

SAMPLE SYLLABUS

NYU LONDON

Introduction to Marketing

MKTG-UB 9001

Tuesdays and Thursdays 10:30 AM- 11:45 AM

NYU London: Spring 2022

Instruction Mode: In-person

Instructor Information

- Dr. Yasmin Khan
- **Office Hours:** Thursdays 11:45am-12:45am GMT – **Room TBA**
(other times to meet can be arranged by email)

Course Details

- **Tuesdays and Thursdays 10:30-11:45**
- Time zone: London local time (Daylight Saving Time starts Sunday March 27th, 2022, at 01:00).
- Location: Room **TBA**, Bedford Square

Prerequisites

- No pre-requisites for this course.

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Course Overview and Goals

This course introduces the main theories and concepts in marketing and how they are applied to consumer and service organizations to create value for various stakeholders. Students will be introduced to the philosophy, function and process of marketing, and develop the skills required to both communicate marketing problems and solutions, as well as make effective marketing decisions.

Topics to be covered will include market planning, market research, consumer behavior, advertising and promotion, branding, marketing strategy, distribution, pricing, product management, and global and sustainable marketing. Students will apply the theories learnt to a variety of real-life examples and cases throughout the course, in addition to their group coursework focusing on launching a new product.

The course will involve lectures, discussions, in-class exercises, student presentations, individual essays, quizzes and as well as a final exam.

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

- Understand marketing as a process and a function
- Understand the tools used for market segmentation and planning
- Understand the elements of the marketing mix and their role in developing and delivering value to customers
- Understand the importance of marketing in creating a sustainable competitive advantage
- Understand and assess the opportunities and challenges organizations can face in today's rapidly changing business environment and how these shape the marketing decision-making process.
- All the above will enable students to:
 - ✓ Produce a marketing plan for both goods and service products
 - ✓ Analyze and assess a firm's marketing strategy/approach
 - ✓ Express and critically evaluate ideas and opinions, making use of the appropriate marketing terminology

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Assessment Components

You are expected to attend in person.

Assignments/ Activities	Description of Assignment	% of Final Grade	Due
Class participation	Actively taking part in class activities	5%	All Term
Quiz	2 quizzes Dates are highlighted in the course schedule	15%	Session 11 (February 24 th), Session 21 (April 7 th)
Essay	See ' Coursework Guide ' for details on completing this individual essay	15%	Wednesday April 20 th
Group Project & Presentation	Your Marketing Plan and Presentation. See ' Coursework Guide ' for a detailed description of your group project requirements and various deadlines set. (30%) In addition to submitting your group project, you will need to present your marketing plan in a 15-minute presentation. (5%) Together the project and presentation make up 35% of your final grade.	35%	Session 29 Thursday May 5 th
Final Exam	Final Exam (2hours) MCQs, T&F and 2 Essay Questions	30%	Thursday 12 th May
Total		<u>100%</u>	

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Assessment Expectations

Letter Grade	Grade Percentage	Description
A-range	A = 93-100% A- = 90-92%	<p>Detailed knowledge and understanding of the concepts and theories; logical & articulate analysis provided.</p> <p>Arguments are well- articulated, and logically developed with a range of evidence. Strong and convincing conclusions offered.</p> <p>Wide range of relevant literature and industry sources used critically to inform argument, balance discussion and/or inform problem- solving.</p> <p>Consistently accurate and assured use of academic conventions.</p>
B-range	B+ = 87-89% B = 84-86% B- = 80-83%	<p>Good, consistent knowledge and understanding of the material, main concepts and key theories.</p> <p>Arguments generally logical, coherently expressed, well organized and supported. Ability to use evidence to support a coherent argument. Valid conclusions offered.</p> <p>Knowledge of the field of literature and industry sources appropriately used to support views.</p> <p>Good use of academic conventions.</p>
C-range	C+ = 77-79% C = 74-76% C- = 70-73%	<p>Broadly accurate knowledge and understanding of the material. Some elements missing and flaws evident.</p> <p>Some awareness of issues. Sense of argument emerging though not completely coherent. Some evidence to support views, but not always consistent. Some relevant conclusions</p> <p>Some evidence of reading, with superficial linking to given text(s).</p> <p>Some academic conventions evident and largely consistent, but with some weaknesses</p>

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Letter Grade	Grade Percentage	Description
D-range	D+ = 67-69% D = 65-66%	Gaps in knowledge and superficial understanding. Some inaccuracies. For the most part descriptive. Views sometimes illogical or contradictory. Statements made with scant evidence. Conclusions lack relevance and/or validity. Evidence of little reading appropriate for the level of study, and/or indiscriminate use of sources. Academic conventions used weakly.
F	F = below 65%	Major gaps in knowledge Only personal views offered, no evidence offered to support statements No evidence of reading. Academic conventions largely ignored

Course Materials

- **Required Textbooks & Materials**

Solomon, M., Marshall, G., and Stuart, E. (2018). *Marketing. Real People, Real Choices*, 9th Edition (Global Edition), Pearson

You can use older editions of this textbook as well.

ISBN 13: 978-1292221083

- **Optional Textbooks & Materials**

Supplementary reading material will be provided on Brightspace as the course progresses. Journal articles will be posted online for students to access.

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Resources

- **Access your course materials:** [Brightspace](#)
Intro to marketing page: <https://brightspace.nyu.edu/d2l/home/132978>
- **NYU London and Living in London Info:** [LDN](#)
- **Databases, journal articles, and more:** [Bobst Library](#)
 - **Articles and databases can be found at:**
<https://guides.nyu.edu/arch>
 - **Marketing specific databases can be found at:**
<https://guides.nyu.edu/vbl/marketing>
- **Assistance with strengthening your writing:** [NYU Writing Center](#)
(nyu.mywconline.com)
- **Obtain 24/7 technology assistance:** [IT Help Desk](#)

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Course Schedule

Topics & Assignments

Week/Date	Topic	Reading	Assignment Due/ Reminders
Session 1 Tues 25 th Jan	Lecture 1: Introduction to Marketing (part 1)	Chapter 1	
Session 2 Thurs 27 th Jan	Lecture 1: Introduction to Marketing (part 2)	Chapter 1	
Session 3 Tues 1 st Feb	Lecture 2: Global, Ethical and Sustainable Marketing (part 1)	Chapter 2	
Session 4 Thurs 3 rd Feb	Lecture 2: Global, Ethical and Sustainable Marketing (part 2)	Chapter 2	Project: Submit group member list by Friday 4th Feb
Session 6 Tues 8 th Feb	Lecture 3: Strategic Market Planning (part 1)	Chapter 3	Project: Submit project idea by Thu 10th Feb
Session 7 Thurs 10 th Feb	Lecture 3: Strategic Market Planning (part 2)	Chapter 3	
Session 8 Tues 15 th Feb	Lecture 4: Market Research (Qualitative + Quantitative) and Marketing Analytics (part 1)	Chapters 4 & 5	
Session 9 Thurs 17 th Feb	Lecture 4: Market Research (Qualitative + Quantitative) and Marketing Analytics (part 2)	Chapters 4 & 5	Prepare for upcoming quiz on Thurs 24th Feb

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Week/Date	Topic	Reading	Assignment Due/ Reminders
Session 10 Tues 22 nd Feb	Lecture 5: Marketing Strategy: Segmentation, Targeting and Positioning (part 1)	Chapter 7	
Session 11 <u>Thurs 24th Feb</u>	Lecture 5: Marketing Strategy: Segmentation, Targeting and Positioning (part 2) <u>(+quiz)</u>	Chapter 7	<u>QUIZ 1</u>
Session 12 Tues 1 st Mar	Lecture 6: Consumer and Business Markets: Consumer Behavior and B2B Marketing (part 1)	Chapter 6	Group meetings next session Thurs 3rd Mar - office hours
Session 13 Thurs 3 rd Mar	Lecture 6: Consumer and Business Markets: Consumer Behavior and B2B Marketing (part 2)	Chapter 6	Group Meetings Project Office Hours Thurs 3rd Mar informal discussions on first phase of project
Session 14 Tues 8 th Mar	Lecture 7: Product Management 1: Innovation and New Product Development (part 1)	Chapter 8	
Session 15 Thurs 10 th Mar	Lecture 7: Product Management 1: Innovation and New Product Development (part 2)	Chapter 8	<u>*Project:</u> Submit external analysis by Thurs 10th Mar for review
<u>SPRING BREAK MONDAY MARCH 14TH- SUNDAY MARCH 20TH</u>			

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Week/Date	Topic	Reading	Assignment Due/ Reminders
Session 16 Tues 22 nd Mar	Lecture 8: Product Management 2: Product Strategy and Branding (part 1)	Chapter 9	Group Meetings Project During Office Hours 22ND Mar to discuss data collection
Session 17 Thurs 24 th Mar	Lecture 8: Product Management 2: Product Strategy and Branding (part 2)	Chapter 9	Group Meetings Project During Office Hours 24th Mar to discuss data collection
Session 18 Tues 29 th Mar	Lecture 9: Advertising and Sales Promotion (part 1)	Chapter 13	
Session 19 Thurs 31 st Mar	Lecture 9: Advertising and Sales Promotion (part 2)	Chapter 13	
Session 20 Tues 5 th Apr	Lecture 10: Personal Selling, PR, Social Media and Direct/Database marketing (part 1)	Chapter 14	Group Meetings Project During Office Hours 5th Apr to discuss data collection ----- Prepare for upcoming quiz on <u>Thursday 7th Apr</u>
Session 21 <u>Thurs 7th Apr</u>	Lecture 10: Personal Selling, PR, Social Media and Direct/Database marketing (part 2) <u>(+quiz)</u>	Chapter 14	<u>QUIZ 2</u>
Session 22 Tues 12 th Apr	Lecture 11: Pricing (part 1)	Chapter 10	Group Meetings Project submit summary of research findings Tues 12th Apr

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Week/Date	Topic	Reading	Assignment Due/ Reminders
Session 23 Thurs 14 th Apr	Lecture 11: Pricing (part 2)	Chapter 10	
Session 24 Tues 19 th Apr	Lecture 12: Distribution- Delivery and Strategy (part 1)	Chapter 11	Submit Individual Essay Wed 20th Apr
Session 25 Thurs 21 st Apr	Lecture 12: Distribution- Delivery and Strategy (part 2)	Chapter 11	
Session 26 Tues 26 th Apr	Lecture 13: Services Marketing and Retailing (part 1)	Chapter 12	
Session 28 Thu 28 th Apr	Lecture 13: Services Marketing and Retailing (part 2)	Chapter 12	
Session 29 Tues 3 rd May	Revision		
Session 29 Thurs 5 th May	Group Presentations + Final Project submission		Submit Final Project Thursday 5th May
Session 30 Tues 10 th May	Reading Day		
Final Assessment Thurs 12th May	Final Exam 12th May		

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Course Policies

Classroom Etiquette

Students are encouraged to interact with lecturer, to ask and answer questions. Laptops and tablets are permitted in class for the purpose of taking notes (unless explicit exceptions are made for certain sessions) and for in-class activities. Please keep your phones on silent mode during the lectures.

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 London Academics team (nyul.academics@nyu.edu). Final exams may not be taken early, and students should not plan to leave the site before the end of the finals period.

Academic Honesty, Plagiarism and Late Work

Students at Global Academic Centers must follow the [University and school policies](#). You can find details on these topics and more on this section of our NYUL website (<https://www.nyu.edu/london/academics/academic-policies.html>) and on the Policies and Procedures section of the NYU website for students studying away at global sites (<https://www.nyu.edu/academics/studying-abroad/upperclassmen-semester-academic-year-study-away/academic-resources/policies-and-procedures.html>).

Attendance

Key information on NYU London's absence policy, how to report absences, and what kinds of absences can be excused can be found on our [website](#) (<http://www.nyu.edu/london/academics/attendance-policy.html>)

To ensure the integrity of the academic experience, class attendance is required and expected promptly when class begins. These rules apply to class excursions and activities as well.

Members of any religious group may, without penalty, excuse themselves from classes when required in compliance with their religious obligations, but must follow NYU London's absence reporting procedure. 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](#)

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) 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.

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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.

Pronouns and Name Pronunciation (Albert and Zoom)

You can edit your pronoun and name pronunciation information on your Albert account, making it visible for faculty and staff. Information on how to do this can be found on the [Pronouns and Name Pronunciation web page](#), and for more information on how to make these changes in Zoom, please see the [Personalizing Zoom Display Names website](#).

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. For more information, including how to report an incident, visit the [Bias Response Line website](#).

Note: The schedule is *tentative* and subject to change if necessary. *The lecturer reserves the right to make changes to this course outline.*