



ISB – INTERNATIONAL SCHOOL OF BUSINESS

DEPARTMENT OF MARKETING
COURSE TITLE: INTRODUCTION TO MARKETING
COURSE CODE: BUMKIM280
3 Semester Credits
1. DESCRIPTION

This course is designed for non-business majors and introduces students to the role of marketing within a business. Through a combination of lectures, case studies, readings and simulations, students will address analytical marketing concepts and techniques developed from economics, psychology, statistics, and finance in order to plan and develop products and services to satisfy the needs of target customers. Topics include product planning, pricing, promotion, advertising, distribution policies, targeting, and market research techniques.

2. OBJECTIVES

Upon successful completion of this course, students will:

- Have understood what marketing is.
- Have learned how to approach and analyze marketing opportunities.
- Have understood marketing segmentation and consumer decision.
- Have learned how to set up marketing research.
- Have understood brand position and pricing, and product life cycle.
- Have gained insight on supply chain and marketing channels and retailing.
- Have understood the communication process of promotion decisions.

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

This course consists of lectures, class discussions, projects, and site visits within the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

5. TEXTBOOK – FURTHER READINGS – RESOURCES

TEXTBOOK (Copy available at the university library):

- Lamb, Charles W.; Hair Joe F. & McDaniel, Carl. *MKTG 8. Principles of Marketing*, Boston Cengage, 2016.

The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

FURTHER READINGS

- Kotabe, Masaaki (Mike). *Global Marketing Management*, Wiley, 2008.
- Maclaran, Pauline. *Contemporary Issues in Marketing and Consumer Behaviour*, Routledge, 2009.
- Muhlbacher, Hans. *International Marketing: A Global Perspective*, Thomson Learning 2006.
- O'Connor, John. *Electronic Marketing: Theory & Practice for The 21st Century*, Harlow Financial Times Management, 2004.
- Oelkers, Dotty. *Fashion Marketing*, USA South-Western Educational Pub, 2004.
- Oh, Haemoon (Editor). *Handbook of Hospitality Marketing Management*, Butterworth-Heinemann Butterworth-Heinemann, 2008.
- Peter, J. Paul. *Marketing Management: Knowledge and Skills*, McGraw-Hill/Irwin, 2004.
- Richter, Tobias. *Marketing Mix Standardization in International Marketing: an Empirical Investigation of the Degree of Marketing Programme Standardisation in German Companies and its Internal and External Correlates*, Peter Lang, 2002.
- Schultz, Don E. *Communicating Globally: An Integrated Marketing Approach*, McGraw-Hill, 2000.
- Scott, David Meerman. *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly*, Hoboken N.J. Wiley, 2009.

LIBRARIES IN FLORENCE

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed. Students may also utilize additional libraries and research centers within the local community:

BIBLIOTECA PALAGIO DI PARTE GUELFA

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:
http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

BIBLIOTECA DELLE OBLATE

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:
www.bibliotecadelleoblate.it

THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: www.britishinstitute.it/en

6. FIELD LEARNING

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

7. COURSE MATERIALS

No additional course materials are necessary.

8. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching

methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION – GRADING SYSTEM

10% Attendance

10% Participation

10% Assignments

20% Midterm Exam, Field Learning Project (if applicable), Special/Research Project (if applicable)

25% Final Exam

25% Final Project

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C- =70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

Absences are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.

- Hours may be distributed in different formats according to the academic course schedules.

LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

11. EXAMS – PAPERS – PROJECTS

The **Midterm** exam accounts for 20% of the final course grade. **The time and date of the exam cannot be changed for any reason.**

Format: the exam is divided into three sections:

- Part I: 10 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.
- Part II: 10 short-answer questions. Each correct and complete answer (concise explanations,

- main ideas, key words, names, etc.) is worth 5 points, for a total 50 points.
- Part III: two essay questions; each correct and complete answer is worth 15 points (based on content, vocabulary, detail, etc.) for a total of 30 points.

The final **Final Project** accounts for 25% of the course grade. Students develop a marketing plan document, outlining a chosen product/service, target market, marketing objectives, strategies, and tactics. (Word count: 1500-2000)

Students are evaluated for:

- Clarity and comprehensiveness of the marketing plan.
- Creativity and effectiveness of chosen marketing tactics.
- Quality and relevance of research and data.

The **Final** exam accounts for 30% of the final course grade. **The time and date of the exam cannot be changed for any reason.** Format: the exam is divided into three sections:

- Part I: 10 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.
- Part II: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total 50 points.
- Part III: two essay questions; each correct and complete answer is worth 15 points (based on content, vocabulary, detail, etc.) for a total of 30 points.

The Final Exam is cumulative

12. LESSONS

Lesson 1	
Meet	In class
Lecture	Presentation of the course, syllabus, information on assignments and exams. Overview of marketing and strategic planning.
Objectives	Identify what marketing is, and which processes are needed to define a marketing strategy. Gain knowledge about strategic planning, situation analysis, and an overview of the marketing mix.
Readings/ Assignments	Read: <i>MKTG 8</i> . Chapter 1 and 2

Lesson 2	
Meet	In class
Lecture	Ethics and Social Responsibility in the Marketing Environment.
Objectives	Gather insight on principles of ethical behavior in business, and on corporate social responsibility. Gain knowledge on how to deal with the external factors of marketing environment: social, demographic, economic, technological, political, legal, and competitive factors.
Readings/ Assignments	Read: <i>MKTG 8</i> . Chapter 3 and 4 Assignment: Case study – Chose a business and write a short report (300 words) detailing their ethical marketing choices.

Lesson 3	
Meet	In class
Lecture	Consumer Decision Making and Business Marketing.

Objectives	Gain knowledge about the key concepts of the consumer decision-making process, including cultural, social, individual, and psychological influences. Become acquainted with the key components of business marketing: categories of customers, business vs. consumer markets, and business marketing on the Internet.
Readings/ Assignments	Read: <i>MKTG 8</i> . Chapter 6 and 7

Lesson 4	
Meet	In class
Lecture	Segmenting and targeting markets and marketing research.
Objectives	Gain knowledge about the basis of market segmentation and positioning, as well as the required steps and best practice for marketing research. Identify the procedures for collecting and analyzing the data, using the Internet and consumer-generated media.
Readings/ Assignments	Read: <i>MKTG 8</i> . Chapter 8 and 9 Assignment: Students will conduct a marketing research.

Lesson 5	
Meet	In class
Lecture	Product Decisions. Product concepts. Developing and managing products.
Objectives	Gain knowledge about the elements of products in relation to marketing (types of products, branding, packaging). Identify the bases of the product development process and product life cycle.
Readings/ Assignments	Read: <i>MKTG 8</i> . Chapter 10 and 11 Assignment: Case Study – Students will conduct an analysis of the product decisions underling FLY Fashion Loves You fashion retail store when selecting a new emerging designer.

Lesson 6	
Meet	In class
Lecture	Services and Non-profit Organization Marketing. Midterm exam review.
Objectives	Learn to what extent services differ from goods in marketing. Gain knowledge about what constitutes service quality. Identify the fundamentals of non-profit marketing organization.
Readings/ Assignments	Read: <i>MKTG 8</i> . Chapter 12.

Lesson 7	
Meet	In class
Lecture	MIDTERM EXAM

Lesson 8	
NA	ACADEMIC BREAK

Lesson 9	
Meet	In class
Lecture	Distribution Decisions. Introduction to Supply chain management. Marketing Channels and Retailing.

Objectives	Gain knowledge about the key concepts of supply chain management (key processes, impact on company success, sustainability, and trends). Gain an understanding about marketing channels and retailing (intermediaries, structure, channels, strategies).
Readings/ Assignments	Read: <i>MKTG 8</i> . Chapter 13 and 14

Lesson 10	
Meet	In class
Lecture	Marketing Communication. Advertising, Sales Promotion, and Public Relations.
Objectives	Acquire the fundamental skills needed for marketing communication and promotion, in relation to advertising. Identify the key pillars of PR strategies.
Readings/ Assignments	Read: <i>MKTG 8</i> . Chapter 15 and 16

Lesson 11	
Meet	In class
Lecture	Personal Selling and Sales Management.
Objectives	Gain knowledge about the bases of customer relationship management and personal selling. Identify the key steps required for best-practice selling process and sales management.
Readings/ Assignments	Read: <i>MKTG 8</i> . Chapter 17

Lesson 12	
Meet	In class
Lecture	Social Media and Marketing.
Objectives	Understand how to connect social media to effective marketing practice, in relation to social behavior of consumers and to social media tools which are useful to marketing. Learn how to devise a social media marketing plan.
Readings/ Assignments	Read: <i>MKTG 8</i> . Chapter 18 Assignment: Choose a brand and conduct a social media marketing analysis.

Lesson 13	
Meet	In class
Lecture	Pricing Concepts. Setting the Right Price.
Objectives	Understand the importance of pricing, its objectives and main determinants of price (demand, cost, competition, etc.). Gain knowledge about best-practice guidelines on how to establish price and how to fine-tune it, face to different contexts, particularly in times of economic crisis.
Readings/ Assignments	Read: <i>MKTG 8</i> . Chapter 19 and Chapter 20 Submit: Final Project.

Lesson 14	
Meet	In class
Lecture	The World of Marketing. Developing a Global Vision.
Objectives	Students will learn the fundamental elements and issues of global marketing, with a specific focus on multinational firms, types of external environment to be dealt with

	by global marketers, and the impact of social media on global marketing strategies. Final Project presentations. Final Exam review.
Readings/ Assignments	<i>MKTG 8</i> . Chapter 5 Submit: Final Presentation Slides

Lesson 15	
Meet	In class
Lecture	FINAL EXAM