



Introduction to Marketing Strategies

MKTG 3000

Spring 2023

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 text will be handed out, and the cases will be provided online.

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.

Semester Items:

Exam 1	100
Exam 2	100
Final Case Analysis and Presentation	50
Cases	150
Badges	25
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+

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).

Badges

Team badges will be given for awards such as: Industry star (superior strategy), creativity award, and more. They may be given by vote of other team members or by various judges. Badges are worth designated points values up to the total badges point value in the syllabus (see badge list at the end of syllabus). Then the badges are worth 1 additional bonus point each for the team.

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.

Point breakdown for cases

Weekly cases	150
Badges	25
<u>Final Case Analysis and Presentation</u>	<u>50</u>
Total	225

Cases	Points
Honeylu's Coffee	20
Auntie Anne Part 1	20
Fueled Supplements	20
Nightingale	20
Leaf in Creek	20
Paint Your Event	20
Paradigm Shift	30
FINAL CASE Benefit Medical	50
Badge Competition (see below)	25
Total	225

Grading Criteria for Cases

Late Penalty: Each case's due date and time will be announced. Any late cases will receive a 10% penalty for each hour past deadline that they are turned in.

Percent Scored on Case or answer	Quality Level
0% - 50%	Very minimal effort. Very little written and no effort to link answers to strategy. Answers do not line up with class theories, and it is apparent the team did not learn the chapter content nor apply it. Team is not prepared to discuss case or reasoning.
51% - 70%	Average answers given but could do with more well-thought-out strategic reasoning. Speaks in general terms or loosely ties strategy to a marketing concept. The team has created an "acceptable" solution for the company, but it could improve with more well-thought-out, specific/deep insight or with a more exceptional and creative solution.
71% - 85%	Good answers with well-thought-out strategic reasoning. The team has put together a good solution for the company and has backed it up with insightful strategy. Most teams will fall here.
86% - 100%	Presents an impressive, detailed/creative solution backed up by spot-on strategic reasoning. Goes above and beyond to find a solution for the client and bases their strategy on solid marketing theory. Brings exciting insight and the "wow" factor. This is the cream of the crop.

The Team Award Badges

Badges are worth the following points up to the total badges point value in the syllabus (25). Then the badges are worth 1 additional bonus point each for the team.



Lightning Round 3 points

There will be lightning-round quiz contests to test your team's knowledge. The faster you answer, the more likely you are to win a lightning award.



Industry Star 5 points

For some cases, a team may be recognized for submitting a superior project/case report and chosen as a "winner".



Creativity & Insight / Innovation Award 5 points

This award is given for incredible creativity, insight, and/or wisdom shown during a case.



Community Spirit Award 5 points

This award is given for teams who show true community enthusiasm and spirit. Previous recipients have shown community spirit in their acts of helpfulness to the class community and in their general enthusiasm for solving marketing cases. You may also nominate another team for this badge.

The Penalties

Noise Violation (-5 points)



A team can receive this violation during a noise-free time. During discussion time (or when the Overseer has requested silence), any team that does not have the floor and is audibly disruptive is at risk of receiving a noise violation.

Tentative Weekly Schedule

Week	Chapter / Topics	Tuesday		Thursday
1 Jan 16-22	Intro to Class 1: Introduction to Marketing			Short class Team Formation Begin case: Honeylu's Coffee
2 Jan 23-29	Chapter 1 and case continued 2: Marketing Research (briefly covered)	Short Class on Wednesday Case due at end of class for this week only		
3 Jan 30 – Feb 5	3: Market Segmentation	Case: Auntie Anne's (Team cases will <u>begin</u> this day in class)		Case due (Team cases will be due at start of class)
4 Feb 6-12	6: Intro to Managing Products and Services	Case: Fueled Supplements		Case due
5 Feb 13-19	8: Brand Management	Case: Nightingale		Case due Exam review
6 Feb 20-26		Travel Weekend		EXAM
7 Feb 27 – Mar 5	9: Retail	Case: Leaf in Creek		Case due
8 Mar 6-12	TRAVEL WEEK			
		Monday	Wednesday	Friday
9 Mar 13-19	10: Pricing 11: Promotions	Case: Paint Your Event	Case due	Case: Paradigm Shift
10 Mar 20-26	12: Social Media 16: Marketing Plan	Introduction to Final Project Case	Paradigm Shift Case Due EXAM	Travel Weekend
11 Mar 27- Apr 2	15: The Marketing Environment Final Project Continued			
12 Apr 3-7	Final Project Continued		Final Project & Presentations	