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**Introduction to Marketing Strategy**

**MKTG 3000**

**Summer 2016**

**Class:** TBA

**Instructor:** Jeffrey Harper

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**Course Objectives:**

The primary purpose of this course is to provide an overview of the discipline of marketing, both as a philosophy of business and as a series of business practices.

The course will explore the field of marketing, as it directs the organization’s resources to satisfy customers’ wants and needs through the exchange process, at a reasonable profit to the organization. Specifically, we will examine how marketers: understand consumers’ needs and wants; develop products and services that provide superior value; and how they price, distribute, and promote products and services effectively, both domestically and internationally.

The course will direct your study of the organization (either a profit-oriented firm or a non-profit organization) as a market entity existing in a competitive environment. The emphasis will be on understanding the importance of quality, value, and customer relationship management in obtaining a competitive advantage in today’s marketplace. In addition, we will consider the ethical and societal issues related to marketing.

**Required Texts: Marketing 7e real people real choices**

**Name Tag:** Every student is to produce a name tag that has the student’s name, major and hometown. You are to bring this and display it every day in class.

**Teaching Methods:** The course builds upon a variety of pedagogical techniques including

lecturing, in class discussions, and active-learning exercises.

**Expected Learning Outcomes:**

Upon successful completion of this course, students should develop:

* The ability to identify marketing mix elements.
* The ability to analyze marketing strategy formulation and implementation.
* The ability to describe customer centric organizations
* The ability to apply marketing concepts and strategies to offer sound solutions to real world marketing problems
* The ability to demonstrate higher order thinking and critical thinking
* The ability to realize ethical dilemmas in marketing and apply decision marketing tools
* The ability to work in teams
* The ability to use concepts to persuasively communicate suggested solutions to marketing problems
* The ability to apply marketing concepts to marketing one’s self

**Means of Assessment of Learning Outcomes:**

Exam # 1 (30%) 100 points

Exam # 2 (30%) 100 points

Exam # 3 (30%) 100 points

Marketing Plan (10%) 100 points

**All exams will be equally weighted; if there is no final then the exams will be worth 30%**

**Course grades will be approximately distributed according to the recommended guidelines of the Marketing Department at the University of Iowa, which is 20% A’s, 40% B’s, 30% C’s and 10% D’s.**

**Assessment Details:**

**● Exams and Quizzes:** There will be at least 3 exams on the dates specified in the course outline. The exams are not comprehensive with the exception of a final which if given is comprehensive. **You are required to take all three exams.** All exams must be taken on the assigned date. **A missed exam will be recorded with zero points**. Also, if you come late for the exams you will receive a zero points. The examinations are “closed book” and consist of multiple-choice questions. There are **no make up exams** except as allowed by university policy for observance of religious holy days in accordance with OP 34.19 or official university business in accordance with OP 34.04. Advanced notice of absences due to religious observances or official university business must be given in writing to the instructor of the class. ***All exams refer to material from the book chapters and the lectures. Students are responsible for both in terms of preparation for the exams.* Note:** It is not possible to cover everything from the assigned texts in class and not everything discussed in class can be found in the book – students are still responsible for revising both types of course material. In addition to the exams, there will be quizzes over each chapter. **All three exams will be over 4-5 chapters.**

**THERE IS NO EXTRA CREDIT, PROJECTS, PAPERS ETC…**

**Quizzes**

Each day, one group (we will go in numerical order) will email me in word document format, 2 essay questions with a corresponding answer (answer must be min of 2 paragraphs), over the next day’s material. These will need to be emailed to me no later than 10 pm each day. Each day I will give a daily quiz from these questions. If you give me good quiz questions I will use them on the exam. I will post all essay questions onto the website for exam preparation. I will use these quizzes as a participation tool.

Students are strongly encouraged to actively share their views in class discussions. Disrespectful or disturbing behavior of students during class time will have a negative impact on the class participation grade and the student(s) will be asked to leave the class room. **Use of cell phones, outside reading material and tobacco products is prohibited in class.**

**Grading Format:**

**90 – 100 points = A**

**80 – 89 points = B**

**70 – 79 points = C**

**60 – 69 points = D**

**0 – 59 points = F**

**Please Note:**

* Charts of all lectures will be posted for downloading on the instructor’s webpage as the semester progresses.
* ***Students are responsible for all announcements made in class and on the instructor’s webpage.***
* The student(s) with the highest score per exam will be announced in class. Students who do not wish to be recognized like this in the classroom must inform the instructor per email before the first midterm is given.
* This syllabus has a pedagogical purpose and is not contractual in nature. The instructor may modify the syllabus including the class schedule during the course of the semester.

. **If you are caught texting, talking, doing homework for other classes, you will be asked to leave and will be counted absent. If this behavior continues, CIMBA administration will be asked to take action.**

**Tentative Class Schedule**

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| **Date** | **Topic** | **Assignment** |
| May 17 | Introduction to class | Read chapter 1 |
| May 18 | Ch. 1 The world of marketing | Read Ch 2 |
| May 19 | Ch. 2 strategic planning for competitive advantage | Read Ch 3 |
| May 20 | Ch. 3 marketing environment | Read Ch 4 |
| May 23 | Ch. 4 Marketing research | Study for exam |
| May 24 | **Test 1 Ch 1-4** | Read Ch 5 |
| May 25 | Ch. 5 Consumer behavior | Read Ch 7 |
| May 26 | Ch 7 Target marketing | Read Ch 8 |
| May 30 | Ch. 8 create the product | Read Ch 9 |
| May 31 | Ch. 9 manage the product | Study for exam |
| June 1 | **Test 2- ch 5,7,8, 9** | Read Ch. 10 |
| June 2 | Ch 10 Services and other intangibles | Read Ch 11 |
| June 6 | Ch 11 price the product | Read Ch 12 |
| June 7 | Ch 12 traditional and new media | Read Ch 16 |
| June 8 | ch 16 retailing  Marketing plans are due | Study for exam |
| June 9 | **Test 3 ch 10,11,12 & 16** |  |