Chapters 1-7
	<b><u>EXTENDED TRAVEL WEEKEND</u></b> Friday, Feb 7th - Sunday, Feb 9th	
<b>Week 5</b>	Products, Services and Brands - Part 2	Chapter 8
	Developing New Products and Managing the Product Life Cycle	Chapter 9
	Pricing and Pricing Strategies	Chapters 10, 11
<b>Week 6</b>	Branding and Product Development Project Team Work Time	
	<b>TEST 2</b>	Test Chapters 8-11
	<b>Branding and Product Development Project - PRESENTATIONS</b>	
	<b><u>EXTENDED TRAVEL WEEKEND</u></b> Saturday, Feb 22nd - Tuesday Feb 25th	
<b>Week 7</b>	Marketing Channels	Chapter 12
<b>Week 8</b>	Retailing and Wholesaling	Chapters 13
	Marketing Promotions	Chapters 14, 15
	<b><u>TRAVEL WEEK</u></b> Sunday, Mar 7th - Sunday, Mar 15th	
<b>Week 9</b>	Personal Selling and Sales Promotions	Chapters 16
	Direct, Digital, and Mobile Marketing	Chapters 17
<b>Week 11</b>	Global Marketing	Chapter 19
	<b>TEST 3</b>	Test Chapters 13 - 17, 19
	<b><u>EXTENDED TRAVEL WEEKEND</u></b> Friday, Mar 27nd - Sunday, March 29th	
<b>Week 12</b>	FINAL COMPANY CASE PRESENTATION WORK TIME	
<b>Exam</b>	<b>FINAL COMPANY CASE PRESENTATIONS</b>	During scheduled final exam time - TBD
	<b>PROGRAM COMPLETE</b>	

## **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 Director, Stephanie Schnicker (319-3351041, [stephanie-schnicker@uiowa.edu](mailto: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/sites/tippie.uiowa.edu/files/documents/tippie-honor-code.pdf> 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](mailto:cimba-italy@uiowa.edu)) to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

## **Mental Health**

Students are encouraged to be mindful of their mental health and seek help if they are feeling overwhelmed or incapable of meeting course expectations. For assistance with the class, students are encouraged to talk to the faculty member. For additional advice or support, students are encouraged to contact the CIMBA front office for assistance in seeking additional resources.

## **Sexual Harassment**

Sexual Harassment: Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. The University will not tolerate sexual harassment, nor will it tolerate unwelcomed behavior of a sexual nature toward members of the University community when that behavior creates an intimidating or hostile environment for employment, education, on-campus living, or participation in a University activity. As a member of the university community you have a responsibility to report concerns of sexual harassment immediately to the CIMBA Director, Stephanie Schnicker, at 319-335-1041 or [stephanie-schnicker@uiowa.edu](mailto:stephanie-schnicker@uiowa.edu).