



Florence University of the Arts (FUA) is an academic institution for study abroad in Florence, Italy. FUA collaborates with The American University of Florence (AUF), an international university offering US-style undergraduate and graduate degrees, in a cooperation to offer study abroad programs with a diverse breadth and depth of academic curriculum.

FUA study abroad programs may include AUF offerings, which are US-aligned in terms of higher education standards as per the university's institutional structure. Common courses offered by FUA and AUF have been jointly selected by both institutions as eligible for mutual recognition and delivery. As such, equal academic standards, credibility, and outcomes are vetted by the Academic Offices of the institutions for all courses and syllabi offered in the study abroad program.

## 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 interaction with the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, integrate relevant academic sources, may include multimedia references, propose creative problem-solving, and other appropriate forms of delivery as deemed appropriate to the course's purpose.

#### 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 course participation and completion. Where applicable additional materials may 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.

## LIBRARY

Course participants may access the campus library. Please consult the posted schedules for official opening times. Texts may be consulted on-site, and scanning/internet services available.

## 6. COURSE MATERIALS

No additional course materials are necessary.

## 7. 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. If this course requires a fee, the exact amount is communicated prior to enrollment.

## 8. GRADING AND EVALUATION & ATTENDANCE

10% Attendance

10% Participation

10% Assignments

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

25% Final Exam

25% Final Project

The above grade breakdown percentages reflect the grading scale standards in the "Grading and Evaluation System" section of the catalog.

### Attendance

Class participation is mandatory. Based on the hours defined in the Academic Catalog's attendance policy, students may miss up to 2 class encounters delivered as lecture hours. A third absence constitutes a course failure.

Please note that absence hours may vary according to the learning methodology, as per the academic catalog policy on credit hours:

[https://catalog.fua.it/standard\\_regulation](https://catalog.fua.it/standard_regulation)

## 9. EXAMS / PROJECTS / ASSIGNMENTS

**Midterm Assessment:** The instructor will provide students with a task based on reading materials and topics of the first half of the course. Via submission

**Final Exam:** Format: the exam is divided into two sections:

- Part I: 13 short-answer questions
- Part II: 3 essay questions

The Final Exam is cumulative.

**Final Project:** 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.

Via submission

**Assignments:** This course requires at least 3 assignments as per the course outline in the syllabus.

Further details are provided in the course portal.

## 10. COURSE OUTLINE

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 Assignment #1 assigned, due by next class meet: The instructor will provide students with a task based on reading materials and topics of the lesson.

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

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 Assignment #2 assigned, due by next class meet: The instructor will provide students with a task based on reading materials and topics of the lesson.

## Lesson 4

<b>Meet</b>	In class
<b>Lecture</b>	Segmenting and targeting markets and marketing research.
<b>Objectives</b>	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.
<b>Readings/ Assignments</b>	Read: <i>MKTG 8</i> . Chapter 8 and 9 FINAL PROJECT OVERVIEW

<b>Lesson 5</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Product Decisions. Product concepts. Developing and managing products.
<b>Objectives</b>	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.
<b>Readings/ Assignments</b>	Read: <i>MKTG 8</i> . Chapter 10 and 11 MIDTERM ASSESSMENT ASSIGNED, due prior to next class meet.

<b>Lesson 6</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Services and Non-profit Organization Marketing.
<b>Objectives</b>	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.
<b>Readings/ Assignments</b>	Read: <i>MKTG 8</i> . Chapter 12.

<b>Lesson 7</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Pricing Concepts. Setting the Right Price.
<b>Objectives</b>	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.
<b>Readings/ Assignments</b>	Read: <i>MKTG 8</i> . Chapter 19 and Chapter 20 Assignment #3 assigned, due by next class meet: The instructor will provide students with a task based on reading materials and topics of the lesson.

<b>Lesson 8</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Distribution Decisions. Introduction to Supply chain management. Marketing Channels and Retailing.
<b>Objectives</b>	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).
<b>Readings/ Assignments</b>	Read: <i>MKTG 8</i> . Chapter 13 and 14

<b>Lesson 9</b>	
<b>Meet</b>	In class

<b>Lecture</b>	Marketing Communication. Advertising, Sales Promotion, and Public Relations. Social Media and Marketing.
<b>Objectives</b>	Acquire the fundamental skills needed for marketing communication and promotion, in relation to advertising. Identify the key pillars of PR strategies. 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.
<b>Readings/ Assignments</b>	Read: <i>MKTG 8</i> . Chapter 15 and 16 Read: <i>MKTG 8</i> . Chapter 18 FINAL PROJECT DUE

<b>Lesson 10</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Personal Selling and Sales Management. The World of Marketing. Developing a Global Vision.
<b>Objectives</b>	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. 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.
<b>Readings/ Assignments</b>	Read: <i>MKTG 8</i> . Chapter 17 <i>MKTG 8</i> . Chapter 5 Final Project Presentation

<b>Lesson 11 Final Exam</b>	
<b>Meet</b>	In class
<b>Lecture</b>	FINAL EXAM