

# NYU Prague

## MKTG-UB9001P01, Introduction to Marketing Spring 2020

### Instructor Information

- Muriel Anton
- **Email:**
- **Office hours:** Monday after class or by appointment
- **Telephone:**

### Course Information

- MKTG-UB9001P01
- Introduction to Marketing
- no prerequisite
- Monday 13:30-16:20
  - Classroom number and building TBC

### Course Overview and Goals

Stern 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.

Guest speakers: We will cover these marketing concepts and in addition, learn how they are applied and prioritized in different industries through first-hand discussions with top executives with extensive marketing experience. These guests will be from local and international businesses and you will have an opportunity to ask questions. The exams may contain questions relating to the topics we discuss with the guest speakers.

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

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 analysis. The course aims to develop student's ability to understand and effectively apply marketing activities.

### Course Requirements

#### Class Participation

Given this is an introductory marketing class, participation and class attendance is important for you to understand the integrated aspects of the course material. The diversity of student background and experience is a key element for enhancing the class for everyone. 50% of your participation

grade will be included into your mid-term evaluation, and the remaining 50% will be included in your final grade.

Your grade for class participation is not only dependent on your class attendance, but on your participation. I will evaluate you on how well prepared you are, if your comments add to our understanding of the material or cases we are discussing, and if your comments demonstrate an understanding of the relevant theories and concepts presented in the class lectures. I will also ask you for your personal participation assessment prior to the mid-term grade and again prior to the final examination.

- I was a consistent top contributor
- I was a frequent class contributor asking insightful questions or making relevant comments during our class discussions
- I contributed to the class discussion occasionally. Otherwise I was listening intently to the class discussion or lecture
- I attended classes and participated in classroom exercises

## Assignment 1

When deciding on a location to study abroad, many students at NYU are not aware of the benefits that NYU Prague can offer. However, those students that do choose Prague, are very pleased with their decision. Assignment 1 is to develop and implement a marketing plan that will increase awareness of NYU Prague as a potential study abroad location and ultimately increase the number of students applying to for NYU Prague in the Fall of 2020 and Spring session of 2021. The deadline for student applications for the fall semester is March 15<sup>th</sup>, 2020, so developing and implementing a component of the marketing plan during the first 6 weeks of the course is important.

Input for this assignment will include articles written by the NYU Prague Journalism students on “Why NYU Students choose Prague” and these articles (excluding the author) will be provided to our marketing class on March 2<sup>nd</sup>. In addition, a survey of all Prague NYU students from this semester will be provided to you on the second class and serve as input into your marketing plan.

- 1) Develop an environmental scan for NYU Prague analyzing trends in the following areas: Social, technological, economic, legal & regulatory and competitive.
- 2) Perform a SWOT analysis for NYU Prague. Describe your information sources for your SWOT analysis.
- 3) Create 4 options for NYU Prague’s Vision Statement using the four different vision types: Target, Common Enemy, Role Model or Internal Transformation. Recommend which Vision statement would be the most appropriate for NYU Prague and justify why you chose that statement. Also explain any disadvantages of the statement you have not chosen.
- 4) Describe NYU Prague’s brand positioning: develop a positioning statement and create a market map to demonstrate where NYU Prague sits relative to other abroad sites
- 5) Describe 3 different possible segmentation strategies you could use for targeting NYU students. From the 3 options you identify, choose the best option for your segmentation strategy and explain the strengths and weaknesses of this strategy.
- 6) Develop a Value Proposition for NYU Prague and explain the process you used (information sources, process, etc). Due February 24<sup>th</sup> 13:30.
- 7) Prior to March 15<sup>th</sup> we will agree in class what content should be developed and posted on the NYU Prague Blog (or other medium we agree on based on the survey data). Each student is responsible for keeping a simple report of (online) communication activity related to assignment 1 (communication channel, date, title, topic).

The word document should not exceed 8 double spaced pages, and all references should be footnoted. The assessment of this assignment will be based on the thoroughness of your research and analysis, the ambitiousness of the product and organization you chose to research, your communication style and your evaluation and recommendations including your rationale on what the best strategy is for growth for NYU Prague.

This assignment is due **Monday, March 16th 13:30** and should be submitted to TurnItIn, an online plagiarism detection software in electronic format. A printed copy should also be submitted at the beginning of class.

## Assignment 2

Assignment 2 is a team project and is comprised of a written deliverable due **May 4<sup>th</sup>** and a team presentation (plus video) on **May 11<sup>th</sup>**.

In the real working environment, you rarely get to pick the team members you work with and therefore team assignments will be assigned. Each team is responsible for allocating the workload and making sure that everyone contributes in a timely manner.

Following the completion of the marketing project, each team member will be asked to evaluate the contribution of the members of their team. Feedback from students from previous semesters have identified that a key part of the group experience is being able to rate their group members on how well each contributed. Although the team may agree that different members may contribute in different ways, it is important that the team feels there is an equal amount of effort by all members. It is the team's responsibility to establish the guidelines for contribution to the project for each member and set team expectations of the deliverables.

- Each student will be asked to answer the following questions regarding your team member contribution. (This includes a self-assessment.)
  - 1) Team member(s) that contributed significantly more effort than what the team agreed.
  - 2) Team member(s) that contributed at or above the amount of effort agreed by the team.
  - 3) Team member(s) that contributed significantly less effort than what the team agreed.

The written deliverable due **May 4<sup>th</sup>** will involve answering the 7 questions listed below. The word document for part I is due at the beginning of class and should be submitted to TurnItIn, an online plagiarism detection software in printed and electronic format. It should not exceed 10 double spaced pages, excluding references and title page/table of contents and a printed copy should be handed in at the beginning of class. All references should be footnoted.

1. Develop a 1-page environmental scan for NYU Prague summarizing the most important and relevant factors from the five areas (Social, technological, economic, legal & regulatory and competitive). You may use your team member's research from assignment 1.
2. Brand strategy:
  - a. Describe NYU Prague's current brand positioning and create a market map. What is NYU Prague's unique brand points of difference? What are NYU Prague's shared points of parity with other study abroad sites?
  - b. Next describe how you would reposition NYU Prague's brand and create a new market map. Clearly describe why you feel the new NYU Prague Brand positions NYU Prague for the future. Based on what factors do you make this conclusion.
  - c. What are the NYU Prague current and future brand personality traits? What brand archetype(s) would you choose for NYU Prague?
  - d. Create a purpose statement for NYU Prague. Using the fairy tale model, create the core story for NYU Prague.
  - e. Create a new value proposition for NYU Prague taking into consideration your repositioned brand. Explain your changes from a "current" value proposition.
3. Building on your team member's work from Assignment 1, develop a segmentation strategy for NYU Prague "customers". Describe the segment, or segments you would target and describe why they are the best option.
4. Develop an NYU Prague Vision Statement. Explain the benefits of the vision statement for the NYU Prague campus and the implications for your marketing strategies.

- Develop 4 marketing strategies that you would need to achieve the NYU Prague vision you recommended. For each strategy, decide if there are smaller projects (initiatives) needed to deliver on the strategy. It is important that your answer is in alignment with your segmentation strategy, brand strategy and value proposition. One of your strategies should involve the planning and implementation of an Integrated Marketing Communications Plan. Prior to implementation you must review your plan with Professor Anton.

Your marketing strategies (and initiatives) should have an associated measurement (KPI) so that NYU Prague knows if they are: 1) on track to deliver the strategy, and/or 2) successful in achieving the strategy/initiative. Define the time period of the KPI and frequency (eg. monthly) and create a marketing dashboard for your marketing plan with the key KPIs.

- Your team should prepare a 1-minute video about NYU Prague.
- Track and report communication activity related to assignment 2 (communication channel, date, title, topic)

The final team presentation should be 15 minutes on **May 18th**. The slides should focus on the key elements of your marketing plan and should be submitted in printed and electronic format at the beginning of class. The power point presentation should be submitted to TurnItIn, the online plagiarism detection software.

Your marketing project will be graded based on the ambitiousness of your marketing plan, the thoroughness of your analysis, and your communication style. All aspects of your proposals should be integrated and incorporate concepts from the course leading you to meaningful insights and conclusions. Your marketing plan should be bold, but the university needs to be able to execute your proposals from a people and/or system’s perspective and also fund your recommendations.

## Grading of Assignments

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

<b>Assignments/Activities</b>	<b>% of Final Grade</b>
<b>Assignment 1 - Individual assignment</b>	15%
<b>Mid-term exam</b>	25%
<b>Assignment 2 – Team assignment - Marketing project</b>	25%
<b>Class participation</b>	15%
<b>Final Exam</b>	20%

## 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.

## Letter Grades

Letter grades for the entire course will be assigned as follows:

**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 tasks 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 concept. 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.

### Assessment Expectations

Grades will be available to students according to the schedule of NYU and Stern grade publication.

## Course Schedule

### Topics and Assignments

Week/Date	Topic	Reading	Assignment Due
Session 1 Monday, February 3	What is marketing and why marketing is important to organizations. Strategic marketing process Scanning the Marketing Environment	Chapter 1 Chapter 2 Chapter 3 Chapter 7 p. 190-196	
Session 2 Monday, February 10	What is a brand	Chapter 11 p 314-323	
Session 3 Monday, February 17	Market Segmentation, Targeting and Positioning Customer Value Proposition	Chapter 9	
Session 4 Monday, February 24	The role of marketing in the individual consumer decision making process	Chapter 5	NYU Prague Value Proposition
Session 5 Monday, March 2	Customer Experience Management. Services Marketing Workshop Articles from Journalism class – align with value proposition	Chapter 12 Chapter 5 p 133,134 Chapter 21 p 623-625	

Session 6 Monday, March 9	How organizations create high performing brands Guest: Stephen Blanchette – LeapQ	Chapter 11 p 314-323	<b>Assignment 1 due at the beginning of class</b>
Session 7 Monday, March 16	Planning Phase of the strategic marketing process - <i>Vision and Values</i> Triple bottom line and Sustainable Marketing Ethical and Social Responsibility for sustainable Marketing	Chapter 4 <i>Volkswagen's Emissions Scandal:</i> <i>How could it happen?</i>	
Session 8 Monday, March 23	<b>Mid-term exam</b>		
Session 9 Monday, March 30	PRODUCT Developing New Products & Services Managing Successful Products, Services and Brands	Chapter 10 Chapter 11 Journalism Class Travel Assignment	
Session 10 Monday, April 6	PRICING DECISIONS Building the Price Foundation Arriving at the Final Price PROMOTION	Chapter 13 Chapter 14 Chapter 18, 19	
Spring Break April 11 - 19	Spring Break		
Session 11 Monday, April 20	PLACE Guest: Boyan Neytchev - Managing Director BELL CEE	Chapter 15, 16	
Make-up Day Friday, April 24 (9am-5pm)	Make-up day for missed classes		
Session 12 Monday, April 27	LEGO Marketing strategy Adriana Jahňáková Regional Head of Marketing, LEGO		
Session 13	Digital Transformation and Digital Marketing Tomas Matl – Colors of Data		<b>Marketing team project,</b>

Monday, May 4			<b>Assignment due 13:30</b>
Session 14 Monday, May 11 (last day of classes)	<b>Presentation of Marketing Project- all teams</b>		Presentation Slides for the Marketing Project due at the beginning of class
Session 15 Monday, May 18	Final exam		

## Course Materials

### Required Textbooks & Materials

- Kerin, R., Hartley, S. Marketing, 14th edition. Copyright © 2019 by McGraw-Hill Education, New York. ISBN 978-1-259-57-3545

### Supplemental Text (not required to purchase, copies available in NYU P Library)

- n/a

### Resources

- Access your course materials: [NYU Classes](https://nyu.edu/its/classes) (nyu.edu/its/classes)
- Databases, journal articles, and more: [Bobst Library](https://library.nyu.edu) (library.nyu.edu)
- Assistance with strengthening your writing: [NYU Writing Center](https://nyu.mywconline.com) (nyu.mywconline.com)
- Obtain 24/7 technology assistance: [IT Help Desk](https://nyu.edu/it/servicedesk) (nyu.edu/it/servicedesk)
- NYU Prague library: [Tritius Catalog](https://nyu.tritius.cz/?lang=EN) (https://nyu.tritius.cz/?lang=EN)

## Course Policies

### Attendance and Tardiness

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 24 (9am – 5pm) is reserved as a make-up day for missed classes. Do not schedule any trips for this day.**

### Late Submission of Work

If you miss taking an exam or do not submit an assignment when it is due which is at the start of class on the specified day, you will receive no credit. If you do need to miss an exam and you know about it in advance (e.g. religious observance) then please notify me in writing at least two weeks in advance so that I can make alternative arrangements. If you need to miss an exam due to illness, I need to receive a letter from your doctor indicating the date and time of the medical problem that prevented you from taking the exam.

## Academic Honesty/Plagiarism

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)**

## Classroom Etiquette

Please arrive to class on time, and leave only if absolutely necessary. During the class, we will discuss many topics however please be respectful of fellow students and avoid side-conversations.

Laptop computers and tablets may not be used during class time. The use of any unapproved electronic devices during class, such as cell phones, music players, or sound or video recorders of any kind, without prior authorization from the instructor, is a violation of the Stern honor code and will be treated as such. The only material you should be reading in class is material that concerned with the 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 of the instructor. It is important that everyone in the class feel comfortable to express their opinion, and that it will not become public. If you have trouble hearing in class because of distractions around you, quietly ask those responsible to stop. If the distraction continues, please let me know.

## Disability Disclosure Statement

Academic accommodations are available for students with disabilities. Please contact the Moses Center for Students with Disabilities (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.