MKBU 3225

Marketing Principles TWTh 1:00 PM - 4:00 PM

Room: Hughes 208

Instructor: Professor Anthony DeFrancesco

Office Hours: By appointment: TTh Hughes 5th Floor 12-1230 or by special appointment.

Contact Information:
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Required Text:

Marketing, The Core by Kerin and Hartley
Note: Connect will be a very useful tool for assignments and learning and is required.
**Course Description**
Marketing's role within an organization is to develop products or services that have value to potential customers, to estimate that value and price accordingly, to distribute the goods efficiently and to communicate their value and availability effectively. This course introduces students to techniques and theories that help the marketer to accomplish these tasks, whether for a mom-and-pop store or a global or multinational manufacturer.

**Course Introduction:**
Marketing strategically connects businesses to consumers. The American Marketing Association (AMA) defines Marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” Marketing is the key driver to every industry – whether it’s a large corporation, small business, non-profit, or service organization. It’s also one of the most dynamic and exciting fields in business. Marketing includes all the activities and processes for creating, communicating and delivering products and services. These include, product innovation, research, advertising, promotion, public relations, distribution and keeping ahead of consumer trends.

**SUPPLEMENTARY AND SUGGESTED REFERENCES**
- Handouts and materials posted on BB
- Global Trade Magazine: published by Abundant Life Media, Inc.
- American Marketing Association
  https://www.ama.org/students/Pages/Student-Resources.aspx
  http://thedma.org/
- Global Edge MSU: http://www.globaledge.msu.edu
- Journal of Marketing
- Journal of B2B Marketing
- AD Age
  http://adage.com/
- Journal of Market Research
- Journal of Integrated Marketing Communications
- Association of International Product Marketing and Management (AIPMM),
Learning Objectives:

Upon successful completion of this course, you will be able to:

1: Demonstrate an Understanding of Marketing and the Marketing Process

- Define basic marketing terminology
- Demonstrate knowledge of how companies build profitable customer relationships
- Demonstrate knowledge of marketing’s role in company strategic plans
- Demonstrate ability to analyze a company business scenario using a SWOT analysis

2: Demonstrate an Understanding of the Market Place and Consumers

- Analyze changes in the macro-environment and prepare marketing recommendations for business scenarios
- Identify sources of Marketing Information
- Demonstrate knowledge of Market Research techniques
- Demonstrate knowledge of Consumer Behavior

3: Demonstrate the Ability to Build the Right Relationships with the Right Customers

- Demonstrate the ability to segment consumers using basic segmentation techniques
- Demonstrate knowledge of marketing positioning
- Demonstrate understanding of branding strategy
- Apply branding strategy to marketing situations

4: Demonstrate the Ability to Design a Customer Driven Marketing Strategy

- Demonstrate knowledge of the New Product Development Process and the Product Life Cycle
- Demonstrate knowledge of the marketing mix
- Develop a marketing strategy for a new or existing product
COURSE MATERIAL: The course will primarily consist of lectures, outside readings, case studies and analysis, video presentations, interactive broad-based discussions, written assignments, 2 chapter based material exams and a global marketing plan presentation. Since it is assumed that you will have read the assigned textbook readings, the lectures will be designed to focus and embellish the major concepts.

EXAMS
Two On-Line Quizzes and a Cumulative Final Exam will be given as indicated in the course schedule to maximize learning and evaluate your performance. The exams will also cover material from the text, cases, videos, and material in the lectures not necessarily presented in the text.

CASE STUDIES
We will discuss the class assigned cases on the indicated days in order to reinforce material from the text and lectures. These cases are to be read and the student should come to class prepared to discuss. Details will be provided at our first meeting.

REFLECTIVE JOURNALS
It is highly recommended that students keep a reflective journal of class notes, case study preparation notes and applied assignments material, so that the student contributions to class discussions can be documented, effectively interactive and structured. Reflective journals can be used to contribute to class participation grade component.

COURSE POLICIES, PROCEDURES AND OTHER COMMENTS:

1. If you become aware of any situation that would cause you to miss a class session or assignment due date, please advise the instructor.
2. As the class lectures are designed to be highly interactive discussions each student should come to class prepared to participate in a comprehensive manner. Reading assignments and homework must be accomplished as indicated to ensure in-depth and relevant discussions.
3. Respecting the opinions of others and being open to new ideas is important for all participants.
4. Please refrain from conducting private conversations while the instructor or students are speaking. No cell phones, mp3 players, or other similar devices are to be used in class. Use of IPADS or
computers or I-phones will be acceptable and in fact encouraged only if used for note taking and research to contribute to class discussions.

5. Missed assignments or missed exams are not acceptable and will be assigned a 0 grade. Late assignments in extenuating circumstances may be permitted with advance notice to, and permission from, the instructor. If any emergency arises please let me know and I will always do my best to make special accommodations wherever possible.

6. **Withdrawal Policies:** As per Fordham University policy.

7. **Incomplete Grades:** As per Fordham University policy.

8. Style format for all papers are to follow MLA standards

9. **Contact:** My preference is that students contact me via e-mail and I will try to respond to e-mails within 24 hours. Students should also feel free to contact me by telephone should the need arise.

10. **STUDENTS ARE REQUIRED TO CHECK E-MAIL AND COURSE ANNOUNCEMENTS AND BLACKBOARD ON A REGULAR BASIS. NO EXCUSES WILL BE ACCEPTED FOR FAILURE TO FOLLOW THESE INSTRUCTIONS**

**Academic Integrity:** Please make sure you understand and follow Fordham University’s policy on academic integrity, academic honesty and plagiarism. Violations are taken very seriously and could likely result in a failing grade and other serious sanctions. As required by University Academic Integrity policy any suspected academic dishonesty will be reported to the Academic Chair of Integrity for action accordingly. See the Fordham University Undergraduate Policy on Academic Integrity for specifics.

**COURSE STRUCTURE**

**Class Attendance and Participation**

Attendance and active participation in all aspects of the course are essential for maximizing your learning from the course. The quality and quantity of participation will be monitored in each class and will contribute to the final grade. Note that participation grade component is not a given and that participation points have to be earned. Of course attendance is critical to achieving participation grade points. Should any unplanned circumstances or emergency arise please contact me and I will always do my best to make special accommodations where possible. Use of individual reflective journals is also a mechanism to contribute to participation grade.
Lecture and In-Class Activities

Again lectures will be designed to stimulate interaction and will be used to embellish on core concepts, theories and principles. Video clips, handouts, web visits and current event materials will also be used to illustrate and highlight lecture content. Case study analysis and other experiential exercises will be conducted to help develop relevant hands-on/applied skills you will need to become an effective individual contributor and manager in a global business context.

Assignment Due Dates
Due dates for readings, assignments and take home exams as applicable are posted in the syllabus schedule. Students are expected to make every effort to complete assignments on time.

Grading
Grades will be based on performance and results in individual assignments, quizzes, final exams, case study discussions and overall participation.

Grading:
Quizzes 20%
Final 30%
The Marketing Plan 30%
Homework 10%
Class Participation 10%
Class Participation Bonus 5% Add directly on to grade

Exams will be essay format for the most part. Negotiable.

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Writing Skills  It is expected that written work be comprehensible and grammatically correct. Please note that points will be deducted for spelling
and grammar mistakes. Poor writing skills will hurt on the job as well as in
the classroom. The Writing Center is a valuable student resource that is
available to help students with their writing skills development.

**Course Schedule and Readings**

**5/30-6/1 Session 1: Chapters 1-3**
- *Creating Customer Relationships and Value through Marketing*
- *Developing Successful Organizational and Marketing Strategies*
- *Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility*
- *APP. Appendix A: Building an Effective Marketing Plan*
- *APP. Appendix B: Planning a Career in Marketing*

**6/6-6/8 Session 2 Chapters 4-7**
- Understanding Consumer Behavior
- Understanding Organizations as Customers
- Understanding and Reaching Global Consumers and Markets
- Marketing Research: From Customer Insights to Actions

**6/13-6/15 Session 3: Chapters 8-11**
- *Mid-Term Chapters 1-7*
- *Market Segmentation, Targeting, and Positioning*
- *Developing New Products and Services*
- *Managing Successful Products, Services, and Brands*
- *Pricing Products and Services*

**6/20-6/22 Session 4: Chapters 12-15**
- Managing Marketing Channels and Supply Chains
- Retailing and Wholesaling
- Integrated Marketing Communications and Direct Marketing
- Advertising, Sales Promotion, and Public Relations

**6/27-6/29 Session 5 16-18**
- *Using Social Media to Connect with Consumers*
- *Personal Selling and Sales Management*
- *Implementing Interactive and Multichannel Marketing*
- *Marketing Plan Presentations*
- *Final Exam*
The Marketing Plan Marketing Simulation
Team Presentation

The following outline should serve as the guide for structuring the marketing plan PowerPoint oral presentation. I will accept alterations in format as long as the critical content components are covered. Details will be covered in our first meeting.

Basic Outline:

I. Executive Summary
II. Introduction and/or Background
III. Marketing Objectives and Goals
IV. Situation Analysis including Market Research
   • Marketplace Environment
   • Competitive Landscape
   • Internal Company Environment
   • SWOT
V. Target Market(s)
VI. Marketing Mix Strategies and Plans with 3 Year Horizon
VII. Conclusion

List all source materials and references. Include Appendix for relevant supporting information such as tables, charts, graphs, pictures, key statistics, etc. Grading will be based on content, comprehensiveness, analysis and insight and overall professionalism. Reference the text Marketing Plan Outline.