

MKTG-UB9001.SY1

Introduction to Marketing

Fall 2018

Instructor Information

- Dr. Andrew West
- Consultation by appointment.
- andy.west@nyu.edu (Please allow at least 24 hours for your instructor to respond to your emails)

Course Information

- Pre-Requisite: None
- Thursday: 12:30 – 3:30pm
- Room 302, NYU Sydney Academic Centre. Science House: 157-161 Gloucester Street, The Rocks NSW 2000

This course evaluates marketing as a system for the satisfaction of human wants and a catalyst of business activity. It presents a comprehensive framework that includes a) researching and analysing customers, company, competition, and the marketing environment, b) identifying and targeting attracting segments with strategic positioning, and c) making product, pricing, communication, and distribution decisions. Cases and examples are utilised to develop problem-solving abilities.

Course Materials

Required Textbooks & Materials

- R. Kerin, S. Hartley & W. Rudelius, *Marketing*, 13th edition, Irwin/McGraw-Hill.

It is a course expectation that you have done the required reading and have prepared sufficiently to discuss them in class. In order to get the most from this course it is extremely important that you are prepared for class. If you do not prepare for class adequately, you will learn substantially less from the discussions and exercises, and not only will you not be able to participate in class effectively, but it is also likely that you will not perform well on the exams and cases. Class meetings do not test you on the background material directly, but they are based on your understanding and retention of the text material.

Supplemental Textbooks & Materials

(Not required to purchase; available in NYU SYDNEY Library)

In some classes we will discuss examples from articles that have appeared in the popular and business press, such as the *Wall Street Journal*, *Forbes*, *New York Times*. These help create an interesting class discussion and show how marketing concepts affect current events. Whenever possible, we will look at an image of these articles in PowerPoint in class. You can get a limited number of the *NY Times* articles each month for free on the *Times* web site. You can also obtain articles for most publications from the [NYU Virtual Business Library](#). Just click "Journals/Newspapers/E-Books" on the left side of the homepage. If you are taking Stern courses, you should take the time to learn how to use the VBL.

Case Study Analysis

Cases describe interesting marketing problems encountered by real firms. We use them as good examples that illustrate and apply marketing concepts and skills in the course. Cases also give you an opportunity to make and justify marketing decisions. In cases we will focus on identifying the marketing problems, introducing marketing concepts and skills that can help solve these problems, and applying these concepts and skills to recommend a course of action for the firm. There is no "right" answer to a case, but usually some answers are better than others. *The strength of your reasoning and analysis is as important as your recommendations.*

The amount you learn from a case depends on how carefully you read and analyze it. You are expected to read each case thoroughly and come to class ready to contribute to case discussions. In many cases some of the material is, by design, not particularly relevant to the problem at hand, while the case omits other data you would like to have, and would try to obtain using market research, if you were the decision-maker. This can be a pain, but it does reflect the real world of business. Some of our discussion may revolve around what "missing information" we would like to have.

Analysing a case:

While the case study questions are designed to help you focus on important case topics, you also should begin to establish your own, independent ability to analyse marketing situations. Analyzing cases is a good way to start developing this ability. A good case analysis should look at the following:

1. What are the important problems confronting this firm? This includes anticipating problems before they occur so the firm can take steps to prevent them, as well as identifying existing problems.
2. What information do you have that is useful for addressing these problems?
3. What are the different solutions to these problems? What are the strengths and weaknesses of each solution?
4. Which solution would you choose, and why is it better than the others?
5. How would you implement this solution?
6. If a firm faces several problems, what are the relationships between them and between the solutions you have chosen? This is especially important in marketing, where each part of marketing strategy, and each part of the marketing mix, affects the others. Remember, you need to choose an overall solution that keeps, or creates, a balanced and coordinated marketing mix.

Course Overview and Goals

Upon Completion of this Course, students will be able to:

1. Appreciate the role of marketing as an organisation-wide philosophy and understand that marketing begins and ends with the customer.
2. Critically analyse, discuss, evaluate and integrate the literature on marketing theories to create a coherent and theoretically rigorous argument.
3. Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
4. Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others through the use of quantitative and qualitative methods.

Graduate Capabilities – Critical, Analytical and Integrative Thinking

Graduate Capabilities are a mix of cognitive capabilities, as well as personal, interpersonal, and social capabilities. In addition to the abovementioned learning outcomes, the NYU Introduction to Marketing course has been designed to develop your skills within the specific graduate capability area of *critical, analytical and integrative thinking*. During this course, our graduates will apply the following;

- A) Problem solving using critical, analytical and integrative thinking
- B) Effective communication through a range of mediums including written, digital and personal presentation.
- C) Marketing discipline specific knowledge and skills
- D) Collaborative and team based capabilities in the research, analysis, problem solving and delivery of solutions.

Course Requirements

Class Participation

You will learn the most from this class if you and your classmates participate fully. You all have different experiences and insights, and a great deal of what you learn in class is from each other. You make no contribution with silence. The skills you acquire from participating in class and with your group will serve you well in your future positions, whether you pursue marketing as a career or not. Class participation means contributing to class discussion in a way that benefits your classmates and helps them learn. You don't have to speak frequently or in every class to earn the highest possible class participation grade.

Midterm Exam

The exams will consist of multiple-choice questions, short answer questions and a brief essay question on materials drawn from the textbook, cases, lectures, field trips and guest speakers.

Written Case Study Report

The case study gives you the opportunity to apply what you are learning to complex problems taken from actual business situations, with some aspect of quantitative analysis. The word length is 2000.

Case Study Group Presentation

Each group will have their own individual case to analyse, make recommendations and present to the class. The presentation will be performed as a group, with a group mark out of 15%. The presenting group will also run a class discussion and Q&A with the other students. One group per week will present from weeks 10-13.

Marketing Quantitative Quiz

Quantitative analysis is the basis of many marketing decisions. The ability to identify and apply appropriate quantitative analysis is a vital skill for all marketers. Throughout the semester, the quantitative aspect of marketing will be addressed in the form of cases during relevant topics. The quiz in week 14 will be drawn from these quantitative exercises during the semester.

Final Exam

The exam will cover the entire course. You will not be permitted to take the exam early. Some questions may be based on the guest speaker presentations and the field trips.

Grading of Assignments

The grade for this course will be determined according to the following formula:

Assignments /Activities	% of Final Grade	Due	Learning Outcome	Graduate Capability
Class participation	10%	Ongoing	1,2,3	A,B,C,D
Midterm Exam	15%	Thu 11 Oct (Wk 6)	1,2,3,4	A,B,C
Written Case Study Report	25%	12:30pm, Thu 1 Nov (Wk 9)	1,2,3,4	A,B,C,D
Case Study Group Presentation	15%	From Week 10 - 13	1,2,3,4	A,B,C,D
Marketing Quantitative Quiz	10%	Thu 13 Dec (Wk 15)	2,3,4	A,B,C
Final Exam	25%	9:30- 11:30am, Wed 19 Dec	1,2,3,4	A,B,C

There is a total of 85% of assessment as individual and 15% as group work.

For this course, your total numerical score, calculated from the components listed above, is converted to a letter grade without rounding.

Extra credit: Site policy does not allow grading of work outside of the assignments included in the syllabus. The final grade will only be calculated from the assessment components listed here and no other work, whether additional or substituted, is permitted.

Failure to submit or fulfill any required course component results in failure of the class

Stern School Guidelines for Grading for Core Courses

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 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.

Course Schedule

Topics and Readings

Week	Text Topic and Readings	Additional In Class Activity
Week 1 6-Sep-18	Creating Value through Marketing: Chapter 1 Ethics in Marketing: Chapter 4	Course Introduction and Overview
Week 2 13-Sep-18	Scanning the Marketing Environment, Chapter 3 Layton (2015) Marketing Systems.	Field Trip – Walking Tour: Marketing Systems in Sydney
Week 3 20-Sep-18	Individual Consumer Decision Making, Chapter 5 Global Consumers, Chapter 7	In class case study
Week 4 27-Sep-18	Marketing Research, Chapter 8 Segmenting, Targeting and Positioning, Chapter 9	In class case study
Week 5 4-Oct-18	Developing New Products, Chapter 10 Branding, Chapter 11 Keller (1993) CBBE	In class case study
Week 6 11-Oct-18	Pricing Issues in Marketing, Chapters 13 & 14	In class case study
Week 7 15 – 19 Oct	SEMESTER BREAK - No Class	
Week 8 25-Oct-18	Services and Event Marketing, Chapter 12	Case Report Overview In class case study
Week 9 1-Nov-18	Field Trip - Sydney Opera House	

Week	Text Topic and Readings	Additional In Class Activity
Week 10 8-Nov-18	Distribution , Chapters 15 & 16	Case Presentation:
Week 11 15-Nov-18	Integrated Marketing Communications , Chapter 17	Case Presentation: Mixpro Simulation Game
Week 12 22-Nov-18	Advertising , Chapter 18	Case Presentation: Mixpro Simulation Game
Week 13 29-Nov-18	Social Media Marketing , Chapter 19	Case Presentation: Mixpro Simulation Game
Week 14 6-Dec-18	Multi-Channel Marketing , Chapter 21	Run Mixpro Simulation Game
Week 15 13-Dec-18	Planning, Process, Implementation and Control , Chapter 22 Future of Marketing.	Exam Overview
Exam Week 19-Dec-18	Final Exam	

Course Policies

Submission of Work

Assignments (excluding in-class presentations and exams) must be submitted electronically via NYU Classes. It is the student's responsibility to confirm that the work has been successfully uploaded. In the unlikely event that a submission to Classes fails, students must immediately submit the work to the Academic Programs Coordinator via email before the original submission deadline accompanied by an explanation of the issue. All in-class presentations and exams must be completed during the scheduled class time. An assessment component is considered completed when the student has met all the terms for that assessment component as outlined by the instructor.

An assessment component completed after the deadline without an agreed extension receives a penalty of 2 points on the 100-point scale (for the assignment) for each day the work is late. Work completed beyond five weekdays after the due date without an agreed extension receives a mark of zero, and the student is not entitled to feedback for that piece of work. Because failure to submit or fulfil any required assessment component will result in failure of the course, it is crucial for students to complete every assignment even when it will receive a mark of zero.

Plagiarism Policy

The academic standards of New York University apply to all coursework at NYU Sydney. NYU Sydney policies are in accordance with New York University's plagiarism policy. The presentation of another person's words, ideas, judgment, images or data as though they were your own, whether intentionally or unintentionally, constitutes an act of plagiarism.

It is a serious academic offense to use the work of others (written, printed or in any other form) without acknowledgement. Cases of plagiarism are not dealt with by your instructor. They are referred to the Director, who will determine the appropriate penalty (up to and including failure in the course as a whole) taking into account the codes of conduct and academic standards for NYU's various schools and colleges.

Attendance Policy

- Study abroad at Global Academic Centres is an academically intensive and immersive experience, in which students from a wide range of backgrounds exchange ideas in discussion-based seminars. Learning in such an environment depends on the active participation of all students. And since classes typically meet once or twice a week, even a single absence can cause a student to miss a significant portion of a course. To ensure the integrity of this academic experience, class attendance at the centres is mandatory, and unexcused absences will affect students' semester grades. The class roster will be marked at the beginning of class and anyone who arrives after this time will be considered absent. Students are responsible for making up any work missed due to absence.
- For courses that meet once a week, one unexcused absence will be penalised by a two percent deduction from the student's final course grade. For courses that meet

two or more times a week, the same penalty will apply to two unexcused absences. Repeated absences in a course may result in failure.

- Faculty cannot excuse an absence. Requests for absences to be excused must be directed to the Academic Programs Coordinator. Students must provide appropriate documentation for their absence. In the case of illness, students must contact the Academic Programs Coordinator on the day of absence. They must provide medical documentation to Academic Programs Coordinator within three days of the absence in order to be medically excused. The note must include a medical judgement indicating that the student was unfit to attend class/work on the specific day or dates of the absence. Faculty will be informed of excused absences by the Academic Programs staff.

Religious Observance

Students observing a religious holiday during regularly scheduled class time are entitled to miss class without any penalty to their grade. This is for the holiday only and does not include the days of travel that may come before and/or after the holiday. Students must notify their professor and the Academic Programs Coordinator in writing via email one week in advance before being absent for this purpose.

Classroom Expectation

This is a seminar subject and requires the active participation of all students. It also requires engaged discussion, including listening to and respecting other points of view. Your behaviour

in class should respect your classmates' desire to learn. It is important for you to focus your full attention on the class, for the entire class period.

- Arrive to class on time.
- Once you are in class, you are expected to stay until class ends. Leaving to make or take phone calls, to meet with classmates, or to go to an interview, is not acceptable behaviour.
- Phones, digital music players, and any other communications or sound devices are not to be used during class. That means no phone calls, no texting, no social media, no email, and no internet browsing at any time during class.
- Laptop computers and tablets are not to be used during class except in rare instances for specific class-related activity expressly approved by your instructor.
- The only material you should be reading in class is material assigned for that class. Reading anything else, such as newspapers or magazines, or doing work from another class, is not acceptable.
- Class may not be recorded in any fashion – audio, video, or otherwise – without permission in writing from the instructor.

Provisions to students with Disabilities

Students with disabilities who believe that they may need accommodations in a class are encouraged to contact the Moses Centre for Students with Disabilities at (212) 998-4980 or

mosescsd@nyu.edu as soon as possible to better ensure that such accommodations are implemented in a timely fashion.

Diversity, Inclusion and Equity

NYU is committed to building a culture that respects and embraces diversity, inclusion, and equity, believing that these values – in all their facets – are, as President Andrew Hamilton has said, “...not only important to cherish for their own sake, but because they are also vital for advancing knowledge, sparking innovation, and creating sustainable communities.” At NYU Sydney we are committed to creating a learning environment that:

- fosters intellectual inquiry, research, and artistic practices that respectfully and rigorously take account of a wide range of opinions, perspectives, and experiences; and
- promotes an inclusive community in which diversity is valued and every member feels they have a rightful place, is welcome and respected, and is supported in their endeavours.

Instructor Bio

Dr. Andy West (DBA Newcastle University) is currently the Director of the Centre For Entrepreneurship at UBSS, an independent MBA Business School. His research and consultancy interests are marketing strategy, consumer behavior, higher education quality frameworks and standards. His current research projects are Workplace Integrated Learning in higher education and Sports Marketing. Industries Andy has consulted to include finance (Commonwealth Bank of Australia, Zurich Insurance, American Express), consumer goods (Reckitt Benckiser), Sports Marketing (Athletics Australia and Athletics NSW) and not-for-profit organisations including Amnesty International and Special Olympics.