INTRODUCTION TO MARKETING
SYLLABUS – FALL 2010

Instructor Details: Professor Raffaele Donvito
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Class Meetings: Thursday 9:00 – 11:45

Office Hours: Thursday 12.00 – 12:30

Course Website: Please check course postings regularly on Blackboard.
http://sternclasses.nyu.edu. Check before coming to class – some postings may be crucial to ensure that you are in step with the rest of the class. Please go to the Blackboard for a copy of all class handouts, Powepoint slides, special announcements/corrections, guest speaker information, assignments, links to important articles, and the syllabus.


COURSE DESCRIPTION AND OBJECTIVES:

Marketing is about building profitable customer relationships. The aim is to create value for customers, and to capture value in return. Effective marketing strategy satisfies consumer needs and creates consumer value while allowing the firm to achieve its objectives.

This course has been designed to introduce you to the core concepts of marketing. It provides a comprehensive introduction to the key issues involved in the development of a balanced and integrated approach to the marketing of products and services.

Businesspeople in all areas need a solid understanding of marketing strategy to succeed. The knowledge and skills that you will gain in this course will be relevant and applicable in your future work and social life.

Upon completion of this course, you will be able to understand the underlying principles of the marketing discipline, the goals of the marketing system, and how marketing is used by different types of organizations. Essentially, you will be in a good position to make meaningful contributions in the development of marketing strategies for organizations on a global scale.

Because you are in Italy and experiencing a new culture and lifestyle, I will make a special effort to focus our discussion and coursework on our surroundings, as well as make noteworthy comparisons to the cultures that you have experienced in the past.

The course uses a combination of lectures, class discussion, case studies, assignments, and exams. The remainder of this syllabus describes the course and your responsibilities in it.
POLICY ON MISSED CLASSES AND EXAMS:

We meet only once week, therefore it is essential that you attend all class sessions. If you do have a conflict notify me in writing (email) about the reason for your absence. You may not miss more than one class, unless there is an extreme medical emergency or extenuating circumstance. In these rare cases you will have to get permission through the NYU administrative office.

Inform me in writing (e-mail is fine) of any legitimate exam conflicts at least two weeks in advance. (All exam dates have been set and appear in the course outline.) If I do not receive written notice at least two weeks before the quiz or exam, you will not be given the opportunity to take it at another time.

If you miss an exam due to illness or injury, a make-up will not be scheduled for you unless I receive a letter from your doctor indicating the date and time of the medical problem that prevented you from taking the test. You are responsible for contacting me concerning missing an exam as soon as possible, preferably before the exam. If you are unable to take a make-up exam before the next class session, your doctor's letter must also indicate the dates of your medical incapacity. If you have a letter from your doctor, I may choose to give you a substitute test or I may assign greater weight to another test.

COURSE MATERIALS

The text for the course is:


You have to study all the textbook; however during the lectures I will highlight and take into consideration the main important parts of it.

Course Website: Please check the Blackboard website regularly for class announcements and instructions. You should always check the postings here before coming to class – some postings may be crucial in ensuring that you are in step with the rest of the class. Please go to the website for a copy of all course handouts. Important handouts will be given to you in class and also posted on the course site. This site contains many things you will find useful over the course of the semester. All handouts and assignments will be posted on the site as they become available.

In order to get the most from this course it is important that you are prepared for class. I will only highlight the material covered in the text or readings, on the assumption that you can do the required background reading yourselves. As such, if you have questions on the text or readings, it is your responsibility to let me know prior to class via email or at the beginning/end of class.
## COURSE SCHEDULE

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<th>Class</th>
<th>Topic</th>
<th>Readings</th>
<th>Case*</th>
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<tr>
<td>1</td>
<td>Course Introduction &amp; Overview of Marketing</td>
<td>Ch 1</td>
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<tr>
<td>2</td>
<td>Course Introduction &amp; Overview of Marketing</td>
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<td>3</td>
<td>Marketing Strategy &amp; Marketing Environment (Groups Building)</td>
<td>Ch. 2 &amp; 3</td>
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<td>4</td>
<td>Consumer Behavior &amp; Organizational Markets</td>
<td>Ch. 5 &amp; 6</td>
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<td>Marketing Research,</td>
<td>Ch 8</td>
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<td>6</td>
<td>Segmentation, Targeting, &amp; Positioning</td>
<td>Ch 8 &amp; 9</td>
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<td>Midterm Exam</td>
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<td>Spring Break</td>
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<td>9</td>
<td>Managing Products and Brands</td>
<td>Ch. 11 &amp; 12</td>
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<td>Managing Services</td>
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<td>The Pricing Decision</td>
<td>Ch 13 &amp; 14</td>
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<td>Distribution &amp; Retailing</td>
<td>Ch 15 &amp; 17</td>
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<td>Marketing Communications</td>
<td>Ch 18 &amp; 19</td>
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<td>Final Exams</td>
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* Cases are often changed/updated/substituted for the most current and applicable information. Please come to class and/or confirm with the information on Blackboard about what case we are doing each week.
SUMMARY OF YOUR GRADE

Your grade is earned through the following activities.

Final  25%
Midterm  20%
Group Project/Presentation  25%
Personal Assignments/Cases  15%
Class Participation:  15%

ANALYZING A CASE:

While the case study questions are designed to help you focus on important case topics, you also should begin to establish your own, independent ability to analyze marketing situations. Analyzing cases is a good way to start developing this ability. A good case analysis should look at the following:

1) What are the important problems confronting this firm? This includes anticipating problems before they occur so the firm can take steps to prevent them, as well as identifying existing problems.
2) What information do you have that is useful for addressing these problems?
3) What are the different solutions to these problems? What are the strengths and weaknesses of each solution?
4) Which solution would you choose, and why is it better than the others?
5) How would you implement this solution?
6) If a firm faces several problems, what are the relationships between them and between the solutions you have chosen? This is especially important in marketing, where each part of marketing strategy, and each part of the marketing mix, affects the others. Remember, you need to choose an overall solution that keeps, or creates, a balanced and coordinated marketing mix.