<table>
<thead>
<tr>
<th>Semester</th>
<th>Spring 2016, Tuesday Class MKTG-UB 9001-006 (10800)</th>
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<tbody>
<tr>
<td>Class code</td>
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<tr>
<td>Instructor</td>
<td>Hana Huntová</td>
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<td><a href="mailto:hh54@nyu.edu">hh54@nyu.edu</a></td>
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<tr>
<td>Office hours:</td>
<td>Monday or Tuesday before and after class, by arrangement via email</td>
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<tr>
<td>Class Details</td>
<td>Introduction to Marketing</td>
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<tr>
<td></td>
<td>Tuesday 1.30 to 4.20 pm</td>
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<td></td>
<td>Location: Richtruv dům, Malé náměstí 11, room Seifert</td>
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<tr>
<td>Prerequisites</td>
<td>None</td>
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<tr>
<td>Class Description</td>
<td>This course outlines key terms and concepts of marketing through lectures, discussions, interactive group sessions, 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 and covers key elements of the marketing plan development. There is an emphasis on practical application of the core principles and students ability to analyze and critically assess marketing activity in the second part of the course.</td>
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<td>Desired Outcomes</td>
<td>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 course aims to develop student’s ability to critically evaluate effectiveness of marketing activities. The final work for this course, the marketing plan, is an opportunity to demonstrate newly gained knowledge and skills.</td>
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<tr>
<td>Assessment Components</td>
<td>Research Assignment 15%, Midterm Exam 25%, Marketing Plan 20%, Final exam 30%, Active Participation/Class Preparation 10%.</td>
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Research Assignment (RA) and Marketing Plan (MP) are group assignments. The size of the group is likely to be 4-5 students, depending on number of students in class. Detailed brief for each examinable component will be provided via 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. 700 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 and the written part element. 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. Submit Word/pdf format document (2 500 words) and prepare 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. The exam consists of questions related to case studies discussed in class (or provided for the exam). The exam takes 90 min to complete.
5. Active Participation/Class Preparation (AP): Students should attend and actively participate in every class. Active in-class participation includes:

- Providing strong evidence of having thought through the material.
- Advancing the discussion by contributing insightful comments and questions.
- Listening attentively in class.
- Demonstrating interest in your peers’ comments, questions, and presentations.
- Giving constructive feedback to your peers when appropriate.

Students fill in questions on worksheets during the discussions/group work in class. Worksheets may be collected at random from students after the lesson for evaluation.

Participation in NYU Classes Forum discussions (students will receive details of these through NYU Classes announcements and reminded in the class) and active engagement with online materials in general.

Paper submission deadlines
Research Assignment: submission deadline for the paper March 10, presented March 15.
Marketing Plan: May 5, presented May 10.
Submissions through NYU Classes (via Assignments tab).
Failure to submit or fulfill any required course component results in failure of the class.

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.

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.

Re-grading:
The process of assigning grades is intended to be one of unbiased evaluation. Students are encouraged to respect the integrity and authority of the professor’s grading system and are discouraged from pursuing arbitrary challenges to it.

If you believe an inadvertent error has been made in the grading of an individual assignment or in assessing an overall course grade, a request to have the grade re-evaluated may be submitted. You must submit such requests in writing to me within 7 days of receiving the grade, including a brief written statement of why you believe that an error in grading has been made.
Grade conversion

The following numerical equivalents are assigned to the final grades:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>96.5 – 100</td>
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<tr>
<td>A-</td>
<td>90 – 96.4</td>
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<tr>
<td>B+</td>
<td>86.5 – 89.9</td>
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<tr>
<td>B</td>
<td>80 – 86.4</td>
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<tr>
<td>C+</td>
<td>76.5 – 79.9</td>
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<tr>
<td>C</td>
<td>70.0 – 76.4</td>
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<tr>
<td>D+</td>
<td>66.5 – 69.9</td>
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<tr>
<td>D</td>
<td>60.0 – 66.4</td>
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<tr>
<td>F</td>
<td>below 60</td>
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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 Academic 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 2% percent deduction from your final course grade for every week of classes missed.

Please note that Friday, April 29 (9am – 5pm) is reserved as a make-up day for missed classes. Do not schedule any trips for this day.

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)

Students are required to read the relevant subsections of the Reader and read/view the specified materials, including case studies, 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:

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).

Forum Discussions
Topics for the Forum discussions are published after each session. The discussions are designed to help you to relate some of the principles and terminology to real case situations. Make sure you use this opportunity to develop your ability to argue your case clearly, with newly acquired knowledge.

NYU Classes website
The website contains materials and presentations from each lesson, worksheets and links to specified materials with further instructions. Use the Lessons tab to access relevant lesson materials. The NYU Classes also includes detailed instructions for assignments, additional interesting materials and topical articles. The materials are usually published on Thursday evening for the upcoming lesson and announcement is published on NYU Classes.

Internet Research Guidelines
Refer to the list of recommended websites for extended study resources on the NYU Classes website.

COURSE SCHEDULE

Session 1
Tuesday, February 2
1. Course Overview.
2. Defining Marketing and the Marketing Process, Creating Customer value, Czech Brands, Subsections 1.1 – 1.2 (p. 1 to 38)
Worksheet 1: Getting to know you, Personal Branding
Forum discussion: My favorite brand

Session 2
Tuesday, February 9
3. Company and Marketing Strategy, Marketing Plan
4. Case Study: BP
Subsections 1.3 – 1.6 (p. 39 to 101), Marketing Plan: Subsection 5, Reader II, p. 333
NYU Classes activity: BP case study
Worksheet 2: SWOT, Ansoff, BCG matrix
Forum discussion: Evaluation of mission/vision, BP future

Session 3
Tuesday, February 16
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, JWT trends
Worksheet 3: Important factors, reacting to factors
Forum discussion: Using trends to adjust marketing strategy

Session 4
Tuesday, February 23
7. Understanding Consumers, Organizations as Customers
8. Case Study: Ken Davis
February 23
RESEARCH ASSIGNMENT BRIEF
Subsections 2.4 – 2.6 (p. 174 to 222)
NYU Classes activity: Ken Davis
Worksheet 4: Factors influencing consumer decision making and purchasing
Forum discussion: Cognitive biases

Session 5
Tuesday, March 1
9. Market and Consumer Segmentation
10. Global Marketing, Nokia Case Study
Subsections 3.1 – 3.2 (223-259) and Subsection 5.1 The Global Marketplace (281-305)
NYU Classes activity: Mobile phone segmentation: segmentation variables, Nokia: grand fail
NYU Classes activity: Mobile phone segmentation
Worksheet 5: Segmentation variables, Glocal strategy
Forum discussion: Segmenting for the future

Session 6
Tuesday, March 8
11. Positioning and Branding
12. Managing Brands
Subsections 3.2 – 3.5 (259-316)
Subsection 4.1 Classifying products and services (p.2-7)
Subsection 4.2 Product Life-Cycle Strategies (p.36-43)
NYU Classes activity: Big Brand Study (Interbrands and BrandZ)
Worksheet 6: Positioning brands, successful brands, classifying products and services
Practicing for Midterm exam: NYUClaes short answer test
Forum Discussion: Successful brands

Session 7
Tuesday, March 15
13. Research assignment presentations, Submission deadline for the paper March 10th
14. Marketing plan: brief and group work
Appendix 1: The Marketing Plan (Reader Part II, p. 333-342)
Worksheet 7: Thoughts for Marketing Plan + Brief

Session 8
Tuesday, March 22
15. MID-TERM EXAM - REVISION Subsections 1.1. – 3.5 (5.1, 5.2)
16. Digital marketing (no pre-reading required)
Worksheet 7: Marketing going digital

Spring Break
March 28 – April 3
(No classes)

Session 9
Tuesday, April 5
16 Digital marketing (cont.)
17. New Product Development
18. Case: Innovation strategy; Innovative companies
Reader 2, Subsections 4.1 – 4.3 (1-58)
NYU Classes Activity: Innovative Companies, Tesla Product Concept
Worksheet 9: Coca Cola innovation, Developing Product Concept
Forum discussion: Criteria of successful innovation

Session 10
Tuesday, April 12
Reader 2, Subsections 4.4 – 4.6 (59-124)
Case Study: Stewart Cellars, Havelsky market
Worksheet 10: NYU Candy Market

Session 11
Tuesday, April 19
21. – 22. Marketing Channels
Reader 2, Subsections 4.4 – 4.6 (59-124)
Case Study: Stewart Cellars, Havelsky Market, Reflecting on Candy Market
Worksheet 10: Integrating pricing and place

Session 12
Tuesday, April 26
23. Integrated Marketing Communication
24. Advertising and Public Relations
Case Study: marketing communication examples to view at NYU classes.
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>April 26</td>
<td>Subsections 4.8 – 4.10 (152-210)</td>
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<tr>
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<td>Worksheet 11: Evaluating marketing communication</td>
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<tr>
<td><strong>Make-up Day</strong></td>
<td>Make-up day for missed classes</td>
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<tr>
<td>Friday, April 29</td>
<td>9 pm – 5 pm</td>
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<td><strong>Session 13</strong></td>
<td>25. Direct and Online marketing, Personal selling, Sales promotion</td>
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<td>Tuesday</td>
<td>26. 7. Practicing Case study evaluation for the Final Exam,</td>
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<td>May 3</td>
<td>Subsections 4.11 – 4.13 (211-271)</td>
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<td>Case Study: Topical communication examples, consult NYU classes</td>
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<td>Practicing for the Final Exam</td>
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<td><strong>Session 14</strong></td>
<td>27. Final Exam</td>
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<tr>
<td>Tuesday</td>
<td>28. Marketing plan checklist</td>
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<td>May 10</td>
<td><em>Marketing plan: paper submission deadline May 1@th.</em></td>
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<td>(last day of</td>
<td>classes)</td>
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<td><strong>Session 15</strong></td>
<td>29. – 30. Marketing plan presentation</td>
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<tr>
<td>Tuesday</td>
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<td>May 17</td>
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<td><strong>Classroom Etiquette</strong></td>
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<td>Food is only allowed during breaks.</td>
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<td>Arrive to class on time and stay to the end of the class period. Chronically</td>
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<td>arriving late or leaving class early is unprofessional and disruptive to the</td>
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<td>entire class. Repeat tardiness will have an impact on your grade.</td>
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<td>Electronic devices are allowed for note-taking. Inappropriate usage in class (i.e.</td>
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<td>open Facebook page, writing an assignment for another class, opened messaging</td>
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<td>service will affect the activity in class grade).</td>
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<td><strong>Required Co-curricular Activities</strong></td>
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<td>Explore NYU Classes sites for additional activities and materials.</td>
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<tr>
<td></td>
<td><strong>Suggested Co-curricular Activities</strong></td>
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<td>Forum discussions: see the topics via NYU Classes</td>
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