Introduction to Marketing

Class code | MKTG-UB 9001 - 001
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Instructor Details | Professor Vincent-Wayne Mitchell
| Available; 1-2 and 5-6pm Wednesdays, when teaching
Class Details | Fall 2013 Normally Wednesdays  2pm-5pm except where indicated on Fridays
| Location; Room TBC
Prerequisites | No prerequisites
Class Description | Classes will be 3 hours with a 20-30 minute break in the middle
| Classes will involve; Lecture presentations, group discussions, case studies, questions and answer sessions, flash card and full class quizzes, videos, student presentations and a business game.
| Sometime, students will work in their groups of 3-4 to complete in-class discussions on their chosen UK company.
| Students will need to do one oral presentation which will be assessed and form groups of 2-4 for in-class group discussion work which will not be assessed.
| You will be REQUIRED to read the relevant chapters of the book as indicated for the session before the session and do the self test quiz at the end of each chapter.
Desired Outcomes | 1. To define and explain important marketing concepts and topics
| 2. To understand how marketing inter relates with other business disciplines.
| 3. To develop an understanding of how marketers think and the marketing philosophy.
| 4. To be aware of ethical issues in marketing.
| 5. To develop oral presentation skills.
Assessment Components | 1. **20% for an in-class MCQ test of 40 questions plus 10 short-answer questions. These questions will be taken from the chapters covered up until the mid-term exam and the lecture handouts. (Please note MCQs are not negatively marked)**
| 2. **20% for a 10 minute in class oral presentation with handouts and powerpoint/prezi which. You should prepare a draft of the presentation a week before to show to the professor.**

For the presentation you will chose a topic/concept or model from the relevant chapter for the week you are presenting and apply it to a UK company with which you are familiar. For example, you might chose to look at advertising appeals of Sainsbury, or new product development of Cadbury’s. You should include your presentation the key marketing concepts being used and show how the company used them. You do not need to cover all the concepts in your assigned chapter only those which are relevant to your compan and the information you can find on your company’s activities. The presentations should be deep not broe i have a lot of information about a few topics rather than a little information about a lot of topics. Your main resources will be the internet, personal observation and company literature from the company webs
and annual report. You could also contact their press department for info and to ask specific questions. In addition you should consult market reports such as Mintel and Keynote, Marketing magazines such as Marketing, Campaign, Marketing Weekly and any trade magazines such as Retail Week, the Grocer or another related to your industry. You can contact the trade association for your company as well as search newspaper reports on their activities via such things as Factiva.com. Finally, there might already be a case study written about the company so look for these in places such as ECCH. It is particularly important that you can go and see the company and make direct observations about the products or services.

The presentation needs to include and agenda slide, one slide on what the company does, several slides on the theory you are applying which can be drawn from the book or from the additional material provided in the supplementary lecture notes. Read the material from the relevant chapter in the book, however you do not need to cover every aspect of the chapter, only those which relate to what the company is doing. In that sense, be driven by finding great company information and then go to the book. For each aspect of the theory, you must show how the company used or applied it in the company’s activities. You will be graded on how well you explain the marketing concept being applied and amount and quality of the company information you find, as well as clarity and style of your presentation. You should also include some ‘activity’ to engage the audience in active learning.

3. **30% on the results of ‘Who wants to be a Millionaire?’ New Business Marketing Plan for NYU Introduction to Marketing Students which you will complete in groups of 4.**

  The group will represent themselves as a commercial unit trying to gain funding for a new business. The marketing plan will consist of 2 elements.

Your mission is to develop a marketing plan for a new business to make you a millionaire. The source of the business idea, which needs to be launched in the UK, will come from either; [www.springwise.com](http://www.springwise.com); an idea you’ve seen in the US and think it could work in the UK or your own ideas.

You will work in a team of 4 to prepare a 2,000 word marketing plan and follow the steps, guidance and example in the book to develop your report. A sample marketing plan is given in Appendix A of the book and at the end of each chapter there is an exercise on how to build your marketing plan. Each week as we cover the topic in the lecture you need to set aside an hour with your group to discuss what implications that subject has for your business and your marketing plan. The final plan needs to be very tightly argued and well thought through such that you could go to an investor to ask for money to start your business. The plan needs to focus on a new business so some elements of the plan need to be excluded such as, sections 1,2,7,8,9,10,11 and the appendices. Check out [www.startups.co.uk](http://www.startups.co.uk) for interesting help in writing the plan.

You will also be required to do a 5 minute oral presentation of the plan in class, as well as the 2000 word report to be handed in on the day of the presentation on. Winners will get a course prize.

4. **10% for course participation.**

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. Marks will also be given for participation in various class exercises including the Museum visit, and preparation of small pieces of work prior to class. 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.

5. **20% for the Final Examination of 1 hour containing 40 MCQs and 10 short answer questions. These questions will come from chapters covered after the mid-term exam and lecture hand outs.**
Assessment Expectations

**Grade A:** Excellent work difficult to improve upon showing excellent subject knowledge

**Grade B:** Good work with minor areas for improvement showing sound subject knowledge

**Grade C:** Satisfactory work with some areas for improvement showing adequate subject knowledge

**Grade D:** Passable work with major areas for improvement showing limited subject knowledge

**Grade F:** Poor work with major flaws and inadequacies showing very little subject knowledge

Grade conversion

NYU in London uses the following scale of numerical equivalents to letter grades:

A=94-100
A-=90-93
B+=87-89
B=84-86
B-=80-83
C+=77-79
C=74-76
C-=70-73
D+=67-69
D=65-66
F=below 65

Where no specific numerical equivalent is assigned to a letter grade by the class teacher, the mid point of the range will be used in calculating the final class grade (except in the A range, where 95.5 will be used).

Grading Policy

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 enrolments 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.
NYUL has a strict policy about course attendance. **No unexcused absences are permitted.** While students should contact their class teachers to catch up on missed work, you should NOT approach them for excused absences.

Excused absences will usually only be considered for serious, unavoidable reasons such as personal illness or illness in the immediate family. Trivial or non-essential reasons for absence will not be considered. Excused absences can only be considered if they are reported in accordance with guidelines which follow, and can only be obtained from the appropriate member of NYUL’s staff.

**Please note that you will need to ensure that no make-up classes – or required excursions - have been organised before making any travel plans for the semester.** See also section 11.1 - Make up days.

**Absence reporting for an absence due to illness**

1. On the first day of absence due to illness you should report the details of your symptoms by e-mailing absences@nyu.ac.uk including details of: class(es) missed; professor; class time; and whether any work was due including exams. Or call free (from landline) 0800 316 0469 (option 2) to report your absences on the phone.
2. Generally a doctor’s note will be required to ensure you have sought treatment for the illness. Contact the Gower Street Health Centre on 0207 636 7628 to make an appointment, or use HTH general practitioners if you cannot get an appointment expediently at Gower Street.
3. At the end of your period of absence, you will need to complete an absence form online at [http://bit.ly/NuCl5K](http://bit.ly/NuCl5K). You will need to log in to NYU Home to access the form.
4. Finally you must arrange an appointment to speak to Nigel Freeman or Donna Drummond-Smart on your first day back at class. You must have completed the absence form before making your appointment.

Supporting documentation relating to absences must be submitted within one week of your return to class.

**Absence requests for non-illness reasons**

Absence requests for **non-illness** reasons must be discussed with the Academic Office **prior** to the date(s) in question – no excused absences for reasons other than illness can be applied retrospectively. Please come in and see us in Room 308, 6 Bedford Square, or e-mail us at academics@nyu.ac.uk.

**Further information regarding absences**

Each unexcused absence will be penalized by deducting 3% from the student’s final course mark. Students are responsible for making up any work missed due to absence.

Unexcused absences from exams are not permitted and will result in failure of the exam. If you are granted an excused absence from an examination (with authorisation, as above), your lecturer will decide how you will make-up the assessment component, if at all (by make-up examination, extra coursework, viva voce (oral examination), or an increased weighting on an alternate assessment component, etc.).

NYUL also expects students to arrive to class promptly (both at the beginning and after any breaks) and to remain for the duration of the class. If timely attendance becomes a problem it is the prerogative of each instructor to deduct a mark or marks from the final grade of each late arrival and each early departure.

Please note that for classes involving a **field trip or other external visit**, transportation difficulties are never grounds for an excused absence. It is the student’s responsibility to arrive at an agreed meeting
point in a punctual and timely fashion.

Please refer to the Student Handbook for full details of the policies relating to attendance. A copy is in your apartment and has been shared with you on Google Docs.

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<th>Late Submission of Work</th>
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| Written work due in class must be submitted during the class time to the professor. Late work should be submitted in person to a member of NYU London staff in the Academic Office (Room 308, 6 Bedford Square) during office hours (Mon – Fri, 10:30 – 17:30). Please also send an electronic copy to academics@nyu.ac.uk for submission to Turnitin.

Work submitted within 5 weekdays after the submission time without an agreed extension receives a penalty of 10 points on the 100 point scale. Written work submitted more than 5 weekdays after the submission date without an agreed extension fails and is given a zero.

Please note end of semester essays must be submitted on time.

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<th>Plagiarism Policy</th>
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| Plagiarism: 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.

All students must submit an electronic copy of each piece of their written work to www.turnitin.com and hand in a printed copy with the digital receipt to their professor. Late submission of work rules apply to both the paper and electronic submission (see section 12 below) and failure to submit either copy of your work will result in automatic failure in the assignment and possible failure in the class.

Electronic Submission
All students must submit an electronic copy of their written work to www.turnitin.com. This database will be searched for the purpose of comparison with other students’ work or with other pre-existing writing or publications, and other academic institutions may also search it. The database is managed by JISC (Joint Information Systems Council) and has been established with the support of the Higher Education Funding Council for England. In order for you to be able to submit your work onto the Turnitin website, you will need to set up an account:

1) Go onto the Turnitin website http://www.turnitin.com
2) Click ‘New Users’ in the top right hand corner
3) Select user type of ‘student’
4) Enter your class ID & Turnitin class enrollment password (these will be e-mailed to you after the drop/add period, or contact academics@nyu.ac.uk if you have misplaced these.
5) Follow the online instructions to create your profile.
To submit your work for class, you will then need to:

1) Log in to the Turnitin website
2) Enter your class by clicking on the class name
3) Next to the piece of work you are submitting (please confirm the due date), click on the ‘submit’ icon
4) Enter the title of your piece of work
5) Browse for the file to upload from wherever you have saved it (USB drive, etc.), please ensure your work is in Word or PDF format, and click ‘submit’
6) Click ‘yes, submit’ to confirm you have selected the correct paper (or ‘no, go back’ to retry)
7) You will then have submitted your essay onto the Turnitin website.
8) Please print your digital receipt and attach this to the hard copy of your paper before you submit it to your professor (this digital receipt appears on the web site, immediately after you submit your paper and is also sent to your e-mail address). Please also note that when a paper is submitted to Turnitin all formatting, images, graphics, graphs, charts, and drawings are removed from the paper so that the program can read it accurately. Please do not print the paper in this form to submit to your lecturers, as it is obviously pretty difficult to read! You can still access the exact file you uploaded by clicking on the ‘file’ icon in the ‘content’ column.

Please also see the Late Submission of Work policy, above.

Students must retain an electronic copy of their work for one month after their grades are posted online on Albert and must supply an electronic copy of their work if requested to do so by NYU in London. **Not submitting a copy of a piece of work upon request will result in automatic failure in the assignment and possible failure in the class.** NYU in London may submit in an electronic form the work of any student to a database for use in the detection of plagiarism, without further prior notification to the student.

Penalties for confirmed cases of plagiarism are set out in the Student Handbook. Note that no part of this course requires you to use turnitin.

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**Required Text(s)**


http://highered.mcgraw-hill.com/

**Supplemental Texts(s)**

‘Real People, Real Decisions’ Solomon, Marshall, Stuart, Barnes and Mitchell, 2013,


**Internet Research**

No specific guidelines

**Additional Equipment**

A laptop

**Session 1**

Course introduction, assessment, expectations and how to handle course feedback. Appointment of course representatives.

4 Sept 2013

You are REQUIRED to read Chapter 1 Creating customer relationships and value through marketing and do the test questions at the end of it.

Presentation skills. Organising for presentations.
Choosing a company to consider during group discussion exercises and for your presentations.

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<tr>
<th>Session 2</th>
<th>You are REQUIRED to read Chapter 2 Developing successful marketing and corporate strategies.</th>
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<tr>
<td>11 Sept 2013</td>
<td>Student group exercise using ANSOFF’S matrix.</td>
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<tr>
<th>Session 3</th>
<th>You are REQUIRED to read Chapter 3 and 4. Scanning the marketing environment and Ethics and social responsibility in marketing.</th>
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<td>18 Sept 2013</td>
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<th>Session 4</th>
<th>You are REQUIRED to read Chapter 5 Consumer behaviour and do the self test at the end of it</th>
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<tr>
<td>25 Sept 2013</td>
<td>Student presentations.</td>
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<th>Session 5</th>
<th>You are REQUIRED to read Chapter 8 Turning market information into action.</th>
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<td>2 Oct 2013</td>
<td>Student Presentations.</td>
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<tr>
<th>Session 6</th>
<th>You are REQUIRED to read Chapter 9 Identifying market segments and positioning.</th>
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<tr>
<td>9 Oct 2013</td>
<td>MCQ test revision advice. Group segmentation exercise for their company. Student presentations.</td>
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<tr>
<th>Session 7</th>
<th>Individual MCQ and short answer test. 1 hour with 50 questions. This test is not negatively marked.</th>
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<tr>
<td>16 Oct 2013</td>
<td>Belbin’s team roles.</td>
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<th>Session 8</th>
<th>You are REQUIRED to read Chapter 10 Developing new products.</th>
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<tr>
<td>23 Oct 2013</td>
<td>Student presentations. Brainstorming; Group exercise on developing new products for their company</td>
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<tr>
<th>Session 9</th>
<th>You are REQUIRED to read Chapter 11 on Managing the Product; Branding</th>
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<th>Session 10</th>
<th>You are REQUIRED to read Chapter 12 on Services</th>
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<tr>
<td>31 Oct 2013</td>
<td>Discussion of importance of service marketing. Student presentations.</td>
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<tr>
<th>Session 11</th>
<th>You are REQUIRED to read Chapter 18 on Promotion</th>
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<tr>
<td>13 Nov 2013</td>
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Student Presentations.

**Session 12**
You are REQUIRED to read Chapter 19 on Promotion

20 Nov 2013
Student Presentations.

**Session 13**
You are required to read Chapter 21 – Implementing Interactive and Multi Channel Marketing

27 Nov 27 2013
Student Presentations. Q&A for final examination

**Session 14**
Museum of Brands and Advertising Site Visit

4 Dec 2013
Questions on course feedback answered. **Who wants to be a Millionaire** Marketing Plan Presentation and report due.

**Session 15**
Final examination. 1 hour. 50 MCQs worth 20%.

11 Dec 2013
The questions will be based on chapters covered since the mid-term exam. Guest Speaker

Course evaluation and feedback.

**Classroom Etiquette**
Eating is not permitted in any classrooms in 6 Bedford Square or at Birkbeck College. Please kindly dispose of rubbish in the bins provided.

**Required Co-curricular Activities**
Observe if possible and find information on your company of choosing throughout the course.

You are also required to explore the website relating to the book and all the features it has to offer.

**Suggested Co-curricular Activities**
Be observant about the marketing activities students see around them in their daily lives. Read some marketing related newspaper and magazine stories. Reflect on the experiences students have with the companies they buy products from and see if they are satisfied and what improvements to products and services could be made.

Your instructor, Vincent-Wayne Mitchell, is Professor of Marketing Cass Business School, City University London. His did his PhD in Professional Services Marketing and he has published over 200 academic and practitioner papers in journals such as Harvard Business Review, Journal of Consumer Psychology, Journal of Economic Psychology, Journal of Business Ethics, British Journal of Management and has won 8 Best Paper Awards. He sits on the Editorial Boards of six international journals as well as being an Expert Adviser for the Office of Fair Trading and Head of Marketing at Cass. He has undertaken work for numerous organisations and received research funding and support from; the DTI, Cooperative Bank, British Brandowners Group, Coca Cola, Boots, KPMG, Viatel, Hillier Parker May and Rowdon, Tesco, The Solicitor’s Journal, Addenbrookes Hospital and his research has been extensively reported in Financial Times, Times, Guardian, The Daily Telegraph, THES, Radios 1 and 4, Granada TV, BBC’s Inside Story, Ten O’clock News, Working Lunch and a regular on Watchdog. His new Introduction to Marketing textbook called ‘Real People, Real Decisions’ won Financial Times/Pearson Prentice Hall Higher Education Book of the Year Award 2010.

[http://www.cass.city.ac.uk/experts/V.Mitchell](http://www.cass.city.ac.uk/experts/V.Mitchell) Twitter @Prof_V_Mitchell