MKTG-UB 9001
Introduction to Marketing

Instructor Information
- Dr. Yasmin Khan
- Office Hours: Tuesday 15:00-16:00, Thursday 15:00-16:00 (Appointments can be made by email to hold Skype meetings outside of these hours as well.)

Course Information
- Tuesday
  09:00-10:15
- Thursday
  09:00-10:15

- Class room number and building: TBA

Course Overview and Goals
This course introduces the main theories and concepts in marketing and how they are applied to consumer and service organizations to create value for various stakeholders. Students will be introduced to the philosophy, function and process of marketing, and develop the skills required to both communicate marketing problems and solutions, as well as make effective marketing decisions.

Topics to be covered will include market planning, market research, consumer behavior, advertising and promotion, branding, marketing strategy, distribution, pricing, product management, and global and sustainable marketing. Students will apply the theories learnt to a variety of real-life examples and cases throughout the course, in addition to their group coursework focusing on launching a new product.

The course will involve lectures, discussions, in-class exercises, student presentations, individual essays and quizzes, as well as a final exam.

Upon Completion of this Course, students will be able to:
- Understand marketing as a process and a function
- Understand the tools used for market segmentation and planning
- Understand the elements of the marketing mix and their role in developing and delivering value to customers
- Understand the importance of marketing in creating a sustainable competitive advantage
- Understand and assess the opportunities and challenges organizations can face in today’s rapidly changing business environment and how these shape the marketing
decision-making process;

- All the above will enable students to:
  - Produce a marketing plan for both goods and service products
  - Analyze and assess a firm's marketing strategy/approach
  - Express and critically evaluate ideas and opinions, making use of the appropriate marketing terminology

Course Requirements: No pre-requisites for this course.

Grading of Assignments

At NYU, 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 NYU 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.

The grade for this course will be determined according to these assessment components:

<table>
<thead>
<tr>
<th>Assignments/Activities</th>
<th>Description of Assignment</th>
<th>% of Final Grade</th>
<th>Due</th>
</tr>
</thead>
</table>
| Quiz                   | 2 quizzes
Dates are highlighted in the course schedule | 20% | Sessions 5, 10 |
| Essay 1                | See ‘Coursework Guide’ for detailed description on completing this essay
Topic: Strategic Market Planning and STP | 10% | Session 7 |
| Essay 2                | See ‘Coursework Guide’ for detailed description on completing this essay
Topic: Product Management | 10% | Session 12 |
| Group Project &Presentation | Your Marketing Plan and Presentation.
See ‘Coursework Guide’ for a detailed description of your project requirements and various deadlines set. (25%)
In addition to submitting your group project, you will need to present your marketing plan in a 15 minute presentation. (5%)
Together the project and presentation make up 30% of your final grade. | 30% | Session 14 |
| Final Exam             | Final Exam (2hours)
MCQs, T&F and 2 Essay Questions | 30% | Session 15 |
| Total                  |                           | **100%**         |     |
Failure to submit or fulfill any required course component results in failure of the class.

**Grades**

Letter grades for the entire course will be assigned as follows:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Detailed knowledge and understanding of the concepts and theories; logical &amp; articulate analysis provided. Arguments are well-articulated, and logically developed with a range of evidence. Strong and convincing conclusions offered. Wide range of relevant literature and industry sources used critically to inform argument, balance discussion and/or inform problem-solving. Consistently accurate and assured use of academic conventions.</td>
</tr>
<tr>
<td>B</td>
<td>Good, consistent knowledge and understanding of the material, main concepts and key theories. Arguments generally logical, coherently expressed, well organized and supported. Ability to use evidence to support a coherent argument. Valid conclusions offered. Knowledge of the field of literature and industry sources appropriately used to support views. Good use of academic conventions.</td>
</tr>
<tr>
<td>C</td>
<td>Broadly accurate knowledge and understanding of the material. Some elements missing and flaws evident. Some awareness of issues. Sense of argument emerging though not completely coherent. Some evidence to support views, but not always consistent. Some relevant conclusions Some evidence of reading, with superficial linking to given text(s). Some academic conventions evident and largely consistent, but with some weaknesses</td>
</tr>
<tr>
<td>D</td>
<td>Gaps in knowledge and superficial understanding. Some inaccuracies. For the most part descriptive. Views sometimes illogical or contradictory. Statements made with scant evidence. Conclusions lack relevance and/or validity. Evidence of little reading appropriate for the level of study, and/or indiscriminate use of sources. Academic conventions used weakly.</td>
</tr>
<tr>
<td>F</td>
<td>Major gaps in knowledge Only personal views offered, no evidence offered to support statements No evidence of reading.</td>
</tr>
</tbody>
</table>
### Letter Grade

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic conventions largely ignored</td>
</tr>
</tbody>
</table>

### Course Materials

#### Required Textbooks & Materials


You can use older editions of this textbook as well.


#### Optional Textbooks & Materials

Supplementary reading material will be provided as the course progresses. Journal articles and cases will be posted online for students to access.

### Resources

- **Access your course materials:** [NYU Classes](nyu.edu/its/classes)
- **Databases, journal articles, e-books, and more:** [Bobst Library](library.nyu.edu)
  - Marketing-specific resources can be found at: [https://guides.nyu.edu/vbl/marketing](https://guides.nyu.edu/vbl/marketing)
- **NYUL Library Collection:** [Senate House Library](catalogue.libraries.london.ac.uk)
- **Assistance with strengthening your writing:** [NYU Writing Center](nyu.mywconline.com)
- **Obtain 24/7 technology assistance:** [IT Help Desk](nyu.edu/it/servicedesk)
## Course Schedule

<table>
<thead>
<tr>
<th>Session/Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 1:</td>
<td>Introduction to Marketing</td>
<td>Chapter 1</td>
<td></td>
</tr>
<tr>
<td>Session 2:</td>
<td>Global, Ethical and Sustainable Marketing</td>
<td>Chapter 2</td>
<td>Project: submit group member list by</td>
</tr>
<tr>
<td>Session 3:</td>
<td>Strategic Market Planning</td>
<td>Chapter 3</td>
<td></td>
</tr>
<tr>
<td>Session 4:</td>
<td>Market Research (Qualitative + Quantitative) and Marketing Analytics</td>
<td>Chapters 4 &amp; 5</td>
<td>Project: submit product description Prepare for quiz</td>
</tr>
<tr>
<td>Session 5:</td>
<td>Marketing Strategy: Segmentation, Targeting and Positioning + quiz</td>
<td>Chapter 7</td>
<td></td>
</tr>
<tr>
<td>Session 6:</td>
<td>Consumer and Business Markets: Consumer Behavior and B2B Marketing</td>
<td>Chapter 6</td>
<td>Reminder: Essay due next week</td>
</tr>
<tr>
<td>Session 7:</td>
<td>Product Management 1: Innovation and New Product Development</td>
<td>Chapter 8</td>
<td>Project: submit phase 1 summary Essay due</td>
</tr>
<tr>
<td>Session 8:</td>
<td>Product Management 2: Product Strategy and Branding</td>
<td>Chapter 9</td>
<td></td>
</tr>
<tr>
<td>Session 9:</td>
<td>Advertising and Sales Promotion</td>
<td>Chapter 13</td>
<td>Prepare for upcoming quiz</td>
</tr>
<tr>
<td>Session 10:</td>
<td>Personal Selling, PR, Social Media and Direct/Database marketing + quiz</td>
<td>Chapter 14</td>
<td></td>
</tr>
<tr>
<td>Mid-Term Break</td>
<td>No classes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session 11:</td>
<td>Pricing</td>
<td>Chapter 10</td>
<td>Project: submit phase 2 summary Reminder: Essay due Tuesday</td>
</tr>
<tr>
<td>Session 12:</td>
<td>Distribution- Delivery and Strategy</td>
<td>Chapter 11</td>
<td>Essay due Tuesday</td>
</tr>
<tr>
<td>Session 13:</td>
<td>Services Marketing and Retailing</td>
<td>Chapter 12</td>
<td></td>
</tr>
<tr>
<td>Session 14:</td>
<td>Group Presentations and Revision Session</td>
<td></td>
<td>(Presentation &amp; Project submission)</td>
</tr>
<tr>
<td>Session 15:</td>
<td>Exam</td>
<td></td>
<td>Final Exam</td>
</tr>
</tbody>
</table>

### Co-Curricular Activities

- A trip to the Museum of Brands will be arranged for Week 8 or Week 9 of lectures. Details will be confirmed and announced in class and online. Any other trips will be announced in advance in class.
- Travel expenses: using your Oyster travel card within Zone 1.
• Guest Lecturers may be invited to speak during class – details to be announced in
class and on the class page (NYU Classes)

Classroom Etiquette
Students are encouraged to interact with lecturer, to ask and answer questions. Laptops
and tablets are permitted in class for the purpose of taking notes (unless explicit exceptions
are made for certain sessions) and for in-class activities. Please keep your phones on silent
mode during the lectures.

NYUL Academic Policies

Attendance and Tardiness
Students are expected to attend ALL lectures and arrive on time.

• The university recognizes that at times absences are unavoidable, as such if you
will be missing a lecture due to unforeseen circumstances e.g. illness, death in the
family, or due to religious holidays, this is classed as an excused absence and you
will need to provide evidence of your circumstances (a letter or other documents)
and get in touch with me.

• Key information on NYU London’s absence policy, how to report absences, and
what kinds of absences can be excused can be found on our website
(http://www.nyu.edu/london/academics/attendance-policy.html)

Assignments, Plagiarism, and Late Work

• You can find details on these topics and more on this section of our NYUL website
(https://www.nyu.edu/london/academics/academic-policies.html) and on the
Policies and Procedures section of the NYU website for students studying away at
global sites (https://www.nyu.edu/academics/studying-abroad/upperclassmen-
semester-academic-year-study-away/academic-resources/policies-and-
procedures.html).

• You can visit the following link and read within the ‘Academic integrity’
section for more information about referencing and plagiarism, and how to
avoid it:

  https://www.nyu.edu/academics/studying-abroad/upperclassmen-
  semester-academic-year-study-away/academic-resources/policies-and-
  procedures.html

• You can also refer to the following links from several U.K. universities to help you
with your referencing and to better understand issues which could be classed as
plagiarism:
University of London: [http://onlinelibrary.london.ac.uk/support/information-skills/organising-and-citing-your-references/referencing-styles-harvard](http://onlinelibrary.london.ac.uk/support/information-skills/organising-and-citing-your-references/referencing-styles-harvard)

University of London: [https://london.ac.uk/current-students/examinations/rules-assessment-offences-and-cheating/coursework-offences](https://london.ac.uk/current-students/examinations/rules-assessment-offences-and-cheating/coursework-offences)

Imperial College: [https://www.imperial.ac.uk/media/imperial-college/administration-and-support-services/library/public/Harvard.pdf](https://www.imperial.ac.uk/media/imperial-college/administration-and-support-services/library/public/Harvard.pdf)

Oxford University: [https://www.ox.ac.uk/students/academic/guidance-skills/plagiarism?wssl=1](https://www.ox.ac.uk/students/academic/guidance-skills/plagiarism?wssl=1)

---

**Classroom Conduct**

Academic communities exist to facilitate the process of acquiring and exchanging knowledge and understanding, to enhance the personal and intellectual development of its members, and to advance the interests of society. Essential to this mission is that all members of the University Community are safe and free to engage in a civil process of teaching and learning through their experiences both inside and outside the classroom. Accordingly, no student should engage in any form of behaviour that interferes with the academic or educational process, compromises the personal safety or well-being of another, or disrupts the administration of University programs or services. Please refer to the [NYU Disruptive Student Behavior Policy](#) for examples of disruptive behavior and guidelines for response and enforcement.

**Disability Disclosure Statement**

Academic accommodations are available for students with disabilities. Please contact the Moses Center for Students with Disabilities (212-998-4980 or mosescsd@nyu.edu) for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance. See: [https://www.nyu.edu/students/communities-and-groups/students-with-disabilities.html](https://www.nyu.edu/students/communities-and-groups/students-with-disabilities.html)

Also please [get in touch with me](#) should you need any assistance or special accommodations during this course.

**Note:** The schedule is **tentative** and subject to change if necessary. *The lecturer reserves the right to make changes to this course outline.*

**Instructor Bio**

The instructor has taught marketing at Fordham University’s London Centre, Royal Holloway, University of London as well as Cass Business School, City University of London. Her research focus cuts across various disciplines as it is situated within the domain of Consumer Culture Theory- a branch of marketing which utilizes sociological and anthropological theories to understand consumption practices. Her research interests lie in the socio-cultural and historical analysis of consumption and markets. Within this field her research tackles the areas of global consumer culture, marketplace resistance, alternative markets, branding and their impact on local markets and consumption practices. Her industry experience comes from founding and acting as Vice President (Marketing) for a
company specializing in the development and licensing of nutraceutical technology—currently developing a high protein snack line.