Class code: MKTG-UB 9001-006

Instructor Details:
Hana Huntová
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Office hours: Monday or Tuesday before and after class, by arrangement via email

Class Details:
Introduction to Marketing – SPRING 2015
Monday 1.30 to 4.20 pm
Location to be confirmed.

Prerequisites:
None

Class Description:
This course outlines key terms and concepts of marketing through lectures, discussions, interactive group 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?

Desired Outcomes:
By the end of the course, students should be able to interpret key marketing terms and concepts, use essential marketing tools and develop the ability to apply the terms, concepts and tools in a real case analyses. The final work for this course, the marketing plan, is an opportunity to demonstrate newly gained knowledge and skills.

Assessment Components:
Research Assignment 15%, Midterm Exam 25%, Marketing Plan 20%, Final exam 30%, Active Participation/Class Preparation 10%.

Research Assignment (RA) and Marketing Plan (MP) are group assignments. The size of the group is likely to be 3-4 students, depending on number of students in class.
Detailed brief for each examinable component will be provided on the course NYUClasses/Assignments and discussed in the class.

1. **Research Assignment (RA)** 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 marketing research, summarize the findings in a Word/pdf format document (approx. 500 words plus charts and sample of the questionnaire) and prepare a brief presentation (approx. 10 slides, 10 min presentation) for the class.

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 (14 questions) and the written part element (4 questions require 3-4 sentences to answer, 2 longer questions – one-page answer per each required). The exam takes 60 min to complete.

3. **Marketing Plan (MP)** building off your RA work, this assignment requires you to develop a strong, competitive and insightful marketing plan, with thoughtful marketing strategy and detailed description elements of the marketing mix. You are required to develop a Word/pdf format document (2 500 words) and a short presentation for the class (15 min, about 10-15 slides).

4. **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 on worksheets from this course when working
on this assignment. The exam consists of three questions related to case studies discussed in class (or provided for the exam), one page answer per question required. The exam takes 90 min to complete.

5. **Active Participation/Class Preparation (AP):** students should attend and actively participate in every class. Students are required to read the relevant subsections of the reader and view the specified case study films/study case study materials prior to each lesson. Students fill in questions on worksheets during the discussions/group work in class. Worksheets may be collected at random from students after the lesson. Another element of the active participation is the 4-5 suggested activities/quizzes posted on the NYU Classes (students will receive details of these through NYU Classes announcements and reminded in the class) and active usage of the online materials in general.

**Submission deadlines**
- Research Assignment: submission deadline for the paper March 19, presented March 23
- Marketing Plan: May 14, presented May 18

Submissions accepted by email, or through NYU Classes (through Assignments tab).
Failure to submit or fulfill any required course component results in failure of the class.

**Assessment Expectations**

**Grade A:** Exceptional level of accurate and clear interpretation of key terms and concepts with superior ability to interpret, analyze and critically evaluate marketing topics/cases. Visible individual and original approach to the task at hand.

**Grade B:** Good work. Makes a clear answer to the question set, uses correct terminology and tools in relevant way and explains clearly key points, with some insights present.

**Grade C:** Satisfactory work. The student has done the necessary but not more. The attempt to answer questions and to fulfill tasks is visible, but perhaps not so clear. Weaker or misinterpreted use of terminology and concepts. Less inspiring work.

**Grade D:** Passable work. Meets minimum requirements but may be not very coherent or well argued. Lack of terminology and concepts, without clear focus on the question set.

**Grade F:** Fails to meet the requirements. Shows no understanding of basic concepts taught in this module or no interest in the subject.

**Grade conversion**

The following numerical equivalents are assigned to the final grades:

- A   96.5 – 100
- A-  90 – 96.4
- B+  86.5 – 89.9
- B   80 – 86.4
- C+  76.5 – 79.9
- C   70.0 – 76.4
- D+  66.5 – 69.9
- D   60.0 – 66.4
- F   below 60
Attendance Policy

Absences only for medical reasons and for religious observance will be excused. To obtain an excused absence, you are obliged to supply either a doctor’s note or corroboration of your illness by a member of the housing staff (either an RA or a Building Manager). To be excused for religious observance, you must contact the instructor and the Associate Director via e-mail one week in advance of the holiday. Your absence is excused for the holiday only and does not include days of travel associated with the holiday. Unexcused absences will be penalized with a two percent deduction from your final course grade for every week of classes missed.

Late Submission of Work

Late written work submitted within 3 days after the deadline without an agreed extension receives penalty of 5 points on the 100-point scale. Written work submitted after 3 days after deadline without an agreed extension will be given a zero.

Plagiarism Policy

According to the Liberal Studies Program Student Handbook, plagiarism is defined as follows:

Plagiarism is presenting someone else’s work as though it were one’s own. More specifically plagiarism is to present as one’s own a sequence of words quoted without quotation marks from another writer, a paraphrased passage from another writer’s work; facts or ideas gathered, organized and reported by someone else, orally and/or in writing. Since plagiarism is a matter of fact, not of the student’s intention, it is crucial that acknowledgment of the sources be accurate and complete. Even where there is no conscious intention to deceive, the failure to make appropriate acknowledgment constitutes plagiarism. The College of Arts and Science’s Academic Handbook defines plagiarism similarly and also specifies the following:

“presenting an oral report drawn without attribution from other sources (oral or written), writing a paragraph which, despite being in different words, expresses someone else’s idea without a reference to the source of the idea, or submitting essentially the same paper in two different courses (unless both teachers have given their permission in advance).

Receiving help on a take-home examination or quiz is also cheating – and so is giving that help – unless expressly permitted by the teacher (as in collaborative projects). While all this looks like a lot to remember, all you need to do is give credit where it is due, take credit only for original ideas, and ask your teacher or advisor when in doubt.”

“Penalties for plagiarism range from failure for a paper, failure for the course or dismissal from the university.” (Liberal Studies Program Student Handbook)

Required Text(s)

You are required to read the relevant subsections of the Reader and read/view the specified materials 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:

- 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.
Additional reading materials will be published on the NYU Classes website and communicated via NYU Classes announcements.

**Worksheets**

The worksheet (accessible via NYU Classes site), along with this Syllabus, is your guide accompanying your preparation for every lesson. It is therefore important to review the content of the worksheets when preparing for upcoming lesson. An active engagement with the worksheets is recommended, as it is a helpful resource for the midterm and final exam preparation (see NYUClasses/Assignments).

**NYU Classes website**

The website contains materials and presentations from each lesson, worksheets and links to specified case study films with further instructions. Use the Lessons tab to access relevant lesson materials. The NYU Classes also includes assignment instructions, additional interesting materials and links to topical articles. The materials are usually published on Wednesday evening for the upcoming lesson.

### Internet Research Guidelines

**Session 1**

- **Tuesday, Feb 3**
  - 1. Course Overview.
  - 2. Defining Marketing and the Marketing Process
    - Subsections 1.1 – 1.2 (p. 1 to 38)
    - Worksheet 1

**Session 2**

- **Tuesday, Feb 10**
  - 3. Company and Marketing Strategy
  - 4. Case Study: BP
    - Subsections 1.3 – 1.6 (p. 39 to 101)
    - BP film – case study
    - Worksheet 2

**Session 3**

- **Tuesday, Feb 17**
  - 5. Understanding Marketing Environment
  - 6. Marketing Research
    - Subsections 2.1 – 2.3 (p. 104 to 173)
    - NYU Classes activity: Exploring external factors, Kofola vs Coca Cola
    - Worksheet 3

**Session 4**

- **Tuesday, Feb 24**
  - 9. Understanding Consumers
  - 10. Case Study: Ken Davis
    - RESEARCH ASSIGNMENT BRIEF
    - Subsections 2.4 – 2.6 (p. 174 to 222)
    - Ken Davis film
    - Worksheet 5

**Session 5**

- **Tuesday, March 3**
  - 11. Market and Consumer Segmentation
  - 12. Nokia Case Study
    - Subsections 3.1 – 3.2 (223-259)
    - Nokia film and segmentation case study, Samsung case study
    - Worksheet 6

**Session 6**

- **Tuesday, March 10**
  - 13. Positioning
  - 14 Managing Brands and Branding
    - Subsections 3.2 – 3.5 (259-316)
    - Explore: Big Brand Study (Interbrands and BrandZ)
Worksheet 7
Practicing for Midterm exam: NYU classes short answer test

Session 7
Tuesday, March 17
15. Research assignment presentations, Submission deadline for the paper March 19
16. Marketing plan: brief and group work
Appendix 1: The Marketing Plan (Reader Part II, p. 333-342)
Worksheet 8

Session 8
Tuesday, March 24
17. New Product Development
18. Case: Innovation strategy; Innovative companies
Reader 2, Subsections 4.1 – 4.3 (1-58)
Worksheet 10

Session 9
Tuesday, March 31
19. MID-TERM EXAM - REVISION Subsections 1.1. – 3.5
20. Managing brands: exploring the marketing mix
Worksheet 8

Fall Break
April 6-10
No classes

Session 10
Tuesday, April 14
Field trip or speaker, program to be confirmed.

Session 11
Tuesday, April 21
21. Pricing
22. Marketing Channels
Reader 2, Subsections 4.4 – 4.6 (59-124)
Film: Stewart Cellars
Worksheet 11

Session 12
Tuesday, April 28
23. Integrated Marketing Communication
24. Advertising and Public Relations
Case Study: marketing communication examples to view at NYU classes.
Subsections 4.8 – 4.10 (152-210)
Worksheet 12

Session 13
Tuesday, May 5
25. Direct and Online marketing, Personal selling, Sales promotion
26. 7. Practicing Case study evaluation for the Final Exam,
Subsections 4.11 – 4.13 (211-271)
Case Study: Topical communication examples, consult NYU classes

Session 14
Tuesday, May 12 (last day of classes)
27. Final Exam
28. Marketing plan checklist
Marketing plan: paper submission deadline May 14.

Session 15
Tuesday, May 19
29. - 30. Marketing plan presentations

Classroom Etiquette
Food is only allowed during breaks.
Explore NYU Classes sites for additional activities and materials.