

Arcadia University Center for Italian Studies

ROMA MKTG 300

Principles of Marketing

(based on the course taught at the Kogod School of Business, American University)

3 credits

Prerequisites

Satisfactory completion of at least one undergraduate semester course in economics.

Course Description:

This course focuses on the role of marketing in business and non-profit organizations. The course emphasizes basic marketing principles, and it provides a framework for understanding how these concepts are implemented. Global and high-technology perspectives are offered throughout the course. Case studies, articles, and videos will be presented to students, and students will analyze the information presented and will offer solutions.

A major component of the course is preparation of a brand analysis paper. The goal of this assignment is to enable students to conduct an analysis of a brand's marketing and communication strategy. The assignment requires students to demonstrate their written communication skills and knowledge of concepts presented in this course. Examples will be chosen from products available in Italy and the European Union.

Learning Outcomes

Marketing is a critical business function, which guides organizations in identifying, selecting and servicing their markets. The main purpose of this course is to introduce the students to the basic concepts, issues and activities that comprise marketing management. Additionally, it is expected that students develop skills in marketing analysis and decision making by providing them with practice in assessing and solving marketing problems.

In order to develop and learn how to apply the knowledge and analytical skills useful for marketing decision making, the course includes a combination of lectures, class discussions, guest lectures, videos, exams, an individual term paper in 2 parts and individual homework assignments (See Appendix 1 for a Schedule of topics and due dates).

The objectives of this course include coverage of the following topics:

1. Role of marketing in organizations
2. Marketing planning and strategy
3. Global marketing
4. Marketing research
5. Consumer behavior
6. Segmentation, targeting and positioning
7. Marketing mix – product, price, promotion, and distribution.

This course is crucial for those who are planning to pursue a career in marketing as a brand manager, advertising executive, market researcher, sales manager or as consultants. But it is equally important for those who are planning to major in such areas as finance, accounting, operations, or non-profit management.

Other important features of MKTG-300 include:

- Cross-Core Integration. This course covers topics that which will be used in other Business courses
- Professional Skill Set Development. MKTG-300 requires multiple individual writing assignments to develop clear, concise, logical and persuasive business correspondence.
- Participation in Marketing Research – Students are required to participate in and experience marketing research studies to earn course credit.

Course Materials

Required text:

Roger A. Kerin, Steven W. Hartley, and William Rudelius. *Marketing*, 10th Edition, McGraw-Hill, 2010. ISBN: 9780073529936; Cost: To Be Determined.

Course Requirements and Grading Percent

Midterm Exam 20%

Final Exam 30%

Group Projects 20%

Individual HWs 20%

Class Participation 10%

Total Max. Points: 100%

Class participation is important and shall be explicitly rewarded (10% of the total grade). Students' individual class participation grade shall be based largely on the quality of their contribution to the discussion -- students are not expected to "compete for air time" by engaging in minor discussions. This being said, students should not refrain from asking clarifying questions or from demanding back-up data/logic to assertions made.

Collaboration

As explained above, students within a group will be judged, partly, by how well they work together. In contrast, it goes without saying that students are not allowed to collaborate with any other person during the final exam. Failure to respect these requirements shall be considered cheating and dealt with accordingly.

Attendance and punctuality

Attendance is mandatory and travel does not constitute an excused absence from class, nor do visits from family and friends. As per academic policy, a maximum of three hours' absence (not 3 lessons) is allowed. Thereafter, additional absences will be excused only on proven medical grounds; otherwise, they will result in a lower final grade. Specifically, each additional, unexcused absence will lower a student's grade by one notch: e.g., with

four absences an A- will be lowered to B+, with five absences a B, and with six absences a B-. More than 8 absences will result in an automatic failure of the course.

We also demand punctuality.

Class Schedule and Topics

	Topics Covered	Readings	Assignments Due
Week 1	Introduction, expectations and course overview Introduction to Marketing Creating customer value through Marketing	Ch. 1	Personal Bio (w/ Photo)
Week 2	The Marketing Mix Developing Marketing Strategies The Marketing Environment	Ch. 2 Ch. 3	
Week 3	Consumer Behavior	Ch. 5	HW1
	Field Study: Prato-Bologna		
Week 4	Understanding Organizations as Consumers Accessing Global Markets and Consumers	Ch. 6 Ch. 7	
Week 5	Marketing Research	Ch. 8	HW2
Week 6	MIDTERM EXAM		
Week 7	Market Segmentation & Positioning New Product Marketing and Development	Ch. 9 Ch. 10	
Week 8	Brand Management Service Strategies	Ch. 11 Ch.12	HW3
Week 9	Pricing Foundation Final Price Strategies	Ch. 13 Ch. 14	
	SEMESTER BREAK		
Week 10	Managing Marketing Channels Supply Chain and Logistics Management	Ch. 15 Ch. 16	
Week 11	Retailing Integrated Marketing Communications Group Project Discussion	Ch. 17 Ch. 18	
Week 12	Advertising, Sales Promotion Personal Selling and Sales Management	Ch. 19 Ch 20	
Week 13	The Strategic Marketing Process Course Wrap-up and Final Exam Review	Ch. 22	
Week 14	FINAL EXAM		