

Course Syllabus

New York University School of Engineering
Department of Technology Management & Innovation
Marketing, MG-GY 6073
Sections 1376 and LVL
SPRING 2015, Tuesday Evenings, (January 26th to May 19th)
6:00 PM - 8:30 PM, JAB 674
LVL Section, 6:00 PM - 8:30 PM

Professor James A. Cincotta, jac1016@nyu.edu

Office Hours: By appointment. Available by cell phone (914) 400-7479

Course Pre-requisites

No pre-requisites.

Course Description

This course covers marketing concepts, processes and institutions. Topics: Positioning, segmentation and product-life cycles. Integration of marketing with new product planning, design and development. Strategies for technology-based products, services and processes. Market research, consumer behavior, advertising, promotion and sales. The special character of governmental and international markets.

Course Objectives

1. Understand how marketing management and marketing research supports the strategic planning process at the highest levels of an organization and how a comprehensive marketing plan is built to support the strategic objectives of an organization.
2. Learn the necessity of dynamic marketing strategies in response to rapidly changing environments, i.e., demographic, economic, social-cultural, natural, technological and political-legal. Recognize the growing intensity of competition between companies, organizations and nations.
3. Develop a professionally competitive edge by knowing how organizations cannot operate without holistic marketing management and new technologies linked to all business units and functions. Understand how new technologies and better information systems can help drive more productive marketing strategies, communications and data collection.
4. Apply key marketing concepts in evaluating marketing plans, strategies and implementation with an appreciation of working within a marketing budget.

Course Structure and Evaluation Criteria for Learning

Learning outcomes will be evaluated through exams, individual paper, homework, quizzes and class participation. Exams, quizzes and class participation are given as opportunities to exhibit reflective thinking and analytical skills. Class discussions, short lectures and the individual paper are opportunities for learning and using course content and building business skills. Announcements from NYU Classes include NYU email addresses only and are central to class communications, assignments and direction.

Readings and Other Requirements

1. ***Marketing Management, 14th Edition***, Philip Kotler and Kevin Lane Keller Pearson Prentice-Hall, 2012. ***This textbook is required.*** Three copies are on reserve in Dibner Library. Seek used copies at www.amazon.com. ISBN: 978-0-13-210292-6
2. ***Crossing The Chasm***, Geoffrey A. Moore, HarperCollins Publishers, 2014. ***This book is required.*** Seek used copies at www.amazon.com. ISBN: 978-0-06-229298-8
3. ***The Ultimate Web Marketing Guide***, Michael Miller, Que Publishing by Pearson Education, Inc., 2011. ***This book is recommended.*** ISBN: 978-0-7897-4100-4
4. ***Research and Documentation in the Electronic Age***, Diana Hacker and Barbara Fister, Bedford/St. Martin's, 2010. ***This book is recommended.*** ISBN: 978-0-312-56672-2
5. Reading ***The New York Times***, ***The Wall Street Journal*** or another major newspaper in the library or online will be necessary.
6. Cases studies from Harvard Business Review and other sources may be assigned with advanced notice as the course progresses.
7. Syllabus, class handouts and a simple calculator are required at each class.
8. All work is to be submitted using Microsoft Office. No hand-written work will be accepted. Please email yourself all your completed assignments. This will avoid printing problems as you can access your email on campus.

Class Conduct and Participation

Class participation is vital to understanding the central themes and issues of the course. Completing the reading assignments as scheduled and in advance of class discussions is critical. The class is structured to provide ample opportunity for interaction among students and between student and instructor. The quality, timeliness, and rationale of student input during class will be tracked throughout the semester. Grabbing 'airtime' in class is not what drives a better class participation grade and is not recommended as a strategy. Instead, emphasis is placed on the formation of informed, rational judgments based on the readings, research, data and thought processes. Mature and responsible levels of discussion in class are expected. Individual points of view are encouraged while respecting the views of everyone in class. This approach makes it possible for all types of personalities to show learning in different ways.

Tips and Policies for Success

- Humor imbues our presence and keeps us honest.
- Disrespectful behavior, use of cell phones, absences and habitual lateness all result in a failing grade of anywhere between a zero and 69 for class participation. Do not engage in private conversations, turn off cell phones on entry to class and avoid repeated movements in and out of class. Failure to do so will result in a lower final grade.
- ***Two or more absences may cause a whole grade reduction in the final grade. All absences including those due to illness can only be excused by notice from NYU School of Engineering's Student Advocacy and Compliance Group, which is headed by Dr. Judith Simonsen, Coordinator of Compliance, at jsimonse@poly.edu, (718) 260-3046, room LC240C.***
- Grades are earned; not given, gifted or negotiated. Do not request changes of grades in order to maintain a scholarship and/or to influence your enrollment status.
- Complete reading assignments before class and be prepared to engage in class discussions. Failure to do so will result in a lower final grade.
- Quizzes, exams and assignments are due by the specified date. There are no make-ups. Resolution to missed exams and late assignments will be decided at the discretion of the instructor.
- There are no schedule accommodations for the final exam. Please make certain that your travel arrangements for the end of the semester ensure your presence for the final exam as scheduled in the syllabus.
- Arrange with a classmate to receive any and all missed classroom instruction due class absences. Come prepared for the next class after any absence.
- Check your NYU email address daily.

Grading Components

	Dimension Name	% of Final Grade
DIM 1	Midterm Exam	25%
DIM 2	Final Exam	25%
DIM 3	Project and Paper	20%
DIM 4	Homework and Quizzes*	20%
DIM 5	Class Participation	10%
	TOTAL	100%

* Homework will be assigned during class and quizzes may or may not be announced.

Grading Plan

The final grade is determined by calculating the cumulative performance of all class work and class participation. Final grades are assigned as follows:

Description	Graduate Letter Grades	Numerical Equivalent (GPA)	Total Points Range
Excellent	A	4.0	94 and above
	A-	3.7	90-93
	B+	3.3	88-89
Good	B	3.0	84-87
	B-	2.7	80-83
	C+	2.3	78-79
Deficient, but Passing	C	2.0	70-77
Failing	F	0.0	0-69

Grades are earned; not given, gifted or negotiated. Please do not request changes of grades in order to maintain a scholarship and/or to influence your enrollment status.

NYU Grading Policy

“Grades on file with the Registrar at the end of the semester, with the exception of incomplete (I) and temporary grades (S or U), are considered final unless an error in calculating or recording the grade is discovered. No correctly reported final grade may be changed based upon re-taking an examination or completion of additional work. Incomplete (I) grades are handled according to the policies described under Incomplete Grades. Temporary grades (S or U), used for continuing projects, thesis or dissertation, will be converted to standard letter grades upon completion of the project, thesis or dissertation. Once recorded with the Registrar, these grades are treated as all other final grades. If an error in calculating or reporting a grade is discovered, the instructor will submit the change of grade request to the Department Head. On approval of the Department Head, the request will be submitted to the appropriate Associate Provost for approval. Any incorrectly assigned grade must be corrected within one semester.”

Grades are earned; not given, gifted or negotiated. Earned grades cannot be compromised or changed to accommodate scholarship requirements or any university enrollment provision or status.

Accommodation for Students

Students with disabilities who require reasonable accommodations or academic adjustments for this course should make an appointment to speak with the instructor immediately.

Academic Honesty Policy

NYU encourages academic excellence in an environment that promotes honesty, integrity and fairness; and, students at NYU are expected to exhibit those qualities in their academic work. It is through the process of submitting one's own work and receiving honest feedback on that work that a student may progress academically. Any act of academic dishonesty is seen as an attack on the University and will not be tolerated. Furthermore, those who breach the school's rules on academic integrity will be sanctioned under this Policy. Students are responsible for familiarizing themselves with the University's policy on academic integrity at: <http://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/academic-integrity-for-students-at-nyu.html>

Paper

Due May 5, 2015.

Format of Paper

No more than eight written pages not including the cover, abstract and reference pages. The font Times New Roman, 12-point, and double-spacing is required with double-spacing between paragraphs and triple-spacing between sections. Write concisely using short paragraphs with a five-sentence maximum as a goal. Use section headings in your writing assignments to organize your work. Section headings should be in UPPER CASE letters and subheadings in both UPPER and lower case letters. Do not number your titles, e.g. 1.0 Introduction, 2.0 Background, etc. Footnotes at the bottom of a page and endnotes at the end of the paper are not allowed.

The paper is built from a position you take (a hypothesis you make) on a marketing plan, idea, strategy or campaign in connection to a publicly traded American company of your choosing. The position is delivered in a very strong and provoking abstract that kicks off the paper. The body of the paper should involve the company's current and future outlook. The paper is meant to show how marketing can never function in a silo and must involve and apply all business disciplines. The paper should be completed with the position and abstract being supported by a "big picture" perspective of the company and wrapped up by the end with corresponding findings and general conclusions.

The backbone of the analysis should be built from a marketing evaluation that considers the rapidly changing global and industry picture and the major environmental forces: demographic, economic, social-cultural, natural, technological, and political-legal. This paper supports the development of skills in understanding the application of marketing concepts while studying resulting business performances. Marketing strategies should be scrutinized and reported in well-written analyses.

One Possible (and General) Structure for the Paper

1. A title page.
2. An abstract with an absolute position statement (hypothesis/thesis).
3. A background section in the form of an introduction providing the framework, which supports the abstract, findings and general conclusions.
4. Body of the paper with all the data and facts leading up to the abstract and setting up the position statement.
5. Analysis and interpretation of the research/evidence that concludes with the stated position and corresponding insight and recommendations.

Guide for Conducting Research and Deciding a Structure for the Paper

A series of topics and questions that can be used as a **guide** in conducting the research for the paper is provided in this section. Homework covering the topics in the **guide** will be assigned. Each homework assignment will require research and written work using Microsoft Office.

The final paper should be the compilation of improved, more complete and edited versions of the homework woven together for a full perspective that best supports the stated position. A story that flows needs building; and therefore, the end result should not be a collection of independent answers to a bunch of questions posed in the **guide**.

All topics and questions are just a **guide**, but an abstract, background/introduction and conclusion are all required.

The topics and questions as part of the **guide** are:

1. Public Company and Stock Selection

Select a public firm for purposes of analyzing and tracking a stock trading performance as it may be connected to its marketing strategy. Research the company's ticker, the stock exchange on which it is traded and the closing price as of January 30, 2015. One way of researching a stock price and stock performance is by doing the following:

- a. Go to finance.yahoo.com.
- b. Once at the website, type in a company name or ticker in the **Look Up** box, which is at the leftmost corner of the page.
- c. Among the various options at this point is to look up detailed stock price history. Click on **Historical Prices** under the **QUOTES** option.
- d. Chose a particular date range as needed.
- e. Use this link to see an example of what you can find,
<http://finance.yahoo.com/q/hp?a=00&b=01&c=2014&d=00&e=31&f=2014&g=d&s=ZNGA%2C+&ql=1>

2. Background/Introduction

The introduction should provide the framework supporting the abstract (hypothesis/thesis) findings and general conclusions.

3. Industry Structure and Global Markets

The industry and company structure: monopoly, oligopoly, wide-ranging competition, etc. Who are the firm's major competitors? What are the external conditions the firm is facing? Does the company import or export? If the company is in a global market, the extent of its international presence. How is it affected by global competition?

4. Economics

Refer to commonly used economic indicators (e.g., unemployment ratio, economic growth rates, rates of inflation, etc.) to explain whether the economy is expanding or contracting and explain any relevance to your topic. Are there any monetary or fiscal policies affecting the company?

5. Corporate Philosophy and Organizational Structure

Does the company have vision, ethics guidelines, mission statement, corporate responsibility statement, hiring practices statement and/or any other statement of core values? What is the management philosophy and leadership style? What kind of organizational structure does the firm have? Is it a matrix organization, line and staff organization, etc.? Who are the current leaders of the company?

6. Technology/Innovation

Is the company innovative and creative? If so, explain how it is innovative and how it fosters a creative culture. Does the firm have an R&D department? Describe any of its new or soon to be released technology. Does any of the technology/innovation relate to its marketing strategies?

7. Marketing Plan and Analysis

Who is the target market? What can be said about the marketing mix and segmentation used by the firm? What does a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis reveal? Use your analysis to predict stock price and whether the company will gain, lose or hold market share.

8. Finance and Marketing Budget

What is the recent financial performance as compared to its major competitors considering a perspective on the marketing budget the company may be able to afford. Consider showing charts and analysis of your company's stock performance starting in 2006 before the worldwide economic crisis and where it is today.

9. Conclusion and Recommendations

Write an outlook of the company and make recommendations for moving forward. The conclusion should directly tie back to the hypothesis/abstract and introduction. Based on the market analysis and recommendations for specific action, would the company be a good stock purchase?

Research Sources for the Paper

High quality sources of research includes articles from major business journals, e.g., Harvard Business Review, Sloan Management Review, Business Horizons, California Management Review, Journal of Marketing, Academy of Management Journal, IEEE publications, books, etc. Critical analyses can come from the business press (Business 2.0, The Industry Standard, Red Herring, Upside, Wired Magazine, The Wall Street Journal and The New York Times). Industry research analysis can be found from resources such as IDC, Forrester, Gartner, META Group, Ovum, etc. Original, unpublished work is encouraged, i.e., interviews, focus groups, small experiments, etc. Finding these and many other publications can be done through electronic sources including LEXIS-NEXIS, The Brooklyn Business Library, The New York Public Library and others.

Library Access for the Paper

In addition to accessing on-site and electronic resources at NYU libraries (e.g. Bobst in Manhattan and Dibner in Brooklyn), you can get a free New York Public Library (NYPL) card, if you live in New York. The reverse of the library card has a barcode number that can be used to access additional research materials electronically through the NYPL website. For on-site access, the Science, Industry and Business Library (SIBIL) has an excellent collection of books, journals and business periodicals. SIBIL is located at 188 Madison Avenue in Manhattan.

Documenting Research for the Paper Using the APA Method of Citation

In most business writing; and, for this class, the APA method of citation is required, which can be found in the following recommended book (also noted on the second page of the syllabus): Research and Documentation in the Electronic Age, by Diana Hacker and Barbara Fister, Bedford/St. Martin's, 2010 (ISBN: 978-0-312-56672-2). Additional resources for a better understanding of APA citation are:

http://owl.english.purdue.edu/media/pdf/20090212013008_560.pdf or www.dianahacker.com/resdoc.

It is extremely important to cite high quality work. More credibility is added to statements, explanations and analyses by citing research. If something is referred to, paraphrased or condensed from another source, it should be clearly cited giving credit to the original writer. This includes information found online, in books or any other resource. Copied text from websites or anywhere else and turned in as your own is a type of cheating known as plagiarism.

IMPORTANT: The paper should be written in YOUR OWN WORDS. Using verbatim text from other sources (paper or electronic) is NOT allowed. If it is found that sections of a paper contain directly “copied” material (also referred to as “cut and paste” writing), it will be considered a sign of plagiarism. An automatic “F” will be assigned for any such work.

Tables and figures should be labeled properly and cited in the text where appropriate. If the figures are graphics intensive, attach JPEG versions of the figures to the document since MS Word does not display embedded graphics properly in some cases.

What the Paper is NOT

The paper should NOT be a company profile. It should be an analysis of a company's marketing plan, idea, strategy or campaign as it relates to the corporate mission. It should be a synthesis of thoughts backed up by research.

Some Criteria for Grading the Final Paper and Effort

1. The paper is directly relevant to the themes and topics of class discussions and relevant readings in the course and other reputed sources.
2. ***The paper is written in your own words.***
3. The paper adds your original insights to the analyses of other writers. Independent thinking is encouraged as long as clear links are shown to the research, i.e., how the idea came about from your other readings and/or experience.
4. The main ideas are supported with evidence from bibliographical research.
5. The paper is thoroughly and properly documented in terms of fact checking and citations.
6. The paper is well organized with minimal spelling and grammatical errors. The paper should be edited for proper use of the English language with clear, concise sentences. Proofread your paper for typographical, grammar and spelling errors before final submission.

Writing Assistance for the Paper

*Support services for writing skills and the paper are available from the Technology Culture and Society Writing Center in Room JAB 373, and can be reached at (718) 260-3076. Call or stop by the Center to schedule an appointment during the hours of 10:00 AM to 6:00 PM, Monday through Friday. The Center's online link is: <http://engineering.nyu.edu/academics/support/polytechnic/writing>. The Center takes students without an appointment ("walk-ins") from noon to 2:00 PM, Monday through Friday. The Center also offers programs for improving English conversational skills. ***Use of the Center is highly encouraged for this class.****

Class Schedule

The table below provides a schedule for the course that centers on the required books. Other readings, assignments and quizzes will be layered in as determined by the class dynamic and pace of discussions. Likewise, deviations from the schedule below will likely occur and will be at the discretion of the instructor. Sufficient notice will be given on all changes.

<i>Class Date:</i>	<i>Topics, Readings and Assignments:</i>
January 27, 2015	Introductions. Review Syllabus. Introduce Marketing Management. Introduce Paper, which will be discussed in every class throughout semester.
February 3, 2015	Company Selection for Paper Due. Understanding Marketing Management. Textbook, chapters 1 & 2.
February 10, 2015	Capturing Marketing Insights. Textbook, chapters 3 & 4.
February 17, 2015	Connecting with Customers. Textbook, chapters 5 & 6.
February 24, 2015	Identifying Market Segments and Targets. Textbook, chapters 8 & 9.
March 3, 2015	Building Strong Brands. Textbook, chapters 10 & 11. Prep for Midterm.
March 10, 2015	Midterm Exam.
March 17, 2015	No Class. Spring Recess.
March 24, 2015	Shaping the Market Offerings. Textbook, chapters 12 (p 336-339) & 13 (p 365). Designing and Managing Integrated Marketing Channels. Managing Retailing, Wholesaling and Logistics. Textbook, chapters 15 & 16.
March 31, 2015	Managing Retailing, Wholesaling and Logistics. Textbook, chapters 15 & 16.
April 7, 2015	WEB Marketing. Readings from the Ultimate WEB Marketing Guide. Discussion of Crossing The Chasm.
April 14, 2015	WEB Marketing. Readings from the Ultimate WEB Marketing Guide. Discussion of Crossing The Chasm.
April 21, 2015	WEB Marketing. The Ultimate WEB Marketing Guide. Discussion of Crossing The Chasm. Textbook, chapters 17, 18 & 19
April 28, 2015	Communicating Value. Textbook, chapters 17, 18 & 19
May 5, 2015	Paper Due. Discussion of Paper with a Questions and Answers Forum. Communicating Value. Textbook, chapter 22. Prep for Final Exam.
May 12, 2015	No Class. Reading Day.
May 19, 2015	Final Exam.