



University of
New Haven

Principles of Marketing

SECTION I: Course Overview

Course Code: MKT300BCN

Subject Area(s): Marketing

Prerequisites: None

Language of Instruction: English

Total Contact Hours: 45

Recommended Credits: 3

COURSE DESCRIPTION

In this course, you will have the opportunity to develop both your knowledge about marketing and the skills needed to succeed in this field of business. The course is designed to serve as an introduction to the essential principles of marketing, with an emphasis on real-life, actionable examples, and strategies.

We will begin by providing an overview of the marketing process, with a focus on developing successful marketing strategies in different environments. We will then shift to understanding buyers and markets, emphasizing the study of consumer behavior. This will allow us to discuss how to target different marketing opportunities, by exploring segmentation, targeting and positioning. Finally, we will also explore satisfying these market opportunities, by looking into the fields of product development, advertising, and public relations.

LEARNING OBJECTIVES

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

- Explain the nature of marketing and how marketing discovers and satisfies consumers' needs as practiced in the field.
- Articulate the main elements of the marketing mix and the diverse factors that influence marketing actions.
- Discover market segmentation and its uses in strategic development.
- Design a viable marketing proposal aimed to market a new product or service.

SECTION II: Instructor & Course Details

INSTRUCTOR DETAILS

Name: TBA
Contact Information: TBA
Term: SEMESTER

ATTENDANCE POLICY

This class will meet once weekly for 150 minutes each session. All students are expected to arrive on time and prepared for the day's class session.

CEA enforces a mandatory attendance policy. You are therefore expected to attend all regularly scheduled class sessions, including any field trips, site visits, guest lectures, etc. that are assigned by the instructor. The table below shows the number of class sessions you may miss before receiving a grade penalty.

ALLOWED ABSENCES – SEMESTER		
Courses Meeting X day(s) Per Week	Allowed Absence(s)	Automatic Failing Grade at X th absence
Courses meeting 1 day(s) per week	1 Absence	4 th Absence

For every additional absence beyond the allowed number, your final course grade will drop down to the subsequent letter grade (ex: A+ to A). As a student, you should understand that the grade penalties will apply if you are marked absent due to tardiness or leaving class early. In the table below, you will find the grade penalty associated with each excessive absence up to and including automatic course failure.

ATTENDANCE DOCKING PENALTIES				
Absence	1 st	2 nd	3 rd	4 th
Penalty	No Penalty	0.5 Grade Docked	1 Grade Docked	Automatic Failure
HIGHEST POSSIBLE GRADE AFTER ATTENDANCE PENALTIES				
Grade	A+	A	A-	F

CEA does not distinguish between excused and unexcused absences. As such, no documentation is required for missing class. Similarly, excessive absences, and the grade penalty associated with each, will not be excused even if you are able to provide documentation that shows the absence was beyond your control. You should therefore only miss class when truly needed as illness or other unavoidable factors may force you to miss a class session later on in the term.

The instructor reserves the right to make changes or modifications to this syllabus as needed

GRADING & ASSESSMENT

The instructor will assess your progress towards the above-listed learning objectives by using the forms of assessment below. Each of these assessments is weighted and will count towards your final grade. The following section (Assessment Overview) will provide further details for each.

Class Participation	10%
Assignments	10%
Midterm Exam	20%
Marketing Plan Write-Up	15%
Marketing Plan Presentation	25%
Final Exam	20%

The instructor will calculate your course grades using the CEA Grading Scale shown below. As a CEA student, you should understand that credit transfer decisions—including earned grades for courses taken abroad—are ultimately made by your home institution.

CEA GRADING SCALE			
Letter Grade	Numerical Grade	Percentage Range	Quality Points
A+	9.70 – 10.0	97.0 – 100%	4.00
A	9.40 – 9.69	94.0 – 96.9%	4.00
A-	9.00 – 9.39	90.0 – 93.9%	3.70
B+	8.70 – 8.99	87.0 – 89.9%	3.30
B	8.40 – 8.69	84.0 – 86.9%	3.00
B-	8.00 – 8.39	80.0 – 83.9%	2.70
C+	7.70 – 7.99	77.0 – 79.9%	2.30
C	7.40 – 7.69	74.0 – 76.9%	2.00
C-	7.00 – 7.39	70.0 – 73.9%	1.70
D	6.00 – 6.99	60.0 – 69.9%	1.00
F	0.00 – 5.99	0.00 – 59.9%	0.00
W	Withdrawal	N/A	0.00
INC	Incomplete	N/A	0.00

ASSESSMENT OVERVIEW

This section provides a brief description of each form of assessment listed above. Your course instructor will provide further details and instructions during class time.

Class Participation (10%): Student participation is mandatory for all courses taken at a CEA Study Center. The instructor will use the rubric below when determining your participation grade. All students should understand that attendance and punctuality are expected and will not count positively toward the participation grade.

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CLASS PARTICIPATION GRADING RUBRIC	
Student Participation Level	Grade
You make major & original contributions that spark discussion, offering critical comments clearly based on readings, research, & theoretical course topics.	A+ (10.0 – 9.70)
You make significant contributions that demonstrate insight as well as knowledge of required readings & independent research.	A/A- (9.69 – 9.00)
You participate voluntarily and make useful contributions that are usually based upon some reflection and familiarity with required readings.	B+/B (8.99 – 8.40)
You make voluntary but infrequent comments that generally reiterate the basic points of the required readings.	B-/C+ (8.39 – 7.70)
You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings.	C/C- (7.69 – 7.00)
You very rarely make comments and resist engagement with the subject. You are not prepared for class and/or discussion of course readings.	D (6.99 – 6.00)
You make irrelevant and tangential comments disruptive to class discussion. You are consistently unprepared for class and/or discussion of the course readings.	F (5.99 – 0.00)

Assignments (10%): You will reflect on assigned case studies as well as on the field studies and/or guest speaker sessions during the first half of the term and will explain the nature of marketing as practiced in the field.

Midterm Exam (20%): The midterm exam will cover all concepts from the first half of the term. There will be a combination of multiple choice questions and short-answer questions. In the midterm exam, you should be able to explain the nature of marketing and articulate the main elements of the marketing mix and the diverse factors that influence marketing actions.

Marketing Plan Write-Up (15%): You will write a feasible marketing plan for a product or service of your choice (real or invented). You are expected to incorporate knowledge gained from class and assignments and adapt it to your chosen situation. Prior to beginning your project, you will need to write a short outline to be approved by the course instructor. Further instructions and resources for this assignment will be provided during class. This assignment will be the basis for your presentation.

Marketing Plan Presentation (25%): At the end of the course you will present your marketing plan to the class. You will have the opportunity to outline the highlights of your marketing plan write-up and explain the reason behind your marketing strategy decisions. This will also be your opportunity to ‘pitch’ your idea to the audience, an essential skill in any business job. The presentation should follow the structure proposed in the write-up, which will be previously approved by the course instructor. Further instructions and resources for this assignment will be provided during class.

Final Exam (20%): The final exam will cover all concepts from the course however, with a stronger emphasis on the second half of the course. There will be a combination of multiple choice questions and an essay question. In this exam you should be able to explain the market segmentation, targeting and positioning processes and other key concepts reviewed during the course.

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EXPERIENTIAL LEARNING ACTIVITIES

CEA courses are designed to include a variety of experiential learning activities that will take you out of the classroom and allow you to explore your local, host city, as well as bring the local community into the classroom. These activities may include field studies, guest lectures and/or activities offered through our Academically Integrated Cultural Activities Program (AICAP).

Field Studies

- Pier 1 Barcelona Start Up Incubator

Guest Lectures

- Guest Speaker session on the marketing of a new app

REQUIRED READINGS

Reading assignments for this course will come from the required text(s) and/or the selected reading(s) listed below. All required readings—whether assigned from the text or assigned as a selected reading—must be completed according to the due date assigned by the course instructor.

- I. REQUIRED TEXT(S):** You may purchase the required text(s) prior to departure or upon program arrival. The required text(s) are listed below:

Kerin, R. & Hartley S. *Marketing: The Core*. McGraw-Hill, 2019.

- II. SELECTED READING(S):** The selected readings for this course are listed below. You will not need to purchase these readings; the instructor will provide these selected readings to you in class (either in paper or electronic format).

12 Case Studies from different companies:

- Chobani: Making Greek yogurt a household name
- IBM: Putting smart strategy to work
- Toyota: Where the future is available today
- Coppertone: Creating the leading sun care brand by understanding customers
- Trek: Building better bikes through organizational buying
- Mary Kay: Building a brand in India
- Carmex: Leveraging Facebook for marketing research
- Prince Sports: Tennis racquets for every segment
- GoPro: Making all of us heroes
- Carmex: Setting the price of number one lip balm
- Amazon: Delivering the Earth's biggest selection
- Pizza Hut and iMC2: Becoming a multichannel marketer

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ADDITIONAL RESOURCES

In order to ensure your success abroad, CEA has provided the academic resources listed below. In addition to these resources, each CEA Study Center provides students with a physical library and study areas for group work. The Academic Affairs Office at each CEA Study Center also compiles a bank of detailed information regarding libraries, documentation centers, research institutes, and archival materials located in the host city.

- **UNH Online Library:** As a CEA student, you will be given access to the online library of CEA's School of Record, the University of New Haven (UNH). You can use this online library to access databases and additional resources while performing research abroad. You may access the UNH online library [here](#) or through your MyCEA Account. You must comply with UNH Policies regarding library usage.
- **CEAClassroom – Moodle:** CEA instructors use Moodle, an interactive virtual learning environment. This web-based platform provides you with constant and direct access to the course syllabus, daily schedule of class lectures and assignments, non-textbook required readings, and additional resources. Moodle includes the normal array of forums, up-loadable and downloadable databases, wikis, and related academic support designed for helping you achieve the learning objectives listed in this syllabus.

During the first week of class, CEA academic staff and/or faculty will help you navigate through the many functions and resources Moodle provides. While you may print a hard copy version of the syllabus, you should always check Moodle for the most up-to-date information regarding this course. The instructor will use Moodle to make announcements and updates to the course and/or syllabus. It is your responsibility to ensure that you have access to all Moodle materials and that you monitor Moodle on a daily basis in case there are any changes made to course assignments or scheduling.

To access Moodle: Please log-in to your MyCEA account using your normal username and password. Click on the "While You're Abroad Tab" and make sure you are under the "Academics" sub-menu. There you will see a link above your schedule that says "View Online Courses" select this link to be taken to your Moodle environment.

COURSE CALENDAR
Principles of Marketing

SESSION	TOPICS	ACTIVITY	READINGS & ASSIGNMENTS
1	<p>Course Introduction: Review Syllabus, Classroom Policies</p> <p>Initiating the Marketing Process: Creating Value through Marketing</p>	<p>Course Overview Lecture & Discussion</p>	<p>Kerin & Hartley Ch. 1</p> <p>Case Study: Chobani: Making Greek yogurt a household name</p>
2	<p>Developing Successful Organizational & Marketing Strategies</p>	<p>Lecture & Discussion</p>	<p>Kerin & Hartley Ch. 2</p> <p>Case Study: IBM: Putting smart strategy to work</p>
3	<p>Understanding the Marketing Environment</p> <p>Field Study</p>	<p>Lecture & Discussion Field Study</p>	<p>Kerin & Hartley Ch. 3</p> <p>Case Study: Toyota: Where the future is available today</p>
4	<p>Understanding Consumer Behavior</p>	<p>Lecture & Discussion</p>	<p>Kerin & Hartley Ch. 4</p> <p>Case Study: Coppertone: Creating the leading sun care brand by understanding customers</p>
5	<p>Guest Speaker</p>	<p>Guest Speaker</p>	<p>Work on Guest Speaker Assignment</p> <p>Case Study: Trek: Building better bikes through organizational buying</p>
6	<p>Reaching Global Consumers & Markets</p>	<p>Lecture & Discussion</p>	<p>Kerin & Hartley Ch. 6</p> <p>Case Study: Mary Kay: Building a brand in India</p> <p>*Submit Assignments</p>
7	<p>Marketing Research</p>	<p>Lecture & Discussion Prepare for Midterm</p>	<p>Kerin & Hartley Ch. 7</p>
	MIDTERM EXAM		

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8	Market Segmentation, Targeting & Positioning	Lecture & Discussion	Kerin & Hartley Ch. 8 Case Study: Carmex: Leveraging Facebook for marketing research *Submit Marketing Plan Outline
9	Developing New Products & Services	Lecture & Discussion Work on Exercises	Kerin & Hartley Ch. 9 Case Study: Prince Sports: Tennis racquets for every segment
10	Pricing Products & Services	Lecture & Discussion	Kerin & Hartley Ch. 11 Case Study: GoPro: Making all of us heroes
11	Marketing Communications & Direct Marketing	Lecture & Discussion	Kerin & Hartley Ch. 15 Case Study: Carmex: Setting the price of number one lip balm *Submit Marketing Plan Write-Up
12	Advertising, Promotion & Public Relations	Lecture & Discussion Work on exercises	Kerin & Hartley Ch. 16 Case Study: Amazon: Delivering the Earth's biggest selection
13	Social Media & Mobile Marketing	Lecture & Discussion	Kerin & Hartley Ch. 17 Case Study: Pizza Hut and iMC2: Becoming a multichannel marketer
14	MARKETING PLAN PRESENTATIONS General Review Session		
15	FINAL EXAM		

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SECTION III: CEA Academic Policies

The policies listed in this section outline general expectations for CEA students. You should carefully review these policies to ensure success in your courses and during your time abroad. Furthermore, as a participant in the CEA program, you are expected to review and understand all CEA Student Policies, including the academic policies outlined on our website. CEA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. For the most up to date policies, please review the policies on our website.

Class & Instructor Policies can be found [here](#)

General Academic Policies can be found [here](#)