

Fundamentals of Marketing

Course 1: Introduction

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Summary of the day

Session 1:

- Introduction to the course
- Introduction to Marketing

Session 2 : Information Resources



Summary of the day

Session 1:

- Introduction to the course
- Introduction to Marketing

Session 2 : Information Resources



Introduction to the Course

COURSE GOALS

- Understand the notion of marketing and outline the steps in the marketing process.
- Understand the concepts of customer behavior and marketplace and identify its main actors
- Understand the fundamental concepts and tools in modern marketing
- Be able to conduct an initial market analysis



PEDAGOGY

- Active learning – You need to read the required materials before going to class!
- Discussion – Further explanations of theoretical parts
- Verification of the acquisition of knowledge by Pop Quizzes
- “Learning by practice” – You should participate in in-class activities and apply theories into your group project

COURSE SCHEDULE

11 classes divided in 8 topics + 1 Information Resources class:

- Introduction to Marketing (2 classes)
- Market Analyses
- Consumer Behavior and Market Segmentation (2 classes)
- Product & Brands (2 classes)
- Pricing
- Distribution
- Promotion & Communication (2 classes)

COURSE SCHEDULE

Date	Course	Sect		Date	Course	Sect
11/09/23	C1: Introduction to Marketing	EFGH		3/10/23 (CO)	C6and 7: Products & Brands(1 and 2)	H/E
15/09/23	C1: Introduction to Marketing (2)	EFGH		6/10/23 online class	C7:Products & Brand (2)	G/F
18/09/23	C2:Market Analyses	F/G/H		10/10/23	C8:Pricing	EFGH
19/09/23	C2: Market Analyses C3:Consumer Behavior & MKT SEG(1)	E		11/10/23	C9:Distribution	EFGH
20/09/23	C3: Consumer Behavior & Market Segmentation 1	F/G/H		7/11/23	C10 and 11:Promotion & Communication(1 and 2)	F
26/09/23	C4:Information Resources and data bases	EFGH		8/11/23	C10 and 11:Promotion & Communication(1 and 2)	G/H/E
27/09/23	C5:Consumer Behavior& Market Seg(2)	EFGH		15/11/23	Group Project Deadline	EFGH
2/10/23 (CO)	C6: Products & Brands(1)	G/F			Exam: TBD in DECEMBER	

COURSE SCHEDULE

Information Resources Class:

- You watch three videos before attending the online session to discover three market databases.
- Live Online Amphi: Demonstrating how to use databases and Questions and Answers section
- The recording and presentation of the session is available on DVL moodle
- Live Online Amphi again: Participation in an online quiz to evaluate your knowledge and research

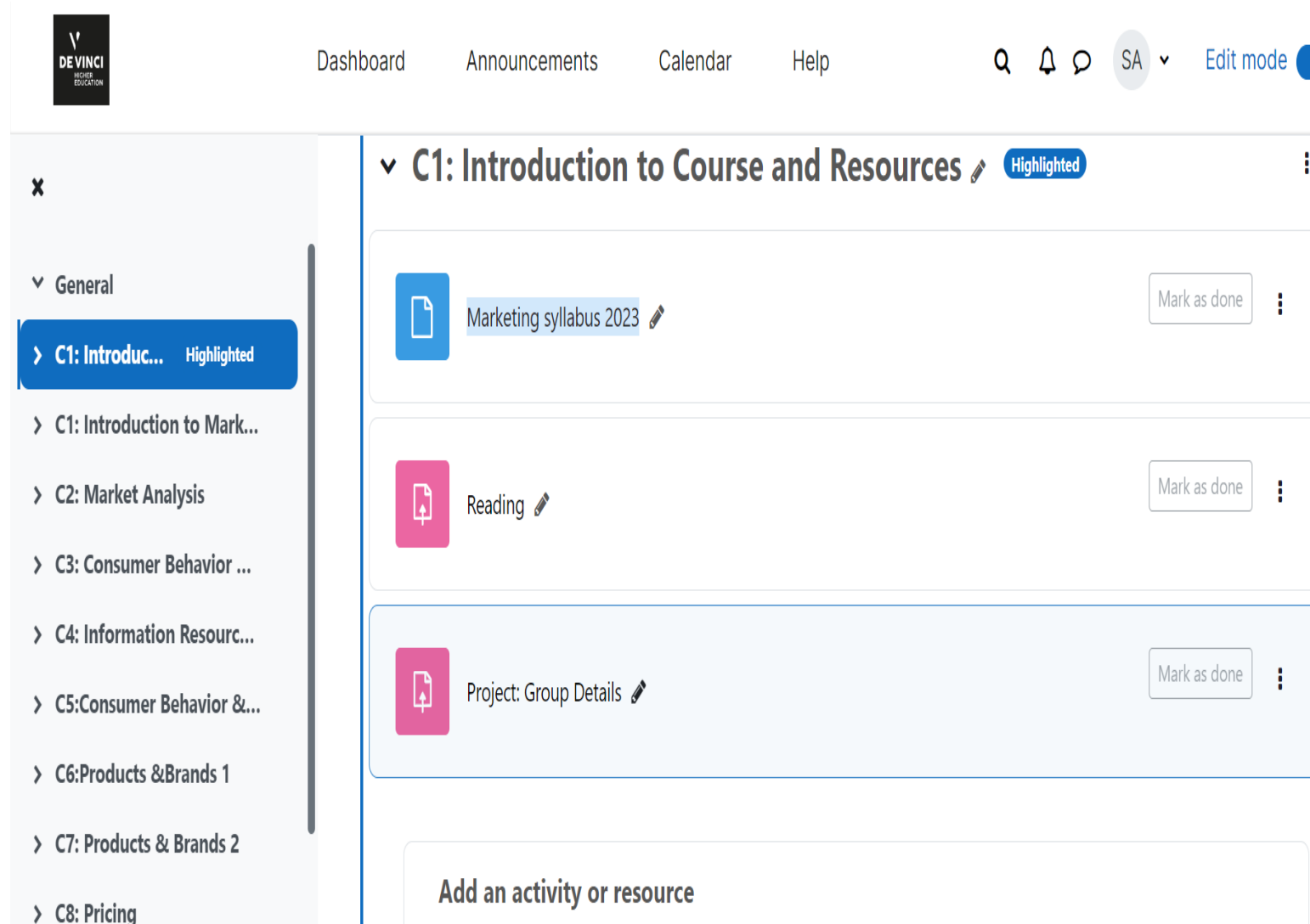
COURSE MATERIALS

Important information →
Read carefully ALL the
documents on DEVINCI
LEARNING

List of Readings → Prepare
them **in advance**, readings
available on ScholarVox

Support slides → Material
used in class

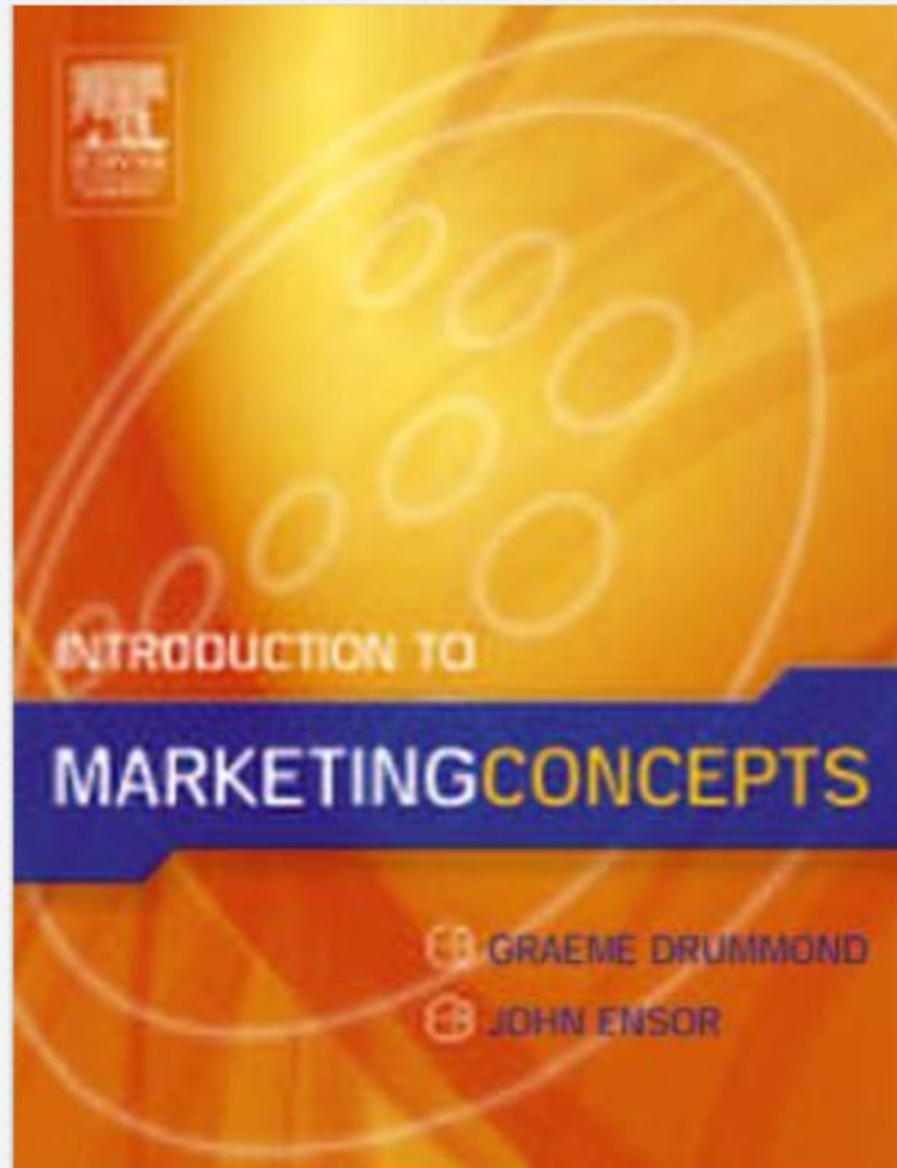
Submitting your group work



The screenshot shows the DEVINCI LEARNING interface. At the top, there's a navigation bar with links for Dashboard, Announcements, Calendar, and Help. On the right, there are search, notification, and user profile icons (SA), along with an 'Edit mode' button. A sidebar on the left contains a menu with 'General' and a list of course sections: 'C1: Introduction to Course and Resources' (highlighted), 'C1: Introduction to Mark...', 'C2: Market Analysis', 'C3: Consumer Behavior ...', 'C4: Information Resourc...', 'C5: Consumer Behavior &...', 'C6: Products & Brands 1', 'C7: Products & Brands 2', and 'C8: Pricing'. The main content area displays the selected section 'C1: Introduction to Course and Resources' with a 'Highlighted' badge. It lists three items: 'Marketing syllabus 2023' (document icon), 'Reading' (document icon with a red square), and 'Project: Group Details' (document icon with a red square). Each item has a 'Mark as done' button and a three-dot menu icon. At the bottom, there's a button labeled 'Add an activity or resource'.

TEXTBOOK AVAILABLE ON SCHOLARVOX

Auteur(s): **Drummond, Graeme**
Ensor, John
Editeur: **Taylor & Francis**
Année de Publication: 2005
pages: 297
ISBN: 978-0-7506-5995-6



READINGS

Marketing Fundamentals

EMLV – A1

September 11th to November 8th 2023

Syllabus

Instructor: Sadia Afzal

Contact: sadia.afzal@ext.devinci.fr

Date	Topic	Assignment
Course 1		
11/09	- Introduction to the course - Introduction to Marketing 1	
Course 1		
15/09	- Introduction to Marketing 2	Reading: Chapter 1: Introduction to marketing – Drummond's book
Course 2		

18/09 19/09(Sec E)	- Market Analyses	Reading: The Boston Consultancy Group's growth share matrix (BCG) p.114-120 – Drummond's book
Course 3		
19/09(Sec E) 20/09	- Consumer Behavior & Market Segmentation 1	
Course 4		
26/09	- Information Resources & databases - Quiz on the videos	- Watch the videos available online
Course 5		
27/09	- Consumer Behavior & Market Segmentation 2	Reading: Chapter 5: Segmentation (p.66-p.75) – Drummond's book
Course 6		
2/10 (G & F) 3/10(H & E) (Online session)	- Products & Brands 1	Reading: Chapter 11: Brand Strategy – Drummond's book pages 228-236
Course 7		
03/10 (H&E) 6/10(G&F) (Online session)	- Products & Brands 2	
Course 8		
10/10	- Pricing	
Course 9		

READINGS

Course 9		
11/10	- Distribution	Reading: Chapter 9: Place – Drummond's book from page 162-168
Course 10		
7/11(F) 8/11(G, H & E)	- Promotion & Communication 1	Reading: Chapter 8: Promotion – Drummond's book from page 145 -156 + page 159
Course 11		
7/11(F) 8/11(G, H & E)	- Promotion & Communication 2	
Group Project Deadline		November 15 th <u>2023</u> , 23h59

GRADING

Your final grade is made of :

- 50% continuous assessment
- 50% final exam



GRADING

FINAL EXAM - 50% of the total grade:

- On class material + readings
- Theoretical questions and application
- 1h30 exam
- Date TBD in December



GRADING

Continuous assessment:

- **4 POP QUIZZES** on readings and class material – 30% of the grade
- **1 GROUP PROJECT** with the final report on 15th November 2023 by 23h59 – 70% of the grade

GROUP PROJECT

- Market Analysis of 1 product
- Work in groups in class and out of class
- Written Final Report
- Due Date: 15 November 2023 by 23h59

GROUP PROJECT – Report organization

1. Title page
2. Table of contents
3. Introduction
4. Key characteristics of the market
5. Consumer behavior
6. Product and Packaging
7. Pricing
8. Conclusion
9. Sources
10. Appendixes



Always remember to cite all your sources!

GROUP PROJECT – Report organization

Introduction

- Of all the products in the market, which one did you choose and why?

Example: Product categories → Range of offerings in the market → Company's particular offering → Direct comparison with the competitors' offerings to describe the market and the competitive environment.

1. Key characteristics of the market

- 1) Market size (e.g., sales volume, value, number of competitors)
- 2) Market trend: growth or decline (during the last 5 years)? Of how many percentages ? Why ?
- 3) Main product types and market shares of each product type in the market
- 4) Market share of the main direct competitors (including your product / brand)
- 5) Porters' five forces analysis for the industry in French market

GROUP PROJECT – Report organization

2. Consumer behavior

Describe the purchase-decision-making process followed by consumers of the chosen product.

METHOD: Interview ONE consumer per student in the group (either offline, online, or BOTH)



TIPS: Presenting consumer buying behavior by using the five-step decision-making process

The **transcript of the interviews** should be presented as an **appendix**. The summary – in tables and figures – must be integrated into the body of the report.

3. Product and its packaging

Analysis of the product's features and its packaging



GROUP PROJECT – Report organization

4. Pricing

Analyze the positioning of the chosen product's price in the market

- Make a comparison of your chosen product with TWO directly competitive products (i.e. ONE national brand and ONE private labeled brand)
- Visit 3 different PHYSICAL selling points for price comparison: a hypermarket, a supermarket, and a convenience store.



Add the photos/videos of the selling points that you visited for price comparison in the appendix of your report



TIPS: Price comparison should be made at different sales units to ensure a valid analysis

GROUP PROJECT – Report organization

5. Conclusion

- Summarize your analysis
- Provide your own perspective on the product and its position on the market: what are its strengths? Weaknesses? Is it a leader or not on the market? Why or why not? ...etc.

6. Sources

Provide an organized list of the sources you used (books, articles, websites....etc.)

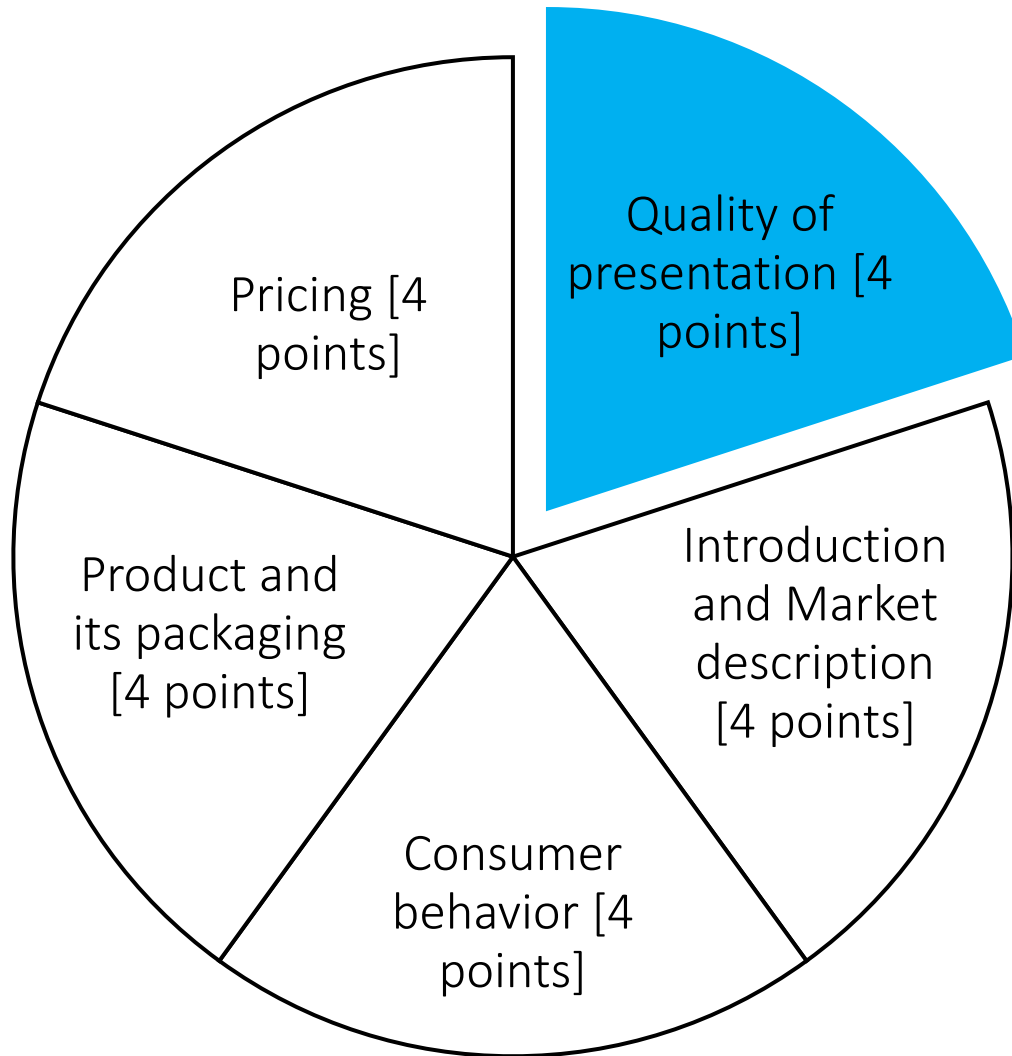
7. Appendixes

- Appendixes with all your data
- Organize your appendixes and present them clearly

GROUP PROJECT – Report Format

- **File Type:** PDF
- **Font:** 12 point, Times New Roman
- **Text:** Double-spaced, justified
- **Page Layout:** 1-inch margins on all sides with page numbers in the bottom right corner and no header/footer
- **Page Minimum:** 10 pages (cover page, summary, sources & appendixes do not count toward this)

GROUP PROJECT – EVALUATION



Quality of presentation [4 points]

- Cover page, summary, and page number
- List all the references
- **Structure of the report**
- Visually professional format
- Proofread document

GROUP PROJECT – General Organization



- Forming groups
 - Groups have been randomly formed for you
 - Groups will be given at the **next class**
- Selecting a product for your group project
 - Select a familiar product or a fast-moving consumers good (FMCG) (see the list on the next slide)
 - The product should be distributed widely in supermarkets and convenience stores (e.g. Carrefour, Auchan, Monoprix)
 - Check the availability of market information (i.e. statistics) before selecting the product
 - Work on the report as the sessions progress since in each session you will learn about the theories and tools that help you to address the questions
 - DO NOT WAIT UNTIL THE LAST MOMENT TO WORK ON THE PROJECT
- Submitting the report: **DEVINCI LEARNING** in PDF format

POSSIBLE PRODUCTS

Beauty: hair care, skin care,... – shampoo, coloring products, night cream...

Personal care: oral care, razors and shave

Bath and body: lotions, body wash...

Household cleaning

Laundry products: laundry detergent, fabric softener, stain removers ...

Pet Supplies: Dog or cat supplies

Candy and Gum

Condiments, Sauces & Spices

Breakfast & Cereal

Chocolate

Butter

Pasta

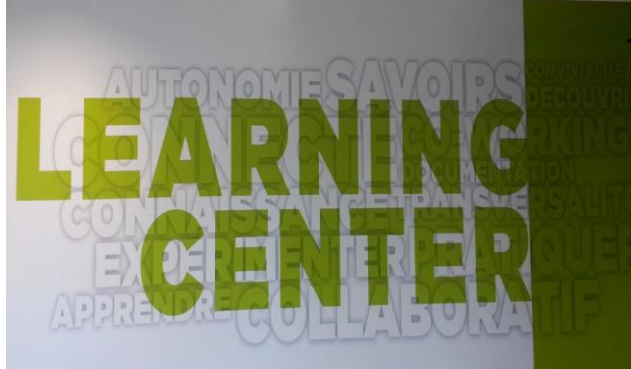
Canned food

Coffee

Beverages

Snacks

Your Resources - Cf. Information Resources & Databases



GROUP PROJECT – Submission

**Send the PDF document on DEVINCI Learning by November 15th
2023, 23h59**

GROUP PROJECT – Rules

- Be courteous
- Be kind
- Be on time
- Be generous
- Do your part
- Don't be a jerk!

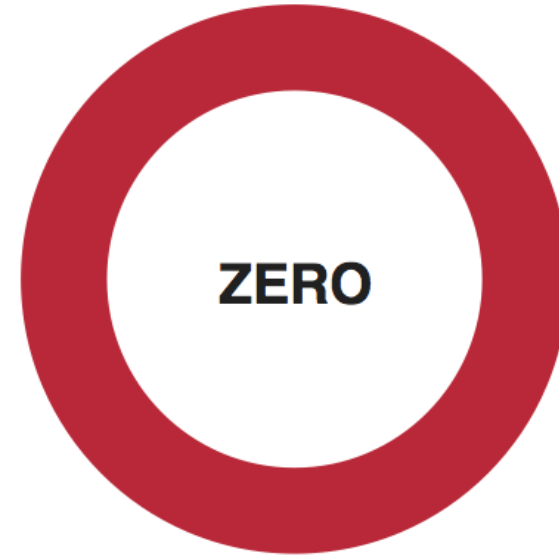


DON'T BE LIKE THAT!

GROUP PROJECT – Rules



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No excuse accepted

GROUP PROJECT – Rules

- **PLAGIARISM IS FORBIDDEN**
- Plagiarism : Quoting without citing your sources
- Copying and Pasting & Paraphrasing are considered plagiarism
- PLAGIARISM IS SANCTIONED
- **PLAGIARISM = 0**



Text Plagiarism



Image Plagiarism

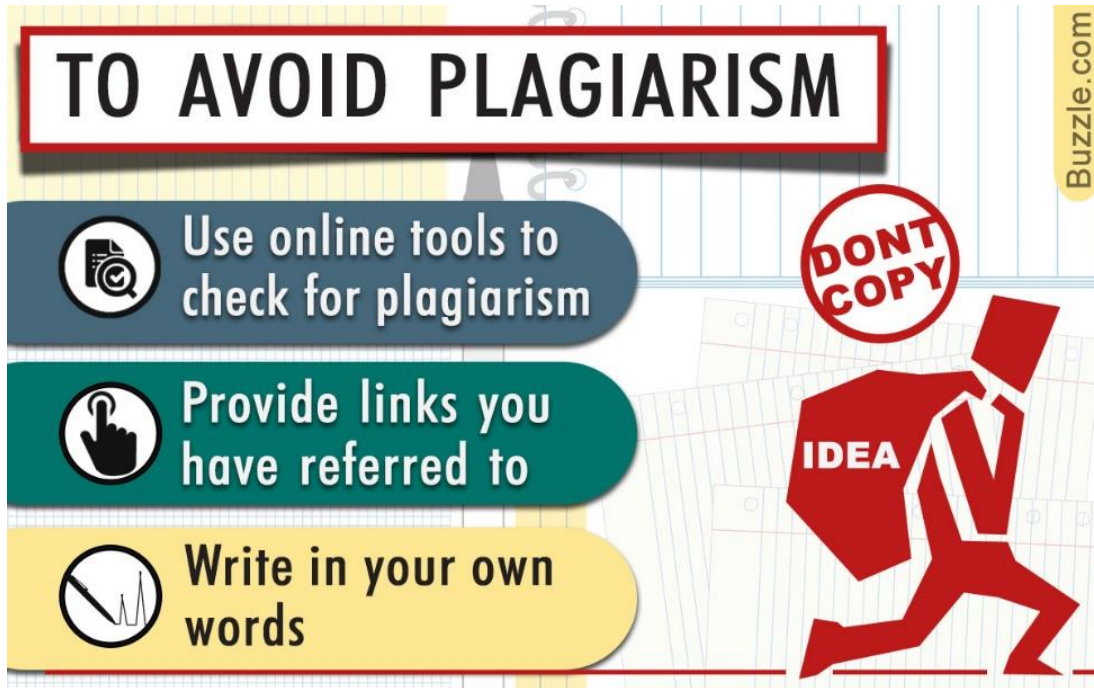


Video Plagiarism



Audio Plagiarism

GROUP PROJECT – Rules



“Even if everything is properly quoted, direct quotations must not represent more than 10% of an entire document”

Source: <https://penlighten.com/ways-to-avoid-plagiarism>

GROUP PROJECT – Rules

We check your work for plagiarism and the software is

ALWAYS RIGHT



IT SOLUTION FOR PLAGIARISM DETECTION

HOUSE RULES IN THIS COURSE



HOUSE RULES IN THIS COURSE

- Your instructors' Contact Information:
 - Sadia Afzal : sadia.afzal@ext.devinci.fr
- Contacting your instructors:
 - **Monday to Friday, 9am to 6pm**
 - Your instructors will **NOT answer at night, on weekends, on holidays or when they are on vacation**
 - If you want a Teams/office meeting, **plan first with your instructor**. DO NOT CALL OUT OF THE BLUE!



HOUSE RULES IN THIS COURSE



NO MORE THAN 15 MINUTES LATE TO CLASS!

You have a 15 minutes grace period. If you are more than 15 minutes late, you will not be admitted in class.

Questions?

