

Course Last Updated 10/30/2024.



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

Credits: 3

Course Fees: none

Course Description

This course will begin by providing an overview of the marketing process, with a focus on developing successful marketing strategies in different environments. Students will then shift to understanding buyers and markets, emphasizing the study of consumer behavior. This will allow students to discuss how to target different marketing opportunities, by exploring segmentation, targeting and positioning. Finally, this course 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, students are 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: [See term syllabus]

Contact Information: [See term syllabus]

Term: [See term syllabus]

Course Day and Time: [For term syllabus, enter the day and meeting times of the course]

Office Hours: [By appointment, or specified in term syllabus]

Grading & Assessment

The instructor assesses students' mastery of course learning objectives by using the forms of assessment below. Each of these assessments is weighted toward the final grade. The Assessment Overview section provides further details for each.

Engagement - 10%

Assignments - 10%

Midterm Exam - 20%

Marketing Plan Write-Up - 15%

Marketing Plan Presentation - 25%

Final Exam - 20%

Assessment Overview

This section provides a brief description of each form of assessment listed above. Forms of assessment may be slightly modified in the term syllabus.

Engagement (10%): Students are expected to be engaged in class, to have read the [CEA CAPA Engagement Policy](#), and to understand the [Class Engagement Rubric](#) that outlines how engagement is graded.

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.

Active Learning

Experiential learning is an essential component of education abroad, and participation in field studies is a required part of coursework. In this course, students explore the city in which they are studying using a variety of methods. This provides the opportunity to gain nuance and perspective on the host context and course content, as well as to collect information and resources for assigned papers, projects, and presentations.

- **Field Studies** (Subject to change)
Site Visit: To be organized if coinciding with Meetup, C-Tecno, or other activities suitable for foreign students. These site visits will be as after-work sessions, co-working open days, breakfast talks, etc. Sample field study: visit to Barcelona International Community Day
- **Guest Lectures** (Subject to change)
- **Guest Lectures:** (suggested) Cecilia Tam, Sam Zucker, Dot Lung

Readings and Resources

The below readings and resources are representative of what will be assigned as required in this course, but may vary slightly in the term syllabus.

All students are given access to the online library of the University of New Haven (UNH), accessible [here](#), and are expected to comply with [UNH Policies](#) regarding library usage.

Wherever possible, required readings are made accessible through the online library or Canvas. Students are responsible for obtaining all required readings.

Each course utilizes Canvas as its LMS. Students are expected to check Canvas regularly for updates and deadlines. Canvas is also the primary platform for contacting your instructor in case of questions or concerns about the course.

Required

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

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

Course Calendar

Session 1	
Topics	Course Introduction: Review Syllabus, Classroom Policies Initiating the Marketing Process: Creating Value through Marketing
Activity	Course Overview Lecture & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kerin & Hartley Ch. 1 • Case Study: Chobani: Making Greek yogurt a household name

Session 2	
Topics	Developing Successful Organizational & Marketing Strategies
Activity	Lecture & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kerin & Hartley Ch. 2 • Case Study: IBM: Putting smart strategy to work

Session 3	
Topics	Understanding the Marketing Environment Field Study (Subject to change)
Activity	Field Study Barcelona International Community Day
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kerin & Hartley Ch. 3 • Case Study: Toyota: Where the future is available today

Session 4	
Topics	Understanding Consumer Behavior
Activity	Lecture & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kerin & Hartley Ch. 4 • Case Study: Coppertone: Creating the leading sun care brand by understanding customers

Session 5	
Topics	Tools of Digital Marketing (Subject to change)
Activity	Guest Speaker Lecture
Readings & Assignments	Speaker's presentation pre-activity: Students should create a business profile on a well-known social media platform and be ready to comment on its features during this session <ul style="list-style-type: none"> • Case Study: Trek: Building better bikes through organizational buying

Session 6	
Topics	Reaching Global Consumers & Markets
Activity	Lecture & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kerin & Hartley Ch. 6 • Case Study: Mary Kay: Building a brand in India *Submit Assignments

Session 7	
Topics	Marketing Research
Activity	Lecture & Discussion Prepare for Midterm
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kerin & Hartley Ch. 7

Session 7	
Midterm Exam	

Session 8	
Topics	Market Segmentation, Targeting & Positioning
Activity	Lecture & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kerin & Hartley Ch. 8 • Case Study: Carmex: Leveraging Facebook for marketing research *Submit Marketing Plan Outline

Session 9	
Topics	Developing New Products & Services
Activity	Lecture & Discussion Work on Exercises
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kerin & Hartley Ch. 9 • Case Study: Prince Sports: Tennis racquets for every segment

Session 10	
Topics	Pricing Products & Services
Activity	Lecture & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kerin & Hartley Ch. 11 • Case Study: GoPro: Making all of us heroes

Session 11	
Topics	Marketing Communications & Direct Marketing
Activity	Lecture & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kerin & Hartley Ch. 15 • Case Study: Carmex: Setting the price of number one lip balm *Submit Marketing Plan Write-Up

Session 12	
Topics	Advertising, Promotion & Public Relations
Activity	Lecture & Discussion Work on exercises
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kerin & Hartley Ch. 16 • Case Study: Amazon: Delivering the Earth's biggest selection

Session 13	
Topics	Social Media & Mobile Marketing
Activity	Lecture & Discussion
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Kerin & Hartley Ch. 17 • Case Study: Pizza Hut and iMC2: Becoming a multichannel marketer

Session 14	
MARKETING PLAN PRESENTATIONS General Review Session	

Session 15	
Final Exam	

Section III: Academic Policies and Standards

Academic Policies

Students are expected to review and understand all CEA CAPA student policies, including our [Academic Policies](#) and [Engagement Policy](#). CEA CAPA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. Additional requirements that may be associated with a specific course or program are addressed in the term syllabus.

Student Learning & Development Objectives

CEA CAPA has identified [Student Learning and Development Objectives \(SLDOs\)](#) for all programs in all locations: content in context, navigating differences, power and equity, critical thinking and intellectual curiosity, career and professional development, and sustainability and migration. These are meta-level learning objectives that transcend coursework and are infused across all elements of program delivery, beyond specifics of course offerings, addressing student learning holistically and framing it a larger learning context.