

Introduction to Marketing

C55.9001.005 - Monday

Syllabus Spring 2012

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Class hours:	13:30 – 15:00, 15:20 – 16:20
Office hours:	Monday or Tuesday before or after class, by appointment

Course description:

This course outlines key terms and concepts of marketing through interactive sessions with real world examples and hands-on projects. Beyond the basic facts and skills of marketing, this introductory marketing course explores current marketing trends, discusses strategic marketing process, including marketing strategy and its practical application through the marketing plan.

Three themes link the diverse material discussed in the lessons:

- Diversity and unity: How is marketing conceptualized? Are the approaches contrasting or complementary?
- Effective marketing: How can a particular approach help us to evaluate marketing efforts?
- Change and continuity: To what extent is the marketing discipline changing, what principles and concepts remain valid?

By the end of the course, students should be able to interpret key marketing concepts, understand essential marketing tools and demonstrate the ability to apply them to real marketing case presented in the course paper.

Grading policy:		Grading scale:	
Essential requirements	Y/N system	A	96.5
Short answer test	15%	A-	90.0
Mid-term Exam:	25%	B+	86.5
Research Assignment:	15%	B	80.0
Final Exam:	25%	C+	76.5
Marketing Plan:	20%	C	70.0
		D+	66.5
		D	60.0
<p>The students in the class are graded according to Stern curve, i.e. 25 to 35 percent of students will receive A's for excellent work, 50 to 70 percent will receive B's for good work and 5 to 15 percent will receive C's or lower for adequate or poorer work.</p>			
<h4>Essential Requirements</h4> <p>Students are allowed to miss one lesson (i.e. two class sessions). Further unexcused absences affect grading. Worksheets (see Course Study Guide below) will be collected at random from students after the lesson. Quality of note-taking is evaluated (Yes = passed, No = did not pass).</p> <p>Each student is required to present one case study in the class (see Course Study Guide).</p> <p>Active participation in class discussion can positively affect student's grade.</p> <p>The student who will not meet the Essential requirements criteria can not receive higher grade than C.</p>			

Schedule of classes

Week / Class sessions		Date	Key Topics	Reading Assignments / Case Studies / Worksheet
1	1-2	Feb 13	1. Course Overview. 2. Defining Marketing and the Marketing Process	Subsections 1.1 – 1.2 (p. 1 to 38) Worksheet 1-2
2	3-4	Feb 20	3. Company and Marketing Strategy 4. Case Study: BP	Subsections 1.3 – 1.6 (p. 39 to 101) BP film Worksheet 3-4
3	5-6	Feb 27	5. Understanding Marketing Environment 6. Marketing Research	Subsections 2.1 – 2.3 (p. 104 to 173) Explore: Kofola vs Coca Cola Worksheet 5-6
4	7-8	Mar 5	7. Understanding Consumers 8. Case Study: Ken Davis RESEARCH ASSIGNMENT BRIEF	Subsections 2.4 – 2.6 (p. 174 to 222) Ken Davis film Worksheet 7-8
5	9-10	Mar 12	SHORT ANSWER TEST 9. Market and Consumer Segmentation 10. Nokia Case Study	REVISION Subsections 1.1. – 2.6 Subsections 3.1 – 3.2 (223-259) Nokia film Worksheet 9-10
6	11-12	Mar 19	11. Positioning 12. Managing Brands and Branding	Subsections 3.2 – 3.5 (259-316) Explore: Interbrands and BrandZ Worksheet 11-12
7	13-14	Mar 26	13. MID-TERM EXAM 14. Course paper plan: team workshop	REVISION Subsections 1.1. – 3.5 Appendix 1: The Marketing Plan (Reader Part II, p. 333-342) Worksheet 13-14
8	15 - 16	Apr 2	15. Research assignment presentations 16. New Product Development Case: Apple innovation strategy	Research assignment deadline 30.3.2012 Reader 2, Subsections 4.1 – 4.3 (1-58) Worksheet 15-16
9	-	Apr 9	Midterm break, no classes	
10	17 - 18	Apr 16	17. Pricing 18. Marketing Channels	Reader 2, Subsections 4.4 – 4.6 (59-124) Film: Stewart Cellars Worksheet 17-18
11	19 - 20	Apr 23	19. Integrated Marketing Communication 20. Advertising and Public Relations	Subsections 4.8 – 4.10 (152-210) Worksheet 19-20
12	21 - 22	Apr 30	21. Personal Selling and Sales Promotions, Direct and Online Marketing 22. Practicing case study evaluation	Subsections 4.11 – 4.13 (211-271) Worksheet 21-22
13	23 - 24	May 7	23. Final Exam 24. Course paper checklist	REVISION Subsections 1.1 – 4.13 Worksheet 24 Course Paper Submission Deadline May 11
14	-	May 14	National Holiday, no classes	
15	25	May 21	25. Course Paper Presentations	Worksheet 25

Course Study Guide

You are required to read the relevant subsections of the Reader and view the specified films prior to each lesson (with the exception of Lesson 1, where it is expected you review the reading material within the first three lessons). The **Reader** has two parts, can be borrowed from NYU Prague library and is composed from following literature:

- Kerin, R., Hartley, S., Rudelius, W. (2007), 2nd ed.: *Marketing The Core*, New York, McGraw-Hill Irwin
- Kotler, P. and Armstrong, G. (2010), *Principles of Marketing, Global edition 13E*, Pearson Education, Inc., Pearson Prentice Hall
- Murray, C., (2006), *The Marketing Gurus: lessons from the best marketing books of all the time*, Portfolio, a member of Penguin Group (USA), Inc. in association with Concentrated Knowledge Corp.
- Scott, D. M. (2010), *The New Rules of Marketing & PR*, John Wiley & Sons
- Additional reading materials will be published on the Blackboard website.

Worksheets

The worksheet, along with this Syllabus, is your guide accompanying your preparation for every lesson. It also contains weekly tasks, case study notes and some framing questions that will be subject of the class session. It is therefore important to review the content of the worksheet when preparing for upcoming lesson. An active engagement with the worksheets is recommended, as it is a helpful resource for the final exam (see “Assignments”). The worksheet will be also collected at random from a sample of students towards the end of the relevant lesson (see “Essential Requirements”).

Course Blackboard website

<https://home.nyu.edu/academics> **Intro to Marketing (MKTG-UB.9001.G3-005-006.SP12)**

The website contains materials and presentations from each lesson, worksheets and links to specified case study films with details, assignments instructions, interesting materials and links to topical articles. The presentations are usually published on Sunday evening for the upcoming lesson.

Case Study

Students prepare one detailed **case study** and present it to the class. The case studies follow the topics of each lesson, helping to make some of the marketing course elements more tangible. Detailed instructions and allocation of case studies will be distributed to each student. The case study is also a good start for class discussions, aiming to develop your ability to evaluate actual marketing activities, so it is necessary for every student to view films/review suggested materials according to the Worksheet for the upcoming week. The list of case studies will be discussed in the second week of the classes.

Assignments

Detailed brief for each assignment will be discussed in class and posted on the Blackboard.

1. **Short Answer Test** is designed to check your knowledge and understanding of terminology and some concepts discussed in lesson 1 – 6. The test will also build on your understanding of the three case studies: Ken Davis, Coca Cola, BP and Kofola.
2. **Mid-term Exam (MTE)** is designed to check your knowledge and understanding of the key terms, concepts and its application discussed in Lessons 1-12 (Reader Sections 1.1 – 3.5). The Exam consists of a multi-choice quiz and a written part element.

Research Assignment (RA) and Marketing Plan (MP) – Course Paper: both RA and MP is a group assignment. The size of the group is likely to be 3-5 students, depending on number of students in class.

3. **Research Assignment is the first part of your MP** (Marketing Plan) is designed to help you to understand how marketing information is collated, analyzed and used to inform marketing strategy. This assignment requires you to conduct a small marketing research, summarize the findings in a word document and prepare a brief presentation for the class.
4. **The Marketing Plan** is the final **course paper** assignment. Building on your RA work, this assignment requires you to develop a strong, competitive and insightful marketing plan, detailing the elements of the marketing mix. You are required to develop a word document (submit by email by **May 11**) and a short presentation (presented in class on **May 21st**)
5. **Final Exam (FE)** is designed to check your understanding of the essential concepts of this course applied on the case studies discussed in the class, and the knowledge of the Reader materials (mainly subsections 3.3 – 4.13). It also aims to test your ability to critically evaluate real examples of marketing activity. You will be able to use your notes from this course when working on this assignment.