FORDHAM UNIVERSITY - LONDON CAMPUS
MARKETING PRINCIPLES (MKBU 3225) Fall 2018

Tuesdays: 18:00-21:00   Room: TBA

COURSE OUTLINE

Course Overview and Goals
Marketing is a process and serves an essential function across a diverse set of organizations. This course offers as an introduction to the main theories and concepts in marketing and their application to organizations to create successful businesses which deliver value to consumers and other stakeholders. Through learning about the essential aspects of marketing, students will develop the skills required to interpret and analyse marketing problems as well as propose solutions and make effective marketing decisions.

Topics to be covered will include market planning, market research, consumer behavior, advertising and promotion, branding, marketing strategy, distribution, pricing, product management, retailing and global marketing. Students will apply the theories learnt to a variety of examples and cases throughout the course, in addition to a group project focusing on launching a new product.

Learning Outcomes for this Course:
Upon completing this course, students will be able to:

- Understand the process and function of marketing in organizations
- Understand the tools used for market segmentation and planning
- Understand, analyse and evaluate the various opportunities and challenges faced by organizations in their market and how these shape the decisions made by marketers
- Understand the marketing mix and its role in developing, communicating and delivering value to stakeholders
- Analyze and assess information from multiple sources and integrate this with their knowledge of the key theories and concepts in order to:
  - produce a marketing plan
  - Express and critically evaluate ideas and opinions

Teaching Format:
The course will consist of 12 three-hour lectures.

A review and revision class will also be provided in Week 13.

The final exam will be held in Week 14.

The lectures, including the revision session, are held on Tuesdays, 18:00-21:00

A class trip to the Museum of Brands is planned- details of the trip will be confirmed during a class announcement and a reminder will be posted on Blackboard.

Students will be assessed based on quizzes, essays, a group project and final exam. (Details on p.4)
**Attendance Policy:**

Students are expected to attend **ALL** lectures and arrive on time.

The university recognises that at times absences are unavoidable, as such if you will be missing a lecture due to unforeseen circumstances e.g. illness, death in the family, or due to religious holidays, this is classed as an **excused absence** and you will need to provide evidence of your circumstances (a letter or other documents) and get in touch with me. The university only permits **two excused absences** per term. A student will be referred to the Assistant Head of the London Centre for Academics and then reported to the class dean at their home university in the event of them missing more than two lectures per term.

**Lecturer:**

Dr. Yasmin Khan  
E-mail: ykhan5@fordham.edu

**Office Hours:**

Please make an appointment via email. We can meet on campus or via Skype.

**Course Materials**

**Required Textbooks & Materials**


The chapters corresponding to each lecture are indicated in the table below.

**Optional Textbooks & Materials**

Supplementary reading material will be provided as the course progresses. You can access these recommended readings and more at:

- [https://www.fordham.edu/library](https://www.fordham.edu/library)
- [http://eds.b.ebscohost.com.avoserv2.library.fordham.edu/ehost/search/advanced?vid=12&sid=dabc9608-22a2-4bf5-9f00-92d5c9668b32%40pdc-v-sessmgr06](http://eds.b.ebscohost.com.avoserv2.library.fordham.edu/ehost/search/advanced?vid=12&sid=dabc9608-22a2-4bf5-9f00-92d5c9668b32%40pdc-v-sessmgr06)
<table>
<thead>
<tr>
<th>Session/Date</th>
<th>Topic</th>
<th>Textbook Reading</th>
<th>Reminders</th>
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</thead>
<tbody>
<tr>
<td>Session 1: T. 4/09/2018</td>
<td>Introduction to Marketing &amp; Global Marketing</td>
<td>Chapters 1 &amp; 2</td>
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<tr>
<td>Session 2: T. 11/09/2018</td>
<td>Strategic Market Planning</td>
<td>Chapter 3</td>
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<tr>
<td>Session 3: T. 18/09/2018</td>
<td>Market Research (Qualitative + Quantitative) and Marketing Analytics</td>
<td>Chapters 4 &amp; 5</td>
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<tr>
<td>Session 4: T. 25/09/2018</td>
<td>Marketing Strategy: Segmentation, Targeting and Positioning</td>
<td>Chapter 7</td>
<td>Prepare for upcoming quiz on <strong>Tuesday 02/10</strong></td>
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<tr>
<td>Session 5: T. 02/10/2018</td>
<td>Consumer and Business Markets: Consumer Behavior and B2B Marketing + <em>quiz</em></td>
<td>Chapter 6</td>
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<tr>
<td>Session 6: T. 09/10/2018</td>
<td>Product Management 1: Innovation and New Product Development</td>
<td>Chapter 8</td>
<td>Reminder: Essay due next week</td>
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<tr>
<td>Session 7: T. 16/10/2018</td>
<td>Product Management 2: Product Strategy and Branding</td>
<td>Chapter 9</td>
<td>Essay due <strong>Tuesday 16/10</strong></td>
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<td><strong>Mid-Term Break</strong> 22/10/2018- 29/10/2018</td>
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<td>Session 8: T. 30/10/2018</td>
<td>Advertising and Sales Promotion</td>
<td>Chapter 13</td>
<td>Prepare for upcoming quiz on <strong>Tuesday 06/11/2018</strong></td>
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<td>Session 9: T. 06/11/2018</td>
<td>Personal Selling, PR, Social Media and Direct/Database marketing + <em>quiz</em></td>
<td>Chapter 14</td>
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<tr>
<td>Session 10: T. 13/11/2018</td>
<td>Pricing</td>
<td>Chapter 10</td>
<td>Reminder: Essay due Tuesday 20/11/2018</td>
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<tr>
<td>Session 11: T. 20/11/2018</td>
<td>Distribution- Delivery and Strategy</td>
<td>Chapter 11</td>
<td>Essay due <strong>Tuesday 20/11</strong></td>
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<tr>
<td>Session 12: T. 27/11/2018</td>
<td>Services Marketing and Retailing</td>
<td>Chapter 12</td>
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<tr>
<td>Session 13: T. 04/12/2018</td>
<td><strong>Group Presentations</strong> and Revision Session</td>
<td></td>
<td><strong>04/12/2018</strong> (Presentation &amp; Project submission)</td>
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<tr>
<td>Session 14: T. 11/12/2018</td>
<td><strong>Final Assessment: Exam</strong></td>
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<td><strong>Final Exam</strong></td>
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Assessment

The grade for this course will be determined according to these assessment components:

**Quiz:** 2 quizzes - 03/10/2018 & 31/10/2018 20%

**Essay 1:** Topic Covered: Strategic Market Planning and STP- Due 16/10/2018 10%

**Essay 2:** Topic Covered: Product Management- Due 20/11/2018 10%

**Group Project & Presentation:** Marketing Plan and Presentation. See ‘Coursework Guide’ for a detailed description of this project (worth 25%). The project will involve delivering a 15 minute group presentation (worth 5%). These two components make up 30% of your final grade. Due 04/12/2018 30%

**Final Exam:** 2 hour exam including MCQs, T&F and 2 Essay Questions. Due on 11/12/2018 30%

**Total:** 100%

The minimum passing mark for the course is ____60____ on the average of the preceding assessment components.

Grade Calculation

The final grade is calculated on the above items. Final course grades are calculated using the following grading structure:

<table>
<thead>
<tr>
<th>Grade Structure</th>
<th>A</th>
<th>A-</th>
<th>B+</th>
<th>B</th>
<th>B-</th>
<th>C+</th>
<th>C</th>
<th>D</th>
<th>F</th>
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<tbody>
<tr>
<td>Grade</td>
<td>93+</td>
<td>90-92</td>
<td>87-89</td>
<td>83-86</td>
<td>80-82</td>
<td>77-79</td>
<td>73-76</td>
<td>60-69</td>
<td>59 &amp; below</td>
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**Group Project**
The objective of the group project is to apply the concepts learnt throughout the course and develop a marketing plan to launch a new product.

You will form groups of 4-5 to complete the project. The deadline for the submission of the project is the **Tuesday 4th December 2018**. Detailed guidelines on what is required are provided on Blackboard, and you will be provided with support and guidance throughout the term.

**Assignments and Plagiarism:**
Fordham University’s London Centre takes plagiarism seriously. To ensure you fully understand what this offence means and how to avoid it, please refer to the following library links:

https://www.fordham.edu/info/21559/academic_advising/3450/academic_honor_code

https://www.fordham.edu/info/22218/essential_resources/3030/academic_integrity_policy

**Interaction Management**
Students may use their laptops to take notes during the lectures or to access reading materials used for class activities.

Students are expected to actively participate in class/group discussions and activities, and to interact with their lecturer.

Phones should be kept on silent at all times.

Please ensure you arrive on time for your lectures.

*Note:* The schedule is *tentative* and subject to change if necessary. *The lecturer reserves the right to make changes to this course outline.*