



# Intro to Marketing

## MKTG-UB 9001 F01

**Instruction Mode:**

In-Person

**Brightspace course site**<https://brightspace.nyu.edu/d2l/home/164386>**Spring 2022**

If you are enrolled in this course 100% remotely and are not a Study Away student for NYU Florence, please make sure that you've completed the online academic orientation via Brightspace so you are aware of site specific support structure, policies and procedures. Please contact [florence.academicssupport@nyu.edu](mailto:florence.academicssupport@nyu.edu) if you have trouble accessing the Brightspace site.

**Syllabus last updated on:** [24-01-2022]

**Lecturer Contact Information**

TBA

**Prerequisites**

No official NYU prerequisites.

**Units earned**

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**Course Details**

- Meeting Days and Times: Th 10:30AM-1:15PM
- All times are Central European Time (CET) Please note that there is a gap in when Daylight Savings Time (DST) begins in Europe and the U.S. In the U.S., DST begins on Sunday, 13 March 2022 when clocks will be set 1 hour forward. In Europe, DST begins Sunday, 27 March 2022.
- Location: Rooms will be posted in Albert before your first class.
- Remote Participants: Your instructor will provide you with the Zoom link via NYU Brightspace.
- COVID-related details: In the interest of protecting the NYU Florence community, we are closely following CDC guidance around COVID-19 and adjusting our



recommendations and policies accordingly. Your health and well-being is our top priority.

### **Course Description**

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 analyzing customers, company, competition, and the marketing environment, b) identifying and targeting attractive segments with strategic positioning, and c) making product, pricing, communication, and distribution decisions. Cases and examples are utilized to develop problem-solving abilities.

Marketing covers several kinds of activities, each of which affects the others. Firms must resist the temptation to focus on one of these at the expense of the others. This creates ineffective, unbalanced marketing. Furthermore, firms need to create a balanced, coordinated marketing mix, where all elements of its marketing activities work together. Marketing also requires combining qualitative and quantitative analysis.

Marketing is about building profitable customer relationships. The aim is to create value for customers, and to capture value in return. Effective marketing strategy satisfies consumer needs and creates consumer value while allowing the firm to achieve its objectives.

### **Course Objectives**

This course has been designed to introduce you to the core concepts of marketing. It provides a comprehensive introduction to the key issues involved in the development of a balanced and integrated approach to the marketing of products and services. The knowledge and skills that you will gain in this course will be relevant and applicable in your future work and social life.

Upon completion of this course, you will be able to understand

- the underlying principles of the marketing discipline
- the goals of the marketing system
- how marketing is used by different types of organizations.

Essentially, you will be in a good position to make meaningful contributions in the development of marketing strategies for organizations on a global scale.

### **Assessment Components**

Your grade is earned through the following activities, which are discussed in detail in this syllabus:

- Attendance and Academic Commitment<sup>\*\*</sup>: 20%
- Midterm Exam: 20%
- Personal Written Assignment: 15%
- Group Project/presentation: 20%
- Final Exam: 25%

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



**Attendance and Academic Commitment:** A student's commitment will be evaluated based on active participation, involvement and contribution in the course either remote or in-person. This may include, but is not limited to, presence at synchronous class sessions, timely submission of predetermined course assignments to the instructor, collaboration with peers in group course work both during class time or independently outside of class time, individual oral or written contributions to synchronous course time through the chat function, in person discussion, or in individual office hours with the instructor. In an asynchronous format this academic engagement may take the form of written contributions to course forums, adding comments to posted work on VoiceThread or Google Drive shared docs.

**Midterm exam:** The exam consists of multiple-choice questions plus one one open ended question on materials drawn from the textbook, cases, lectures.

**Personal Written Assignment:** This assignment gives you a chance to analyze one Florentine firm in a marketing perspective. This assignment gives you the opportunities to apply what you are learning to real complex problems related to specific business situations. You will ask to develop an essay about the selected company with the following features:

- Cover page (Student name and surname, Personal assignment title and date) (Length: 1 page)
- Body (Length: from 5 pages; 1,5 line spaced)
- Appendix (further materials you think are relevant – not mandatory; max 2 pages)
- In the body you will ask to develop the for the firm under analysis:
- The company profile
- The overall strategic and operational marketing analysis
- The market segmentation (how would you segment the company market?)
- The competitive positioning (how would you define the company competitive positioning using the tools you think are the most appropriate?)

Please consider that it will take several hours to find, read and study the material you need for the assignment, and other several hours to write your analysis.

**Group project/presentation:** This assignment gives you a chance to develop a Marketing plan. You will ask to build your Group Marketing plan following the structure of the Appendix A of your textbook and developing 2 final outputs: the Marketing plan (word document) and the slides for the final presentation in class (ppt).

In the final version of your Marketing plan table of contents you have to highlight the member that has developed each part of the plan. You have also to insert the author's name in the body of the marketing plan at the beginning of each section just after the section title [i.e. "6.1 Product strategy (Author's Name and Surname)"]. Try to split the work in equal parts between the Group Members as much as possible.

The word document has to match the following guidelines:

- Cover page (Group name, Group code, members' name and date) (Length: 1 page)
- Table of contents of your Marketing plan (Length: 1 page)
- I section (Length: from 8 pages to 10 pages; 1,5 line spaced):
  1. Executive Summary
  2. Company Description (see Chapter 2)
  3. Strategic Focus and Plan (see Chapter 2)
  4. Situation Analysis (see Chapters 2-3)
  5. Market-Product Focus (see Chapters 5-6-9)
- II section (Length: from 8 pages to 10 pages; 1,5 line spaced)
  6. Marketing Program
    - 6.1 Product strategy (see Chapters 11-12)
    - 6.2 Price strategy (see Chapters-13-14)



- 6.3 Promotion strategy (see Chapters 15-16)
- 6.4 Place (Distribution) strategy (see Chapters 17 -18)
- III Section (length from 2 pages to 5 pages; 1,5 line spaced)
  - 7. Financial Data and Projections (number of product-service sold projections, sales revenue projections, costs projections, gross margin, net profit - see Chapters 13-14)
  - 8. Organization
  - 9. Implementation
  - 10. Evaluation and Control
- Appendix A. Biographical Sketches and Pictures of each Group Member
- References (i.e. Documents, Books, Scientific Articles and Papers, Newspapers and Magazines article, websites, ...)

The final presentation will be held in class, using a ppt file; please consider the following details:

- Target audience: each Group will present its slides to all the classmates and to the Instructor
- Speakers: each Group Member will have to present a specific part of the slides
- Time: each Group will have around 30-45 minutes to present its slides plus 5-10 minutes for eventual question time.

Your Marketing plan and your presentation will be evaluated through the following criteria:

- Feasibility of the plan
- Creativity of the plan
- Clearness of the files and presentation
- Layout of the files
- Balanced participation of all the Group members in the activities

The Marketing plan document and presentation have the same level of importance in defining the final mark.

**Final exam:** The final exam will consist of multiple-choice and open ended questions on materials drawn from the textbook, cases, lectures. Some of the questions will involve quantitative analysis. You will not be permitted to take the exam early. Some questions may be based on the guest speaker presentations.

### Assessment Expectations:

- **Grade A:** The student makes excellent use of empirical and theoretical material and offers structured arguments in their work. The student writes comprehensive essays/exam questions and their work shows strong evidence of critical thought and extensive reading.
- **Grade B:** The candidate shows a good understanding of the problem and has demonstrated the ability to formulate and execute a coherent research strategy
- **Grade C:** The work is acceptable and shows a basic grasp of the research problem. However, the work fails to organize findings coherently and is in need of improvement
- **Grade D:** The work passes because some relevant points are made. However, there may be a problem of poor definition, lack of critical awareness, poor research
- **Grade F:** The work shows that the research problem is not understood; there is little or no critical awareness and the research is clearly negligible
- \*Please note, Stern Business courses will adhere to the Stern Grading



## Grading Guidelines

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.

## Attendance Policy

*In order to keep each other safe, if you are not feeling well, we encourage you to remain in your residence and, if possible, attend class remotely.*

*Please make sure to inform your professor in advance so that they can turn on Zoom. Remote attendance is counted as regular attendance. You will not be marked absent.*

For a detailed explanation of the global attendance policy, see the NYU Florence [Present vs. Absent Flowchart](#).

Exams, tests and quizzes, deadlines, and oral presentations that are missed due to illness always require a doctor's note as documentation.

The Global Attendance Policy is posted in the Academic Policies tab in [Brightspace](#), on the [NYU Florence Student Portal](#) website, and is posted around campus.

After you have read and reviewed the policies, if there is anything that still needs further clarification or raises a question, please reach out to [florence.academicsupport@nyu.edu](mailto:florence.academicsupport@nyu.edu).

## Final exams

Final exams must be taken at their designated times. Should there be a conflict between your final exams, please bring this to the attention of the Academics team. Final exams may not be taken early, and students should not plan to leave the site before the end of the finals period.

## Late Submission of Work

Please refer to Academic Policies in [Brightspace](#).

## Teaching & Learning Philosophy

[Optional]

## Required Text(s)

- R. Kerin, S. Hartley, Marketing, 14th edition, Irwin/McGraw-Hill.

Hard copies of some textbooks are available for consultation and semester-long loans in the [Villa Ulivi Library](#). Please email [florence.library@nyu.edu](mailto:florence.library@nyu.edu) to reserve a copy. To request scans from books on reserve please fill out the [Ulivi Library Book Scan Form](#).

## Supplemental Text(s) (not required to purchase)

- R. Donvito (2018), Renaissance of Marketing and Management in Fashion, Journal of Global Fashion Marketing, Vol.9, No. 3, 179-222.



- Global Market Information Database (Euromonitor) reports. GMID Provides international market intelligence, including economic statistics, on industries, countries, and consumer.

**Session 1 – January 27**

Topics: Course Introduction

Assigned readings for class: Chapter 1

**Session 2 – February 3**

Topics: Overview of Marketing; Groups building

Assigned readings for class: Chapter 1

**Session 3 – February 10**

Topics: Marketing Strategy & Marketing Environment; Business case: IBM

Assigned readings for class: Chapters 2 and 3

**Session 4 – February 17**

Topics: Consumer Behavior & Organizational Markets; Business case: Coppertone

Assigned readings for class: Chapters 5 and 6

**Session 5 – February 24**

Topics: Marketing Research; Business case: Noldus & Tobii Neuromarketing

Assigned readings for class: Chapter 8

**Session 6 – March 3**

Topics: Segmentation, Targeting, & Positioning; Business case: Luxury market segmentation

Assigned readings for class: Chapter 9

**Session 7 – March 10**

Topics: Midterm Exam

Assigned readings for class: Chapters 1-2-3-5-6-8-9

**Spring Break - No Class - March 17**

**Session 8 – March 24**

Topics: Managing Products and Brands; Managing Services; Business case: P&G Secret & BMW

Assigned readings for class: Chapters 11 and 12

**Session 9 – March 31**

Topics: The Pricing Decision; Business case: Washburn Guitars; Group Assignment Informal Check

Assigned readings for class: Chapters 13 and 14

**Session 10 – April 8 (Friday – No class on April 7) To Be Confirmed (possible alternative date: March 25)**

Topics: visit to Opera del Duomo Museum

**Session 11 – April 14**

Topics: Distribution & Retailing; Business case: Omnichannel retailing & Amazon; Personal Assignment deadline

Assigned readings for class: Chapters 15 and 16

**Session 12 – April 21**

Topics: Marketing Communications; Business case: Fallon; Group Assignment deadline  
Assigned readings for class: Chapters 17 and 18

**Session 13 – April 28**

Topics: Final Presentations (Group Assignment)

**Session 14 – May 5**

Topics: Final Presentations (Group Assignment)

**Session 15 – May 12**

Topics: Final Exam

Assigned readings for class: Chapters 11-12-13-14-15-16-17-18

**Your Lecturer**

Raffaele Donvito (PhD) is Associate Professor with National Academic Qualification as Full Professor of Marketing, International Management, and Retail Fashion Marketing at the University of Florence. He has been research fellow of the Department Economics and Management at the University of Florence since 2000. He has been Instructor of Introduction to Marketing at Leonard N. Stern School of Business - New York University in Florence since 2009. His research interests include international marketing, brand management, retail marketing, marketing communication, fashion and luxury marketing. His published research outputs have appeared in refereed international journals including Journal of Retailing, Journal of Business Research, Psychology & Marketing, Journal of Brand Management, Journal of Product & Brand Management, Qualitative Market Research, Journal of Strategic Marketing, Journal of Marketing Trends, International Journal of Business and Economics, and also in Marketing Trends, EMAC, IMP, KSMS, GAMMA, AMS international conferences proceedings. He is member of the editorial board of Journal of Global Scholars of Marketing Science, member of the Editorial Board of Journal of Global Fashion Marketing, and member of the reviewing committee of Mercati e Competitività. He received the Best Conference Paper award at 2015 the Global Fashion Management Conference in Florence, the Best Conference Paper award at 2010 Global Marketing Conference in Tokyo and the Marketing Trends Awards at 2007-8 International Congresses on Marketing Trends, in Paris-Venice.

**Academic Honesty & Plagiarism**

As the University's policy on "Academic Integrity for Students at NYU" states: "At NYU, a commitment to excellence, fairness, honesty, and respect within and outside the classroom is essential to maintaining the integrity of our community. By accepting membership in this community, students take responsibility for demonstrating these values in their own conduct and for recognizing and supporting these values in others." Students at Global Academic Centers must follow the University and school policies.

NYU takes plagiarism very seriously; penalties follow and may exceed those set out by your home school. Your lecturer may ask you to sign a declaration of authorship form, and may check your assignments by using TurnItIn or another software designed to detect offences against academic integrity.



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 also an offense to submit work for assignments from two different courses that is substantially the same (be it oral presentations or written work). If there is an overlap of the subject of your assignment with one that you produced for another course (either in the current or any previous semester), you **MUST** inform your professor.

For guidelines on academic honesty, clarification of the definition of plagiarism, examples of procedures and sanctions, and resources to support proper citation, please see:

[NYU Academic Integrity Policies and Guidelines](#)

[NYU Library Guides](#)

### **Inclusivity Policies and Priorities**

NYU's Office of Global Programs and NYU's global sites are committed to equity, diversity, and inclusion. In order to nurture a more inclusive global university, NYU affirms the value of sharing differing perspectives and encourages open dialogue through a variety of pedagogical approaches. Our goal is to make all students feel included and welcome in all aspects of academic life, including our syllabi, classrooms, and educational activities/spaces.

### **Attendance Rules on Religious Holidays**

Members of any religious group may, without penalty, excuse themselves from classes when required in compliance with their religious obligations. Students who anticipate being absent due to religious observance should notify their lecturer and Office of Academic Support in writing via e-mail one week in advance. If examinations or assignment deadlines are scheduled on the day the student will be absent, the Academics Office will schedule a make-up examination or extend the deadline for assignments. Please note that an absence is only excused for the holiday but not for any days of travel that may come before and/or after the holiday. See also [University Calendar Policy on Religious Holidays](#)

### **Pronouns and Name Pronunciation (Albert and Zoom)**

Students, staff, and faculty have the opportunity to add their pronouns, as well as the pronunciation of their names, into Albert. Students can have this information displayed to faculty, advisors, and administrators in Albert, NYU Brightspace, the NYU Home internal directory, as well as other NYU systems. Students can also opt out of having their pronouns viewed by their instructors, in case they feel more comfortable sharing their pronouns outside of the classroom. For more information on how to change this information for your Albert account, please see the [Pronouns and Name Pronunciation website](#).

Students, staff, and faculty are also encouraged, though not required, to list their pronouns, and update their names in the name display for Zoom. For more information on how to make this change, please see the [Personalizing Zoom Display Names website](#).

### **Moses Accommodations Statement**

Academic accommodations are available for students with documented and registered disabilities. Please contact the Moses Center for Student Accessibility (+1 212-998-4980 or





[mosescsd@nyu.edu](mailto:mosescsd@nyu.edu)) for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance. Accommodations for this course are managed through NYU Florence.

## **Bias Response**

The New York University Bias Response Line provides a mechanism through which members of our community can share or report experiences and concerns of bias, discrimination, or harassing behavior that may occur within our community.

Experienced administrators in the Office of Equal Opportunity (OEO) receive and assess reports, and then help facilitate responses, which may include referral to another University school or unit, or investigation if warranted according to the University's existing Non-Discrimination and Anti-Harassment Policy.

The Bias Response Line is designed to enable the University to provide an open forum that helps to ensure that our community is equitable and inclusive.

To report an incident, you may do so in one of three ways:

- Online using the [Web Form \(link\)](#)
- Email: [bias.response@nyu.edu](mailto:bias.response@nyu.edu)
- Phone: 212-998-2277
- Local Telephone: 055 5007277