

Course Syllabus Bilbao, Spain



Principles of Marketing

COURSE INFORMATION

MKT | 3 credits | 200-level | 45 contact hours

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TEXTBOOKS & COURSE MATERIALS

Kotler, P., Principles of Marketing. Prentice Hall, 15th edition (2014).

ISBN: 978-0133084047

Materials are NOT available at the program site. Need to purchase before departure.

DESCRIPTION

A complete introductory course on Marketing. Emphasis will be put on how interdisciplinary Marketing really is—borrowing from Cultural Anthropology, Psychology, Sociology, and more!—all in the name of “strategies” (*blending* the Marketing Mix 4-P’s) to create and communicate value. The possibility for firms to identify their source of Competitive Advantage will be discussed as well as which value proposition to offer and techniques for competitive analysis.

OBJECTIVES

To review the trends that have dominated the history of marketing—production, transactional, etc—and the application of the new trends—B2B, e-tailing, green marketing and social marketing, including CSR—to actual enterprises.

To understand the obligatory steps in the elaboration of a coherent marketing plan so as to include (1) an analysis of the situation—resumed in a SWOT; (2) the definition of a strategy so as to reach the proposed objection—that is, create value—and, (3) a plan to communicate the value of the Marketing Mix decisions to the carefully selected and targeted clientele.

To lay the groundwork for how to write a Marketing Plan for a future class (or International Marketing, Spring semester.)

Improve Business Case Studies skills and analysis, including writing more persuasively.

STUDENT LEARNING OUTCOMES

At the end of the course students should be able to...

- ✓ Identify the elements to be analysed when firms do an internal control of their record
- ✓ Recognize the factors to be considered when analyzing a firm’s marketing environment, especially who the competition is and might be in the future
- ✓ Appreciate the efforts that some enterprises make in terms of green marketing and corporate social responsibility
- ✓ Distinguish between segmenting, targeting and positioning and their relation to a company’s strategy choices and value propositions
- ✓ Identify the elements of the Marketing Mix
- ✓ Appreciate the differences between Products and Services and Products with Service components—including the B2B and B2C perspectives
- ✓ Recognize and justify the use of different pricing approaches and strategies
- ✓ Differentiate between logistics and material management

- ✓ Use the tools available in an integrated marketing communications program to create a successful campaign to either launch a product/service or enhance the sales volume of an already existing offer
- ✓ Improve their job interview skills after enhancing their vocabulary with many useful and common words relevant to the world of business

OUTLINE

Dates	Topic	Read	Homework
9-4	Syllabus: Introduction Good advice: define all terms at the end of the chapters Pay attention the end-of-chapter discussion questions	Ch. 1	
9-9	Marketing Concepts and Definitions Management Philosophy: Relationship Marketing Establishing Profitable Customer Relations	Ch. 2	
	The MKT Plan: Strategies and Processes The Marketing Mix Managing the Marketing effort	Ch. 3	CS due on 9-18 <i>Target, Jet-Blue, or mousetraps</i>
	The MKT Environments: Internal and External Analysis of the Company and the Competition Competitor Analysis-introduction	Ch. 5	
thru	Buying Behaviour in Consumer Markets The Decision Process for <i>old and new</i> Products Shop like a man vs. What women want—Paco Underhill	Ch. 6	
	Buying Behaviour in Business Markets B2B: Industrial and Institutional <i>What is "Derived Demand"?</i>	Ch. 20	CS due on 9-30 <i>Porsche, Cisco, International Paper</i>
	Social Marketing: Doing good by doing well Corporate Social Responsibility Utilitarianism, Fairness, Justice, Care and Virtue	Ch. 18.1	
10-7	Defining and Creating Competitive Advantage Competitive Analysis--review Michael Porter and the five competitive forces	Review everything	Study for Midterm 1 <i>Ch. 1, 2, 3, 5, 6, 20</i>
10-9	Midterm 1	Ch.7	
10-14	STP + D = Competitive Advantage Mass Marketing Mass Customisation and <i>Niches of One</i>	Ch. 18.2	
	Competitive Strategies and Positions Innovator? Costs? Quality? Balancing Customer and Competitor Orientations	Ch. 8	
	Developing Strategies for Products and Services Packaging: Brand Equity and Logos Colors: Turning on? Turning away? Name substitutes?	Ch. 9	CS due on 10-28 <i>Ford, Las Vegas, S-bucks, Samsung</i>
thru	Innovation Product Life Cycle Strategies What does <i>New and Improved</i> suggest?	Ch. 10	
	Prices: Considerations Approaches <i>Quality is NOT cheap!!!</i>	Ch. 11	
	Prices: Strategies Skimming, Discounting, Promotional, etc.	Ch. 12	

	What is the Competition charging? Why?		
	Distribution Logistics Channel Decisions are now made J.I.T.	Ch. 13	<i>CS due on 11-11 S-W Air, Netflix, P.L. Shoes, Tesco</i>
11-13	Retailing Wholesaling Mom & Pop Shop vs. Mega-malls / Hyper-markets	Review every- thing	Study for MT-2 <i>Ch. 7, 8, 9, 10, 11, 12, 13</i>
11-18	Midterm 2	Ch. 4	Append. 2 (A12-18)
11-20	Managing Marketing Information Marketing Research Forecasting Demand	Ch. 14	
thru	Integrated Strategies for Communicating the Value Saying what to who, where and how Direct Marketing	Ch. 15	<i>CS due on 11-27 Harrah's, Pepsi, Ogilvy</i>
	Advertising Public Relations Is PR the Fifth P of the 21 st century Marketing Mix?	Ch. 16	
12-4	Personal Selling Sales Promotion How the Sales Force Creates and Transmits Value	Ch. 17	Study for FINAL <i>Ch. 4, 14, 15, 16, 17 AND 18</i>
12-11	Final Exam 12:20-13:45		Season's Greetings

GRADES

There are three (3) Case Studies to complete as group homework assignments. The Case Studies are each worth 5% toward the Final Mark. You may choose any Case Study you want from those indicated in the syllabus, always respecting the due date. Suggestion: Read them ALL and choose the one that really interests your group from among the different “sets” offered. You have five (5) opportunities. Groups are 4-6 people. Due dates to be respected always. Midterm 1 is worth 25% of your final grade and Midterm 2 is worth 35%. Midterm 2 covers more material, seven as opposed to six chapters, with even more writing. The Final will also be worth 25% of the final grade, with much less writing and *it is not cumulative*, covering slightly more than five chapters, including Ch. 18, which is actually covered in the second part of class.

REMEMBER: Ch. 18 introduces the idea of **Competitive Advantage** and it is perhaps the most persuasive strategy invoked by businesses today. Therefore, it is important to touch on **Competitive Advantage** more than one part of the course.

The Standard Grade Scale is in force.

A	100-93	C	76-73
A-	92-90	C-	72-70
B+	89-87	D+	69-67
B	86-83	D	66-63
B-	82-80	D-	62-60
C+	79-77	F	59-00

Attendance is clearly expected for all classes.

Don't arrive late. Arriving late five times is the same as an absence.

Arriving more than 30 minutes late will be considered an absence—don't double-dip.

Multiple absences result in a lower grade, or even failing the class.

There are NO "Make-Up" Exams.

Reading Assignments are to be prepared before the class.

Don't get caught unprepared.

People will be called upon at random.

Don't forget the 1:2 study-ratio.

"Productive" Participation usually settles a borderline case between a C+ and a B-.

ATTENDANCE POLICY:

Attendance is clearly expected for all classes. Don't arrive late. Arriving late five times is the same as an absence. Arriving more than 45 minutes late will be considered an absence. More than two excused absences or just one unexcused MAY result in a lower grade. Failing the course is assured for multiple unexcused absences and/or failure to attend the exams.

DISABILITY POLICY

Every effort will be made to accommodate students with disabilities or special learning needs. If you have a documented disability for which you have already requested accommodations through the USAC Central office, your instructor will have been notified so that arrangements can be made early in the term.

ACADEMIC HONESTY POLICY

Plagiarism, cheating, submitting work of another person or work previously used and other forms of academic dishonesty will lead to lowered course grades, failure of the course or more severe measures, depending on judgments of the gravity of the individual case.

STATEMENT ON AUDIO AND VIDEO RECORDING

Surreptitious or covert video-taping of class or unauthorized audio recording of class is prohibited by law and by USAC policy. This class may be videotaped or audio recorded only with the written permission of the instructor. In order to accommodate students with disabilities, some students may have been given permission to record class lectures and discussions. Therefore, students should understand that their comments during class may be recorded.