



## UNIVERSITY OF NEW YORK IN PRAGUE

**Course:** MRK112 Principles of Marketing (6 ECTS/3 US credits)  
**Semester:** Spring 2024  
**Prerequisites:** Microeconomics  
**Instructor:**

### 1. Course Purpose

The course creates a solid understanding of the core principles of marketing both from a theoretical and practical standpoint. Major emphasis will be on the acquisition of marketing skills for planning, drafting and implementing specific marketing strategies, and on preparing students to apply marketing concepts in both local and international business environments.

Marketing is more than advertising. It might be said to include such vital steps as finding a need, helping to design a product and developing and executing a marketing program. At a very fundamental level, it is about creating relationships with customers by providing value – a relationship that applies to businesses as well as non-profit organizations, political groups and others trying, for instance, to deliver services or build support for their ideas.

This course will introduce students to the theory and application of marketing fundamentals, including customer value, consumer behaviour, market research, market segmentation, marketing strategy, and the much-referred-to four Ps (product, price, promotion, and place).

### 2. Required Readings

[Bankole, Kayode \(2018\). \*Introduction to the Fundamental Principles of Marketing\*. LAP LAMBERT Academic Publishing.](#)

### 3. Additional Readings

[Aaker, D. A. \(2009\). \*Managing Brand Equity\*. Free Press.](#)

Baines, Paul, Fill, Chris, and Page, Kelly (2019). *Marketing*, 5<sup>th</sup> Edition. Oxford University Press.

[Kapferer, J. \(2012\). \*The New Strategic Brand Management: Advanced Insights and Strategic Thinking\* \(5th ed.\). Kogan Page.](#)

Murphy, Patrick E. and Lacznik, Gene R. (2017) *Marketing Ethics: Cases and Readings*, 2<sup>nd</sup> edition. Pearson Prentice Hall.

Palmer, A. (2008). *Principles of Services Marketing*, 5<sup>th</sup> Edition. Maidenhead, McGraw-Hill.

[Smith, P. R. & Zook, Z. \(2019\). \*Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies\* \(7th ed.\). Kogan Page.](#)

[Best, R. \(2013\). \*Market-Based Management: Pearson New International Edition\* \(6th ed.\). Pearson.](#)

American Marketing Association has a number of current research sources. Including many dedicated to European markets. Journal Articles give us the most current and topic specific information. Based on Academic “Impact”, the following is a list of some of the most respected peer reviewed Marketing Journals:

- International Journal of Research in Marketing
- Journal of Advertising
- Journal of Consumer Psychology
- Journal of Consumer Research
- Journal of Interactive Marketing
- Journal of Marketing
- Journal of Marketing Research
- Journal of Product Innovation Management, The
- Journal of Retailing
- Journal of Service Research
- Journal of the Academy of Marketing Science
- Marketing Letters
- Marketing Science
- Quantitative Marketing and Economics

You can check the impact level online. For your HW and final project, please use mainly sources of greater impact than 1.0. Please cite the works of other authors in APA style – see the Academic writing brochure

([https://www.perlego.com/login?redirect\\_to=https://ereader.perlego.com/1/book/1331841/13](https://www.perlego.com/login?redirect_to=https://ereader.perlego.com/1/book/1331841/13)).

#### 4. Learning Outcomes

- Apply fundamental marketing concepts and participate in marketing discussions.
- Analyse the marketing efforts of existing for-profit or non-profit organizations.
- Identify ethical issues in marketing decision-making.
- Demonstrate the ability to research and gather current and relevant information related to marketing issues.
- Develop and orally present a compelling marketing plan for an existing product or service.

#### 5. Course Content

- Week 1: *Introductions and expectation setting.*  
Marketing: Creating and Capturing Customer Value (Chapter 1)
- Week 2: Company and Marketing Strategy: Partnering to Build Customer Relationships (Chapter 2) and Analyzing the Marketing Environment (Chapter 3)
- Week 3: Managing Marketing Information to Gain Customer Insights (Chapter 4).  
*Groups established for Strategic Marketing Plan Assignment.*
- Week 4: Consumer Markets and Consumer Buyer Behavior (Chapter 5)  
Business Markets and Business Buyer Behavior (Chapter 6).
- Week 5: Customer-Driven Marketing Strategy: Creating Value for Target Customers (Chapter 7).
- Week 6: Products, Services, and Brands: Building Customer Value (Chapter 8).  
*Mid-term exam review.*
- Week 7: Mid Term Exam.
- Week 8: New-Products Development and Product Life-Cycle Strategies (Chapter 9) Pricing: Understanding and Capturing Customer Value (Chapter 10). *Review of Mid-term Exam.*
- Week 9: Pricing Strategies (Chapter 11) and Marketing Channels: Delivering Customer Value (Chapter 12).
- Week 10: Retailing and Wholesaling (Chapter 13) and Advertising and Public Relations (Chapter 15)

- Week 11: Personal Selling and Sales Promotion (Chapter 16) and *Project work*.
- Week 12: Current affairs in Marketing
- Week 13: Direct and Online Marketing: Building Direct Customer Relationships (Chapter 17) and the Global Marketplace (Chapter 19).
- Week 14: Final Projects Due
- Week 15: *Oral Presentations*

## 6. Course Requirements and Grading

Homework (5 assignments)	30%
Mid-Term Exam	30%
Participation	10%
Group Project	25%
Oral Presentation	5%
<b>Grade Total</b>	<b>100%</b>

### Homework (30%)

Students will complete a total of five homework assignments over the course of the semester. Each one requires research using academic or business sources in order to present an accurate picture of how things really work (such as those listed under additional readings above). Opinions should then be drawn from the facts and mechanisms you research. Students are expected to spend a minimum of 2 hours of research time outside of class.

### Midterm Exam (30%)

Students will write this exam in Week 7. The exam will cover everything the professor has taught you in class. The professor's oral presentations are key – so it is essential that you take notes from day 1. The format will be a combination of objective and subjective questions. The exam is time limited.

### Group Project (25%)

Working in teams, students will prepare a written *Marketing Plan* for a consumer real-life product/company. Students will describe the marketing decisions, competitive advantages, and strategies of the players in the industry and develop appropriate marketing mix strategies for their company. Internet and other research techniques will be required.

### Oral Presentation (5%)

Each team will present portions of their *Marketing Plan*. All members will participate equally and visual aids are required. You will be graded 50% on the quality and beauty of your slides and 50% on your personal oral presentation technique (eye contact, standing in the center of the room and speaking in a dynamic way).

### Participation (10%)

All students are expected to participate in class discussion. Class participation means “voluntarily **speaking** and taking part in the conversation/lecture for the purpose of sharing experiences/opinions & enriching the class experience.” Expect your professor to keep track of how often you contribute to class discussion. If you don't speak, you get a zero.

If you are unsure how to participate in class, please view this link which will give you concrete examples of what to do, and what not to do:

[http://findarticles.com/p/articles/mi\\_m0FCR/is\\_4\\_40/ai\\_n27094507/](http://findarticles.com/p/articles/mi_m0FCR/is_4_40/ai_n27094507/)

Students should note that while attendance at every class is not required, class time serves as the primary opportunity to participate. Experience has shown that regular attendance will significantly help your performance in the course.

### Grading Scale

Letter Grade	Percent (%)	Generally Accepted Meaning	Notes
A	95-100	Outstanding work	Credits awarded
A-	90-94		
B+	87-89	Good work, distinctly above the average	
B	83-86		
B-	80-82		
C+	77-79	Acceptable Work	
C	73-76		
C-	70-72		
D+	67-69	Work that is significantly below average	
D	63-66		
D-	60-62		
F	0-59	Work that does not meet the minimum standards for passing the course	Credits not awarded

## 7. Key UNYP Policies

### Attendance

It is your responsibility to show up to class on time. If you are late you will be marked as absent for the first hour. Three times late = one day absent. **If you miss more than 12 (twelve) hours of class, for any reason, you will automatically fail the entire course. Pay strict attention to this.** The only acceptable excuse for missing class is an official doctor's note. You have **5 days** from the missed class to show the professor your Doctor's note and turn in any missed assignment.

### Academic Honesty

The University's rules on academic dishonesty (e.g. cheating, plagiarism, submitting false information) will be strictly enforced. Please familiarize yourself with the STUDENT HONOUR CODE or ask your instructor for clarification.

For examinations: copying from your neighbor, speaking to another student, using a phone or anything similar will result in you failing the test or quiz. On written papers properly note your sources with academic citations. Cutting and pasting from the internet without referencing will be considered plagiarism. If you have questions about this, please ask me.

## 8. General Requirements

### Late Assignments

Students are expected to turn in assignments before class begins on the day they are due. **No assignments will be accepted late.** It is your responsibility to ensure that assignments are handed in on time. All assignments MUST be submitted via eLearning. No assignments will be accepted past the due date without a Medical/Doctors note.

### Phones/Tablets/Computers

**Students may not use phones** for any reason in the classroom. This includes during breaks. If you want to use your phone – leave the classroom. Any student who uses a phone during class time will be asked to leave the class and marked absent for that day. Computers may be used in the classroom for taking notes or participating in in-class activities only. **Students may not use the internet for entertainment/communication** purposes in the classroom. Any student watching videos or using social media will be asked to leave the class for that day and be marked absent.

### **Missing Class/assignments due to emergency situations**

In the event of illness or emergency, contact your instructor IN ADVANCE to determine whether special arrangements are possible. The only acceptable reasons for missing class/assignments are: to attend a funeral, sickness or a medical emergency. Proof of reason is required in the form of an official letter in case of death in the family or a Doctor’s note in case of sickness or medical emergency. If you have a doctor’s note or other excused absence you have one week to make up any missed work. Nothing will be accepted after that.

### **Citations & Bibliographies – APA Standards**

Plagiarism often occurs unintentionally because students have not yet become accustomed to applying proper citation standards. Here are some guidelines to help you apply these important standards:

- Cite all sources used to prepare your analyses in the body of all of your assignments. Each and every idea that is not your own, whether quoted, paraphrased, or otherwise used to substantiate your analysis, should be accompanied by a reference.
- Unless otherwise directed, always include a list of references or “bibliography”.
- Use the APA standards hand out provided on the course website.

*Citations* give credit to the original author and help the reader find the sources used. Submissions that do not appear to meet these citations standards will be penalized.

### **9. European Credit Transfer and Accumulation System (ECTS)**

The students that complete the course will receive 6 ECTS credits or 3 American credits. One ECTS credit corresponds to 25-30 hours of work. For comparison, 1 American credit hour equals approximately 2 ECTS credits. For this course, students are expected to spend time in the following course-related activities:

Class Lectures and exams	45 hours
Reading class related material	45 hours
Exam preparations	25 hours
Case study preparation	10 hours
Marketing Plan project preparation	35 hours
TOTAL	160 hours

### **10. Technology Expectations**

Assignments, excluding those that are carried out exclusively in class, must be word-processed. Students are assumed to be familiar with the use of internet and common Microsoft applications such as Word, Excel and PowerPoint. You must spellcheck, grammar check and make sure each assignment has been checked for plagiarism.