



UNIVERSITY OF NEW YORK IN PRAGUE

Course: MRK324 Viral and Guerrilla Marketing (6 ECTS/3 US credits)
Semester: Fall 2023
Prerequisites: Principles of Marketing
Instructor:

1. Course Purpose

Understand the role and necessary personality traits of a Marketer who must deal with a limited budget; develop an advanced understanding of advanced promotional tools; and practice actual street marketing.

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 Below the Line promotional strategies based upon the 4 P of marketing. Special emphasis is paid to Guerilla, Viral & Social Media as a platform for creating brand communication.

2. Required Readings

Godin, Seth (2005). *All Marketers are Storytellers*. Penguin

Godin, Seth (2004). *Purple Cow*. Penguin.

[Levinson, J. & Levinson, J. \(2011\). *The Best of Guerrilla Marketing: Guerrilla Marketing Remix*. Entrepreneur Press.](#)

[Levinson, J. \(2010\). *Guerrilla Social Media Marketing: 100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits*. Entrepreneur Press.](#)

[Levinson, J. & Levinson, J. \(2008\). *Startup Guide to Guerrilla Marketing: A Simple Battle Plan For Boosting Profits*. Entrepreneur Press.](#)

[Nalty, K. \(2010\). *Beyond Viral: How to Attract Customers, Promote Your Brand, and Make Money with Online Video*. Wiley.](#)

[Caiazzo, D., Febbraio, A. & Lisiero, U. \(2013\). *Viral Video. Content is king, distribution is queen. Social video advertising: discover the most advanced industry techniques to make a Youtube video go viral*. Ledizioni.](#)

[Petrescu, M. \(2014\). *Viral Marketing and Social Networks*. Business Expert Press.](#)

3. Additional Readings

Aaker, David A. (1991) Managing Brand Equity, Free Press, New York. (A classic)

Baines, Paul, Fill, Chris, and Page, Kelly (2011). Marketing, 2nd Edition, Oxford University Press.

Kapferer, J. N. (2010) The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term, 4th edition.

Kotler, Philip and Armstrong, Gary (2012) Principles of Marketing, 14th Edition, Global Edition. 2012.

Murphy, Patrick E. and Laczniak, Gene R. (2006) Marketing Ethics: Cases and Readings, 1st edition. Pearson Prentice Hall.

Palmer, A. (2008). Principles of Services Marketing, 5th Edition. Maidenhead, McGraw-Hill.

Smith, P. and Zook, Z. (2011) Marketing Communications: Integrating Offline and Online Social Media, 5th Edition. London, Kogan Page.

American Marketing Association has a number of current research sources. Including many dedicated to European markets.

<http://marketingresourcedirectory.marketingpower.com/index.php>

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 Marketing
- Journal of Marketing Research
- Journal of the Academy of Marketing Science
- Marketing Letters
- Marketing Science
- Quantitative Marketing and Economics

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

Story telling & brand management.

WEEK 2

Guerrilla Marketing History

ATL vs. BTL promotional techniques.

WEEK 3

Guerrilla Marketing tools presentation

WEEK 4

Guerrilla Marketing Tools Presentation 2

WEEK 5

Check students social media accounts

WEEK 6

Guerrilla Marketing Failures

WEEK 7

Oral Presentations take place.

WEEK 8

Viral Categories.

WEEK 9

Thumbnail, title, and places to put videos

WEEK 10

Viral video categories.

WEEK 11

Continue presentations of viral video categories.

WEEK 12

Continue presentations of viral video categories.

WEEK 13

Continue presentations of viral video categories.

WEEK 14

Discussion: are they viral? what category do they fall under? what makes them successful?

WEEK 15

Oral Presentations take place. There are no make-ups. Failure to present equals a zero for the assignment.

Schedule: Please note that the schedule may change somewhat depending on class enrolment and progress.

6. Course Requirements and Grading

Homework (10 assignments)	40%
Individual Project	25%
Oral Presentation #1	5%
Group Project	25%
<u>Oral Presentation #2</u>	<u>5%</u>
Grade Total	100%

Homework (40%)

Students will be given 10 weekly assignments.

The homework will focus on ATL vs BTL. Students are expected to spend a minimum of 2 hours of research time outside of class and turn in a minimum of two pages before class begins.

Individual Project (25%)

Students will complete their own Guerilla promotion. This project is due by 17:00 on October 23rd. The project will be the live creation of a Guerrilla Promotion. 40 hours of Fieldwork are necessary outside the classroom.

Oral Presentation #1 (5%)

Each student will present their guerrilla promotions to the class and receive creative feedback regarding their strengths and weaknesses on Week 7. 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).

Group Project (25%)

Working in a team of 4 students will create two videos and try to make them go ‘viral’. This project is due by 17:00 on December 18th. This will be a very time intensive project that will require students to use their mobile phones to capture a street marketing event. Students will then edit the event and place it on social media. 40 hours of fieldwork are necessary outside the classroom.

Oral Presentation #2 (5%)

Each team will present their videos to the class and receive creative feedback regarding their strengths and weaknesses. Presentations take place during week 15. The number of views will feature next to each video. 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

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 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/

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	Credits awarded, but will NOT transfer to ESC (retake needed for ESC!)
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.** In the event of illness or emergency, contact me IN ADVANCE to determine whether special arrangements are possible. If you are sick you must bring an official doctor's not to the Registrar's office on the third floor.

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

Students are expected to turn in assignments before class begins on the day they are due (always before 9:00 am). **No assignments will be accepted late.**

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.

In the event of illness or emergency, contact your instructor IN ADVANCE to determine whether special arrangements are possible. 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.

Assignment Length:

Writing succinctly is a valuable skill. Did you know that individuals screening your product ideas might spend only minutes deciding whether to give these ideas serious consideration? You could lose a key sponsor! Is it important to meet a technical requirement such as word count? **Yes!**

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 Lecture	45 hours
Research for homework	33 hours
Individual Project preparation	40 hours
Group Project preparation	40 hours
TOTAL	158 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.