

Semester: Fall 2019 - Full Title of Course: Introduction to Marketing

Alpha-Numeric Class Code: MKTG-UB9001002

Meeting Days and Times: Thursday 10.30 – 13.15

Classroom Location: Villa Sasseti – Montughi

Class Description:

Prerequisites: No official NYU prerequisites

Brief course description: This course evaluates marketing as a system for the satisfaction of human wants and a catalyst of business activity. It presents a comprehensive framework that includes a) researching and analyzing customers, company, competition, and the marketing environment, b) identifying and targeting attractive segments with strategic positioning, and c) making product, pricing, communication, and distribution decisions. Cases and examples are utilized to develop problem-solving abilities.

Marketing covers several kinds of activities, each of which affects the others. Firms must resist the temptation to focus on one of these at the expense of the others. This creates ineffective, unbalanced marketing. Furthermore, firms need to create a balanced, coordinated marketing mix, where all elements of its marketing activities work together. Marketing also requires combining qualitative and quantitative analysis.

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.

Instructor Details:

Name: Raffaele Donvito

NYUGlobal Home Email Address: raffaele.donvito@nyu.edu; raffaele.donvito@unifi.it

Office Hours: 14.40 – 15.10

Villa Ulivi Office Location: Room 6

Villa Ulivi Phone Number: +39 055 5007 300

Desired Outcomes:

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. 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
- 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.

Assessment Components

Your grade is earned through the following activities, which are discussed in detail in this syllabus:

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

Failure to submit or fulfill any required course component results in failure of the class.

1. Class participation - 15% of grade

General recommendations.

You will learn the most from this class if you and your classmates participate fully. You all have different experiences and insights, and a great deal of what you learn in class is from each other. You make no contribution with silence. A portion of your class participation grades will also come from your class attendance.

Many sessions of the course will involve interaction and I expect each class member to be prepared at all times in every class. To reinforce this expectation, I will occasionally randomly select (i.e., cold call) a class member to comment on the topic of discussion, whether or not the student's hand is raised. This is the kind of thing that might happen at a business meeting, or any meeting, where suddenly someone asks your opinion and expects you to be prepared. The skills you acquire from participating in class and with your group will serve you well in your future positions, whether you pursue marketing as a career or not.

Class participation means contributing to class discussion in a way that benefits your classmates and helps them learn. You don't have to speak frequently or in every class to earn the highest possible class participation grade. Some of you may be shy about speaking out, but you still need to participate. Class participation is not graded by any "curve" - it is possible and desirable for everyone in the class to earn a high grade for class participation.

Class discussion should encourage the free and open exchange of ideas. If you want to challenge what I, or another student, have said, do so. Constructive criticism is always welcome and is an important part of the Stern experience. Do not be upset if I challenge something you say – we learn

most when we have to defend our positions. If you ever feel that my comments or the comments of any student are not constructive, please let me know.

Sometimes we will have to stop discussion and move on to the next topic before hearing from everyone - there is limited time in each session and we want to use it wisely. Please don't take it personally if there isn't time to call on you. Often we will try to hear first from class members who have not participated much before hearing from others who have spoken more often.

It is important for your classmates, and me, to know who you are. Please fill out the Personal Information Form at the end of this syllabus and hand it in at the second class, so I can learn more about you. Please also write a name card with your first name in big block letters and use it in every class. This helps your classmates, and me, know who you are.

If you are not in class, you can't learn the material in the course nor contribute to the benefit of your classmates. I realize that occasionally you may be absent. Whenever you know in advance that you will be absent, please let me know in advance. If you miss class, be sure to obtain copies of notes from at least two of your classmates to insure that you do not miss any important material.

Business cases.

We will use cases in the course. These are a required part of the course:

- 3M
- IBM
- Groupon
- Ford Cons.
- Rollerblade
- P&G Secret
- BMW
- Washburn Guitar
- Mall of America
- Amazon
- Fallon

You are expected to prepare carefully for all eight cases and be ready to discuss them in class.

References to cases introductory reading:

- R. Kerin, S. Hartley, Marketing, 14th edition, Irwin/McGraw-Hill.
- Company websites

Cases describe interesting marketing problems encountered by real firms. We use them as good examples that illustrate and apply marketing concepts and skills in the course. Cases also give you an opportunity to make and justify marketing decisions. In cases we will focus on identifying the marketing problems, introducing marketing concepts and skills that can help solve these problems, and applying these concepts and skills to recommend a course of action for the firm. There is no "right" answer to a case, but usually some answers are better than others. The strength of your reasoning and analysis is as important as your recommendations.

The amount you learn from a case depends on how carefully you read and analyze it. You are expected to read each case thoroughly and come to class ready to contribute to case discussions. In many cases some of the material is, by design, not particularly relevant to the problem at hand, while the case omits other data you would like to have, and would try to obtain using market research, if you

were the decision-maker. This can be a pain, but it does reflect the real world of business. Some of our discussion may revolve around what "missing information" we would like to have.

2. Midterm exam – 25% of grade

The exam consists of multiple-choice questions on materials drawn from the textbook, cases, lectures.

3. Personal assignment - 15% of grade

This assignment gives you a chance to analyze a selected Florentine firm in a marketing perspective. This assignment gives you the opportunities to apply what you are learning to real complex problems related to a specific business situations. You will ask to develop an essay about the selected company with the following features:

- Cover page (Student name and surname, Personal assignment title and date) (Length: 1 page)
- Body (Length: from 5 pages; 1,5 line spaced)
- Appendix (further materials you think are relevant – not mandatory; max 2 pages)

In the body you will ask to develop the for the firm under analysis:

- The company profile
- The overall strategic and operational marketing analysis
- The market segmentation (how would you segment the company market?)
- The competitive positioning (how would you define the company competitive positioning using the tools you think are the most appropriate?)

Please consider that it will take several hours to find, read and study the material you need for the assignment, and other several hours to write your analysis.

4. Group project/presentation – 20% of grade

This assignment gives you a chance to develop a Marketing plan. You will asks to build your Group Marketing plan following the structure of the Appendix A of your textbook and developing 2 final outputs: the Marketing plan (word document) and the slides for the final presentation in class (ppt). In the final version of your Marketing plan table of contents you have to highlight the member that has developed each part of the plan. You have also to insert the author's name in the body of the marketing plan at the beginning of each section just after the section title [i.e. "6.1 Product strategy (Author's Name and Surname)"]. Try to split the work in equal parts between the Group Members as much as possible.

The word document has to match the following guidelines:

- Cover page (Group name, Group code, members' name and date) (Length: 1 page)
- Table of contents of your Marketing plan (Length: 1 page)
- I section (Length: from 8 pages to 10 pages; 1,5 line spaced):
 1. Executive Summary
 2. Company Description (see Chapter 2)
 3. Strategic Focus and Plan (see Chapter 2)
 4. Situation Analysis (see Chapters 2-3)
 5. Market-Product Focus (see Chapters 5-6-9)
- II section (Length: from 8 pages to 10 pages; 1,5 line spaced)
 6. Marketing Program
 - 6.1 Product strategy (see Chapters 11-12)
 - 6.2 Price strategy (see Chapeters-13-14)

- 6.3 Promotion strategy (see Chapters 15-16)
- 6.4 Place (Distribution) strategy (see Chapters 17 -18)
- III Section (length from 2 pages to 5 pages; 1,5 line spaced)
 - 7. Financial Data and Projections (number of product-service sold projections, sales revenue projections, costs projections, gross margin, net profit - see Chapters 13-14)
 - 8. Organization
 - 9. Implementation
 - 10. Evaluation and Control
- Appendix A. Biographical Sketches and Pictures of each Group Member
- References (i.e. Documents, Books, Scientific Articles and Papers, Newspapers and Magazines article, websites, ...)

The final presentation will be held in class, using a ppt file; please consider the following details:

- Target audience: each Group will present its slides to all the classmates and to the Instructor
- Speakers: each Group Member will have to present a specific part of the slides
- Time: each Group will have around 25-30 minutes to present its slides plus 5-10 minutes for question time.

Your Marketing plan and your presentation will be evaluated through the following criteria:

- Feasibility of the plan
- Creativity of the plan
- Clearness of the files and presentation
- Layout of the files
- Balanced participation of all the Group members in the activities

The Marketing plan document and presentation have the same level of importance in defining the final mark.

5. Final exam – 25% of grade

The final exam will consist of multiple-choice and open ended questions on materials drawn from the textbook, cases, lectures. Some of the questions will involve quantitative analysis. You will not be permitted to take the exam early. Some questions may be based on the guest speaker presentations.

Assessment Expectations:

- **Grade A:** The student makes excellent use of empirical and theoretical material and offers structured arguments in his/her work. The student writes comprehensive essays/exam questions and his/her work shows strong evidence of critical thought and extensive reading.
- **Grade B:** The candidate shows a good understanding of the problem and has demonstrated the ability to formulate and execute a coherent research strategy
- **Grade C:** The work is acceptable and shows a basic grasp of the research problem. However, the work fails to organize findings coherently and is in need of improvement
- **Grade D:** The work passes because some relevant points are made. However, there may be a problem of poor definition, lack of critical awareness, poor research
- **Grade F:** The work shows that the research problem is not understood; there is little or no critical awareness and the research is clearly negligible

- *Please note, Stern Business courses will adhere to the Stern Grading.

Grading Guidelines:

Required Grading Language for Core Courses

At NYU Stern, we strive to create courses that challenge students intellectually and that meet the Stern standards of academic excellence. To ensure fairness and clarity of grading, the Stern faculty have adopted a grading guideline for core courses with enrollments of more than 25 students in which approximately 35% of students will receive an “A” or “A-“ grade. In core classes of less than 25 students, the instructor is at liberty to give whatever grades they think the students deserve, while maintaining rigorous academic standards.

Grading Policy:

Please refer to Assessment Expectations and the policy on late submission of work.

Academic Accommodations:

Academic accommodations are available for students with documented disabilities. Please contact the Moses Center for Students with Disabilities at 212-998-4980 or see the [Moses Center](#) for further information.

Students with disabilities who believe that they may need accommodations in a class are encouraged to contact the Moses Center for Students with Disabilities at (212) 998-4980 as soon as possible to better ensure that such accommodations are implemented in a timely fashion. For more information, see [Study Away and Disability](#).

Attendance Policy:

Study abroad at Global Academic Centers is an academically intensive and immersive experience, in which students from a wide range of backgrounds exchange ideas in discussion-based seminars. Learning in such an environment depends on the active participation of all students. And since classes typically meet once or twice a week, even a single absence can cause a student to miss a significant portion of a course. **To ensure the integrity of this academic experience, class attendance at the centers is mandatory, and unexcused absences will be penalized with a two percent deduction from the student’s final course grade.** Students are responsible for making up any work missed due to absence. Repeated absences in a course may result in failure.

For courses that meet once a week, one unexcused absence will be penalized by a two percent deduction from the student’s final course grade. For courses that meet two or more times a week, the same penalty will apply to the number of class times over a single week

Excused Absences:

In case of absence, regardless of the reason, the student is responsible for completing missed assignments, getting notes and making up missed work in a timely manner based upon a schedule that is mutually agreed upon between the faculty member and the student. **The only excused absences are those approved by the Office of Academic Support; they are as follows:**

Absence Due to Illness

- If you are sick, please see a doctor. Contact the Office of Student Life for assistance.

- For absences that last for **two or more consecutive days, a doctor's certificate, "certificato medico" is required.** The doctor will indicate in writing the number of days of bed rest required. Please note **these certificates can only be obtained on the day you see the doctor** and cannot be written for you afterwards.
- Absences can ONLY be excused if they are reported WITHIN 48 HRS of your return to class via the online NYU Florence Absence Form [insert new hyperlink]
- OAS will not accept a student email or telephone call regarding an absence due to illness
- OAS will only notify faculty of absences REPORTED on the ABSENCE FORM
- The Office of Student Life, when assisting you in cases of severe or extended illness, will coordinate with the Office of Academic Support to properly record your absences

Due to Religious Observance

- Students observing a religious holiday during regularly scheduled class time are entitled to miss class without any penalty to their grade. This is for the holiday only and does not include the days of travel that may come before and/or after the holiday
- Information regarding absences due to religious observance must be provided at least SEVEN DAYS PRIOR to the date(s) in question using the online NYU Florence Absence Form [insert new hyperlink]
- Please note that no excused absences for reasons other than illness can be applied retroactively.

Due to a class conflict with a program sponsored lecture, event, or activity

- All students are entitled to miss one class period without any penalty to their grade in order to attend a lecture, event or activity that is sponsored by La Pietra Dialogues, Acton Miscellany or the Graduate Lecture series.
- Information regarding absences due to a class conflict must be provided at least SEVEN DAYS PRIOR to the date(s) in question using the online NYU Florence Absence Form [insert new hyperlink]
- Please note that no excused absences for reasons other than illness can be applied retroactively.

Students with questions or needing clarification about this policy are instructed to contact a member of the Office of Academic Support located in Villa Ulivi or to email florence.academicsupport@nyu.edu

Late Submission of Work:

- All course work must be submitted on time, in class on the date specified on the syllabus.
- To request an extension on a deadline for an assignment, students must speak to the professor one week prior to the due date
- To receive an incomplete for a course at the end of the semester, two weeks before final exams, both the student and the faculty member must meet with the Assistant Director of Academic Affairs to review the request and if granted, they must both sign an Incomplete Contract detailing the terms for completing missing coursework.

Plagiarism Policy:

PLAGIARISM WILL NOT BE TOLERATED IN ANY FORM:

The presentation of another person's words, ideas, judgment, images or data as though they were your own, whether intentionally or unintentionally, constitutes an act of plagiarism.

In the event of suspected or confirmed cases of plagiarism, The faculty member will consult first with the Assistant Director for Academic Affairs as definitions and procedures vary from school to school. Please consult the "Academic Guidelines for Success" distributed on your USB key at Check-in and on the NYU Florence Global Wiki.

For a detailed description of some possible forms of plagiarism and cheating please consult the Community Compact that you signed at Orientation, a copy of which is on the above mentioned Wiki and USB key.

Writing Center:

The Writing Center, located in Aula Belvedere in Villa Ulivi, offers you feedback on any type of writing, at any stage in planning or drafting. Sign up for a consultation at the [Writing Center's website](#) and submit your working draft or ideas a day in advance to [NYU Florence Writing Center](#). Drop in for a consultation M-Th, but remember that appointments are given priority. Be assured that very rough drafts are welcome. Please note that we do not correct or "fix" your writing; instead we prompt you to think and work. Our aim is to create stronger writers in the long term, not necessarily perfect papers in the short term

Required Text(s):

R. Kerin, S. Hartley, Marketing, 14th edition, Irwin/McGraw-Hill.

Copies of each textbook are available for consultation and short term loans in the [Villa Ulivi Library](#). Extra copies of some textbooks are also available for semester long loans. For more information on Books and Course Materials go [here](#).

Supplemental Texts(s):

R. Donvito (2018), Renaissance of Marketing and Management in Fashion, Journal of Global Fashion Marketing, Vol.9, No. 3, 179-222.

Global Market Information Database (Euromonitor) reports. GMID Provides international market intelligence, including economic statistics, on industries, countries, and consumer.

Internet Research Guidelines:

The careful use of internet resources is encouraged and a list of recommended websites will be given. Failure to cite internet and other non-traditional media sources in your written work constitutes plagiarism.

Additional Required Equipment:

N/A

Class Assignments and Topics:

Session 1 – September 5

Topics: Course Introduction

Assigned readings for class: Chapter 1

Session 2 – September 12

Topics: Overview of Marketing; Groups work building; Business case: 3M

Assigned readings for class: Chapter 1

Session 3 – September 19

Topics: Marketing Strategy & Marketing Environment; Business case: IBM

Assigned readings for class: Chapters 2 and 3

Session 4 – September 26

Topics: Consumer Behavior & Organizational Markets; Business case: Groupon

Assigned readings for class: Chapters 5 and 6

Session 5 – October 3

Topics: Marketing Research; Business case: Ford Consulting

Assigned readings for class: Chapter 8

Session 6 – October 10

Topics: Segmentation, Targeting, & Positioning; Business case: Luxury segmentation

Assigned readings for class: Chapter 9

Session 7- October 17

Topics: Managing Products and Brands; Managing Services; Business case: P&G Secret & BMW

Assigned readings for class: Chapters 11 and 12

Session 8 – October 24

Topics: Midterm Exam (The break is March 28)

Assigned readings for class: Chapters 1-2-3-5-6-8-9

Session 9 – November 7

Topics: The Pricing Decision; Business case: Washburn Guitars; Group Work Informal Check

Assigned readings for class: Chapters 13 and 14

Session 10 – November 14

Topics: Distribution & Retailing; Business case: Mall of America & Amazon; Group Assignment deadline

Assigned readings for class: Chapters 15 and 16

Session 11 – November 15 - Friday

Topics: visit to Salvatore Ferragamo and Gucci Garden Museums

Session 12 – November 21

Topics: Marketing Communications; Business case: Fallon; Personal Assignment deadline

Assigned readings for class: Chapters 17 and 18

Session 13 – November 28

Topics: Final Presentations (Group Assignment)

Session 14 – December 5

Topics: Final Presentations (Group Assignment)

Session 15 – December 12

Topics: Final Exam

Assigned readings for class: Chapters 11-12-13-14-15-16-17-18

Classroom Etiquette

Eating is not permitted in the classrooms. Bottled water is permitted.

- Cell phones should be turned off during class time.
- **The use of personal laptops and other electronic handheld devices are prohibited in the classroom unless otherwise specified by the professor.**
- We recycle! So keep it green! Please dispose of trash in the clearly marked recycle bins located throughout the on campus buildings

Required Co-curricular Activities

Site visit: Visit to Salvatore Ferragamo Museum and to Gucci Garden in Florence

Suggested Co-curricular Activities

Suggested optional co-curricular activities will be announced in class and/or via email by the professor throughout the semester.

Your Instructor

Raffaele Donvito (PhD) is Associate Professor -with National Academic Qualification as Full Professor- of Marketing, International Management, and Retail Fashion Marketing at the University of Florence. He has been research fellow of the Department Economics and Management at the University of Florence since 2000. He has been Instructor of Introduction to Marketing at Leonard N. Stern School of Business - New York University in Florence since 2009. His research interests include international marketing, brand management, retail marketing, marketing communication, fashion and luxury marketing. His published research outputs have appeared in refereed international journals including Journal of Business Research, Psychology & Marketing, Journal of Brand Management, Journal of Product & Brand Management, Qualitative Market Research, Journal of Marketing Trends, International Journal of Business and Economics, and also in Marketing Trends, EMAC, IMP, KSMS, GAMMA, AMS international conferences proceedings. He is member of the editorial board of Journal of Global Scholars of Marketing Science, member of the Editorial Board of Journal of Global Fashion Marketing, and member of the reviewing committee of Mercati e Competitività. He received the Best Conference Paper award at 2015 the Global Fashion Management Conference in Florence, the Best Conference Paper award at 2010 Global Marketing Conference in Tokyo and the Marketing Trends Awards at 2007-8 International Congresses on Marketing Trends, in Paris-Venice.