THE COURSE

Marketing’s role within an organization is to develop products (i.e., goods and services) that create and have value to potential customers, to estimate the value and the price of the goods or services accordingly, to distribute the goods or services efficiently, and to communicate their value and availability effectively.

This course introduces students to the techniques and theories that help the marketer to accomplish these tasks, whether for a mom-and-pop store or a global or multinational manufacturer.

This course also introduces the fundamental concepts and processes essential for marketing goods and services in today’s competitive environment, from a financial service company to a package goods manufacturer.

The key topics covered in the class include:

1. Researching, segmenting, and targeting markets and developing a marketing mix;
2. The combination of product, price, placement, and promotion strategies (the 4 Ps) needed to sell or rent a product or service efficiently and successfully;
3. Consumer behavior;
4. Government regulation;
5. Marketing research;
6. Product planning;
7. Personal selling; and
8. International marketing.

GABELLI SCHOOL OF BUSINESS LEARNING GOALS

1. Demonstrate a substantive knowledge of key business concepts and theories.
2. Demonstrate competency in analytical and technical skills in decision making.
3. Demonstrate competency in oral and written communication.
4. Demonstrate capacity for ethical decision making.
5. Demonstrate an awareness and competency in dealing with globally diverse situations.

GABELLI POLICY ON ACADEMIC HONESTY AND BEHAVIOR

Each student in the Gabelli School of Business is expected to follow all of the policies of the University and Gabelli regarding maintaining high standards of honesty and ethical behavior.

This means that cheating, plagiarism, or any other type of dishonest behavior will not be tolerated. Appropriate behavior before, during, and after class is required; and class attendance is required.

While student teams will be created, each member of a team is expected to submit his or her own work. Proper citations of cited works will be required.

Any violation of these basic policies will be discussed with the student and with the appropriate administrator(s) at Gabelli.

FORDHAM UNIVERSITY’S OFFICE OF DISABILITY SERVICES

All Fordham University faculty members work with the Office of Disability Services to provide appropriate services to any student.

Under the Americans with Disabilities Act and Section 504 of the Vocational Rehabilitation Act of 1973, all students, with or without disabilities, are entitled to equal access to the programs and activities of Fordham University.

If you believe that you have a disability that may interfere with your ability to participate in the activities, coursework, or assessment of the object of this course, you may be entitled to accommodations.

Please schedule a meeting to speak with someone at the Office of Disability Services (Rose Hill: O’Hare Hall, Lower Level, x0655 or Lincoln Center: Room 207, x6282).
See the Office of Disability Services if you have any questions about their policies and procedures.

THE INSTRUCTOR

Dr. Greco is a Professor of Marketing. He is currently working on:
(1) a business history book for Cambridge University Press on the marketing and economics of the U.S. college textbook industry.

He is the author or editor of 16 scholarly books and 10 professional books, including:

- *Access for All: Closing the Book Gap for Children in Early Education* (Newark, DE: International Reading Association; 2001). Co-author (with Susan Neuman, Formerly Assistant Secretary of Education, U.S. Department of Education; Donna Celano; and Pamela Shue).


He is the author or co-author of: 33 journal articles; and 27 book chapters that appeared in The Oxford Handbook of Publishing (Oxford University Press); The Oxford Companion to the Book (Oxford University Press); The Library and Book Trade Almanac 2015: 60th Edition; The Encyclopedia of Library and Information Science; International Book Publishing: An Encyclopedia, etc.

His research papers have been presented at: Harvard University; University of Pennsylvania-Wharton School; Oxford University; Cambridge University; The Library of Congress; Catholic University of America; The World Bank; The University of Toronto; The Academy of Marketing Science; The National Endowment for the Arts; The National Geographic Society; INFORMS Market Science; The Society for Scholarly Publishing; George Washington University; etc.

He was the series editor for the “Allyn & Bacon Series in Mass Communications.” He was a Senior Advisor to the Journal of Advertising Research. He serves on the editorial boards of 3 scholarly journals.

He has appeared on CNBC, PBS, NPR, and the Market Watch Radio Network. He has been interviewed and/or his research cited in: The New York Times; The Wall Street Journal; Credit Suisse; The Financial Times; The Washington Post; The Los Angeles Times; The Chicago Tribune; The Denver Post; The Chicago Sun-Times; The Philadelphia Inquirer; Newsday; The Chronicle of Higher Education; Crain’s; The Associated Press; Dow Jones; Reuters; Bloomberg Television; Bloomberg Radio; NPR; PBS; Publishers Weekly; The Christian Science Monitor; The New York Post; as well as Canadian, Latin American, and European newspapers, etc.

He has done consulting work for: Goldman Sachs; JP Morgan; Morgan Stanley; Boston Consulting; Deutsch Bank; D.E. Shaw; Blackrock; The Blackstone Group; Bain Capital; Alliance Bernstein; Kohlberg, Kravis, & Roberts; Fidelity; MSD Capital; Booz Allen Hamilton; Bank of America; Citibank; McKinsey & Co.; Williams & Connolly LLP; Carter & English LLP; Accenture; Foreign Affairs (The Council on Foreign Relations); The National Endowment for the Arts; UNESCO; various NYC agencies; the Catholic University of America; The Library of Congress; etc.

His books, book chapters, and articles are or have been required or recommended reading at: Harvard; Northwestern (Kellogg); UCLA (Anderson Graduate School of Business Administration); Columbia Graduate Business School; NYU; Brown; Rochester; Virginia; William & Mary; and about 40 other colleges and universities in the U.S., Europe, and Asia.
His research was cited in:
- the Supreme Court of the United States majority decision by Justice Breyer (Kirtsaeng DBA BlueChristine 99 v. John Wiley & Sons. Inc.; March 19, 2013 decision of the Court); and

**COURSE REQUIREMENTS**

You will be expected to do all assigned readings prior to class and be prepared to discuss any assignment. Presentations and DVDs augment the readings.

DVDs (i.e., video case studies) will be shown once in class as the schedule permits, and they do not circulate. The DVDs address substantive issues in the various chapters in Kotler; and sometimes address issues that are covered briefly in the various chapters in Kotler.

Since the length of reading assignments vary, develop a planning schedule to make sure that all assignments are completed in a timely fashion.

A team research project is a required part of this course. Two well-known public companies were selected. They are:

1. **Mattel** (some of their toys and games include: American Girl; Barbie; Dora the Explorer; UNO; Disney Classics; Mickey Mouse; Biddy Baby; WWE; Hot Wheels; Matchbox; Toy Story; Fischer-Price; DC Comics; etc.); and

2. **Hasbro** (some of their toys and games include: Playskool; Transformers; My Little Pony; Monopoly; Scrabble; Chutes and Ladders; Jenga; Twister; Star Wars; Nerf; Risk; Yahtzee; Tonka; Life; Candy Land; Trivial Pursuit Party; Clue; Milton Bradley board games, etc.).

Go to each company’s web site; and collect information about the firm’s financial data and information about their portfolio of toys and games. You can select a toy or game on the company’s web site that is not listed in items #1 or #2 above.

**Students are encouraged to use a laptop or a tablet in class, but NOT a cell phone.**

**Please turn off your cell phone before you enter the classroom.**

**GRADES**

The Gabelli School of Business grading system is as follows:

- A  93-100
- A-  90-92
N.B. The cut-offs for grades are as follows:

- A is a 93.0.
- A- is a 90.0.
- B+ is an 87.0
- B is 83.0.
- B- is 80.0
- C+ is 77.0.
- C is 73.0.
- C- is 70.0
- D is 60.0

Your final semester grade will be based on:

1. Exam #1: 25.0%.
2. Your final exam: 25.0%.
3. Your team’s grade on the two research presentations on toys and games: 25.0% each [50.0% total for the two presentations]. Teams will be created after the first class. Details TBA.

REQUIRED READINGS


   N.B.: This is the hardcover 17th edition. Used or rental or new copies of the 17th edition hardbound version of the textbook are available from various online services, including Barnes & Noble.com.

   I do not recommend the international edition because the content is/can be different.

   - The chapters in Kotler & Armstrong [Kotler] provide an overview of substantive issues. Class coverage of the chapters will be focused on key issues and questions. When the reading assignment on the syllabus lists a number, that is the chapter in Kotler.


   This article is available at no cost on the Fordham Library, where you can read it; details TBA.

GABELLI SCHOOL OF BUSINESS MARKETING MAJORS
Any student planning on majoring in marketing is required to take the following two (2) courses when they fit into your schedule:

1. Consumer Behavior: MKBU 3435; and

CLASS SCHEDULE SUMMER 2020

May 26, 27, 28.
June 2, 3, 4.
June 9, 10, 11
June 16, 17, 18.
June 23, 24, 25.

CLASS ASSIGNMENTS
Subject to Change

Class Class Discussions

READ AND BRING A COPY OF THE SYLLABUS TO CLASS, EITHER A HARD COPY OR A DIGITAL COPY ON A LAPTOP OR A TABLET, BUT NOT ON A CELL PHONE. READ KOTLER CH. 1 FOR THE MAY 26TH CLASS.

1. May 26th Introduction to marketing and marketing research

   Introduction to the toy and game industry

   Kotler 1

2. Kotler 1 & 2. Each team will select: three (3) toys or games from Mattel; and three (3) toys or games from Hasbro.

3. Porter & Kotler 3

4. Kotler 5-7

5. Kotler 8-11

6. Kotler 18 & 19

7. June 9th Midterm exam. Kotler chapters 1-2-3-5-7-8-11-18-19. Discuss Kotler 4
8. Kotler 6-9

9. Kotler 10

10. June 16th Team presentations: marketing Mattel’s toys or games.

11. Kotler 12-13

12. Kotler 14-15

13. Kotler 16-17

14. TBA

15. June 24th Team presentations: marketing Hasbro’s toys or games.