**New York University**

*A Private University in the Public Service*

<table>
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<tr>
<th>Class Title</th>
<th>Introduction to Marketing</th>
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<td>Listed as</td>
<td>“Introduction to Marketing”</td>
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<tr>
<td></td>
<td>MKTG-UB 9001</td>
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<td>4 points</td>
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**Instructor Contact Information**

<table>
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<tr>
<th>Jack Marr</th>
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<tbody>
<tr>
<td>Email: <a href="mailto:jackmarr@nyu.edu">jackmarr@nyu.edu</a></td>
</tr>
<tr>
<td>Mobile: 13671970293</td>
</tr>
<tr>
<td>Office Hours: TBA</td>
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**Class Time**

| Tuesdays, 5:00-8:00 PM |

**Course Description**

Marketing is a company-wide undertaking that drives an organization’s vision, mission, and strategic planning. Marketing is about learning the overall shape of the market, deciding who the firm wants as its customers, which needs to satisfy, what products and services to create and offer, what prices to set, what communications to send and receive, what channels of distribution to use, and what partnerships to develop. Marketing deals with the whole process of entering markets, establishing sustainable and advantageous positions, and building loyal customer relationships. To achieve this, all departments must work together: designing the right products, furnishing the required funds and accounting for their use, buying the right inputs, and producing quality products. At the same time, the traditional marketing mix is being transformed across many industries by new information technologies, and as a result, some of the “traditional wisdom” is being turned on its head.

We will look at cutting-edge theory in modern marketing management to be applied across a spectrum of industries and institutions—both business to consumer and business to business/institution, and see how this theory is applied through recent case studies both in China and abroad. We will have a particular focus on timely issues such as CRM (customer relationship marketing), the impact of information technology on all areas of business and marketing, China and Asia specific issues, the implications and opportunities created by the global economic crisis, and effectively integrating the marketing mission into the organization across all functions with their often conflicting perspectives.

**Course Objectives**

1. Increase the scope and depth of the students’ knowledge and practice of the existing best practices in marketing theory and examples from both a Chinese and global perspective.
2. Expose students to different marketing skills, theories, and applications.
3. Increase students’ awareness of the importance of marketing vis a vis other business functions through casework involving multiple and often contradictory factors.
4. Enhance students’ ability to apply analytical and creative marketing by looking at both effective and ineffective marketing through a wide...
5. Give students the chance to apply real market research and analysis in the field through a China-based research project and a research paper.

6. Allow students to employ all basic skills in an ongoing, in-class case.

7. Allow students to practice marketing skills in a controlled classroom environment.

8. Enhance and challenge students to work both individually and in teams.

**Grading Components**

**Participation, Attendance, and Assignments: 30%**

I highly encourage and note individual as well as group efforts in the class as a strong learning tool. This grade will be based on how active you are in class discussions, how well you respond in class discussions based on your readings (which if you do not do you will not be able to answer!), your performance in in-class cases, and your assignments.

**Market Research and Group Marketing Presentation: 35%**

Shortly into the course, you will be asked to begin thinking of a group presentation topic on marketing that requires each of you to interview at least one person with expertise to develop original thinking on your topic. You will give a short presentation of your findings midway through the course, and use this as a basis for your group presentation. In the past students have successfully done both one on one interviews, focus groups, as well as surveys.

Then, in the final weeks of class, students will work in groups to present a guided marketing case of their own choice and their own creation. Grades will be given on a group basis, and the topic will be driven partly by your market research. As China is a hotbed for marketing these days, there are many possibly issues to work on.

**Ongoing Case: 10%**

We will supplement other cases with one ongoing in-class case, Sonic, which will end in a final competition to test how well you can market a product and brand that your group develops!

**Final Paper: 25%**

For the final paper, you will be asked to think about and create a marketing case in which you will be assessed on your ability to define and solve a real life marketing problem in a specific business context and use your knowledge from the course and outside to build a dynamic, implementable solution to the problem. This will be supported by both primary and secondary research.

**Grading Expectations**

A: Excellent performance showing a thorough knowledge and understanding of the topics of the course; all work includes clear, logical explanations, insight, and original thought and reasoning.

B: Good performance with general knowledge and understanding of the topics; all work includes general analysis and coherent explanations showing
some independent reasoning, reading and research.  
**C:** Satisfactory performance with some broad explanation and reasoning; the work will typically demonstrate an understanding of the course on a basic level.  
**D:** Passable performance showing a general and superficial understanding of the course’s topics; work lacks satisfactory insight, analysis or reasoned explanations.  
**F:** Unsatisfactory performance in all assessed criteria.  

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<th>Required Activities</th>
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| Guest lectures: We plan to invite one or more active members of the local marketing leadership community to provide insight and further perspectives.  
Field trip: We will take at least one field trip to see marketing in action. |  |

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<th>Attendance Policy</th>
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| NYU Shanghai has a strict policy about course attendance that allows no unexcused absences. Each unexcused absence will result in the deduction of three percentage points from the final grade. More than two unexcused absences will result in failure of the course.  
Students should contact their instructors to catch up on missed work but should not approach them for excused absences. All absence requests and excuses must follow the application procedure directions here: [https://wikis.nyu.edu/pages/viewpage.action?pageId=30017155](https://wikis.nyu.edu/pages/viewpage.action?pageId=30017155)  
Students are expected to arrive to class promptly both at the start of class and after breaks. Arriving more than 10 minutes late or leaving more than 10 minutes early can be considered an unexcused 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 exam by NYU Shanghai administration, your instructor will decide how you will make up the exam.  
This attendance policy also applies for classes involving a field trip or other off-campus visit. It is the student’s responsibility to arrive at the agreed meeting point on time.  
There will be no adjustment of attendance records after the end of the semester. If you wish to contest a marked absence, you must do so before you leave Shanghai; if you think that there may be a discrepancy about your attendance in class on a given day, ask the NYU Shanghai academic staff to let you look at the attendance record. |  |

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<th>Submission of Late Work</th>
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| Written work due in class must be submitted during class time.  
Late work should be submitted in person to the Academic Assistant during regular office hours (9:30-6:00, Monday-Friday). The Academic Assistant will mark down the date and time of submission in the presence of the student. In the absence of the Academic Assistant, another member of the administrative staff can accept the work in person, following the same protocol.  
Work submitted within five weekdays will be penalized one portion of a grade for every day that it is late (so if it is late by one day, an assignment marked an “A” will be changed to an “A-,” and so on). Work submitted more than five days after the due date without an agreed extension will be given a zero. |  |

_NYU Shanghai_
Please note that final essays must be submitted on time.

**Plagiarism Policy**
The presentation of another person’s words, ideas, judgment, images or data as though they were one’s own, whether intentionally or unintentionally, constitutes an act of plagiarism.

Students must retain an electronic copy of their work until final grades are posted on Albert. They must be prepared to supply an electronic copy if requested to do so by NYU Shanghai. Not submitting a copy of their work upon request will result in automatic failure in the assignment and possible failure in the class. Penalties for confirmed cases of plagiarism are set out in the Student Handbook.

**Required Text(s)**
Marketing Management: An Asian Perspective (MM)


| Class 1 | Aug. 28 | Introduction  
- Course overview and Defining Marketing for the 21st Century | MM ch.1, 3 |
| Class 2 | Sept. 4 | Market Analysis: The Tools (Part I)  
Strategic marketing planning and What’s in a market scan? | MM ch. 4,6 |
| Class 3 | Sept. 11 | Market Analysis: The Tools (Part II)  
Market research and measuring demand | MM ch. 5 |
| Class 4 | Sept. 18 | Market Analysis: The Tools (Part III)  
B2B vs. B2C | MM ch. 8,9 |
| Class 5 | Sept. 25 | Market Analysis: The Tools (Part IV)  
Segmentation and target markets and positioning | MM ch.10, 11 |
| Class 6 | Oct. 9 | Marketing Strategies: How to and Not to Do It (Part I)  
Marketing in the new economy and the Long Tail | MM ch. 2, The Long Tail (selection) |
| Class 7 | Oct. 16 | Marketing Strategies: How to and Not to Do It (Part II)  
Developing new products and global offerings | MM ch. 12,13 |
| Class 8 | Oct. 23 | Shaping Offerings: Customer is King (Part I)  
Product, branding, and service | MM ch. 14,15 |
| Class 9 | Oct. 30 | Shaping Offerings: Customer is King (Part II)  
Pricing and buzz | MM ch. 16, The Tipping Point (selection) |
| Class 10 | Nov. 6 | Market Execution: Delivering the Message (Part I)  
Integrated communications, advertising, sales promotion, and direct marketing | MM ch. 19, 20 |
<p>| Class 11 | | Market Execution: Delivering the Message (Part II) | MM TBD |</p>
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<tr>
<th>Date</th>
<th>Topic</th>
<th>Notes</th>
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<tr>
<td>Nov. 13</td>
<td>Ethical Marketing</td>
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<td><strong>Class 12</strong>&lt;br&gt;Nov. 20</td>
<td>Channel Execution: Delivering the Goods (Part I)  &lt;br&gt;Designing and managing value networks, and retailers and wholesalers</td>
<td>MM ch. 17,18</td>
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<td><strong>Class 13</strong>&lt;br&gt;Nov. 27</td>
<td>Group Presentations and Channel Execution: Delivering the Goods (Part II) &lt;br&gt;Sales force management</td>
<td>MM ch. 21</td>
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<td><strong>Class 14</strong>&lt;br&gt;Dec. 4</td>
<td>Group Presentations and TBD</td>
<td>TBD</td>
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<td><strong>Final Paper</strong></td>
<td>Due via email by 5:00 on Tuesday, December 11th to <a href="mailto:jackmarrinfo@gmail.com">jackmarrinfo@gmail.com</a></td>
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