

MKT 200

Principles of Marketing

UNDERGRADUATE SCHOOL
Spring 2018

INSTRUCTOR
Prof Mike BERRY

CLASS ROOM AND SCHEDULE

Please see your myCourses page for the room assignment and schedule of classes. Any changes will be indicated on myCourses.

OFFICE HOURS

Please see your myCourses page. You should take full advantage of this opportunity to meet with your professor outside the prescribed class period.

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COURSE DESCRIPTION

Principles of Marketing will give you an understanding of the marketing concepts, theories and analytical tools that are needed in order to succeed in today's global environment. You will be learning fundamental marketing concepts but most importantly their practical implications. There will be plenty of opportunities to put into practice what we have discussed in class, giving you a chance to work on real-life case studies.

COURSE LEARNING OUTCOMES

On completion of this course students should understand and be able to do the following:

| | |
|--------|--|
| CLO 1: | Critically analyze the above concepts to show true understanding. |
| CLO 2: | Successfully apply the above concepts in given scenarios |
| CLO 3: | To gain an understanding of conceptual issues relating to the marketing mix, consumer behavior, relationship marketing, marketing research and research planning |

TEACHING AND LEARNING

Each week there will be 2 classes: one (mainly) theory and one (mainly) application.

Class 1: The first class will be mainly transmitted through class-slides, discussions and readings. We will be covering content required for assignments and the exam in class. **All students are expected to attend all classes.**

Class 2: In the 2nd class we will apply what we have just learned. This will be through case studies (text or video based), or in class group activities. We will be using examples from real life business in order for you to get an understanding of how the theories are put into practice. **All students are expected to attend all classes.**

This course will be taught over 14 weeks + 1 exam week

There will be 1 Individual Assignment (30%), 1 Group Assignment (40%) and 1 Exam (40%).

This course is designed to facilitate understanding of the theory and practice of Marketing in the modern world. Students will benefit from this course if they want to acquire the core skills required for a career in Marketing. Indeed, these core skill sets are now demanded by many employers. The course will provide you with the fundamental knowledge and skills required to be an effective marketer (whether working client-side or in an agency),

A career in Marketing requires a strong team orientation and this course will provide a solid theoretical underpinning to relevant 'ways of working' along with role-plays and group exercises to allow students to practise the skills they learn. Topics and discussion areas include; Marketing strategy, Marketing planning, offline and online (digital) Marketing, integrated campaigns and analytics.

Focus on famous and successful brands: what do they have in common?

- Analysis of case studies and class discussion of the business challenges
- Insights and learnings - best practice in modern Marketing.

The Professor will provide guidance and support on content and assessment work whilst facilitating students' professional and personal development. This course is hands-on. Students will learn about Marketing both in class and by private study/reading. They will study key Marketing concepts and how they apply to real situations. Real companies, current news and events will be discussed and used to illustrate these concepts. You should take an active interest in the news, current affairs and popular culture. Learning will also be achieved through a mix of cases, class discussions, lectures, guest speakers, individual assignments, and group projects.

Students should attend all of every class and participate fully, enthusiastically and to the best of their ability so that they will get the most out of this course.

METHOD AND WEIGHTING OF ASSESSMENT:

Assessment will be based on 1 Individual Assignment, 1 Group Assignment, an Exam and Participation:

Individual Assignment 1: AI in Marketing and Sales

Weighting (% of final grade): 30%

Learning Outcome(s) Assessed: 1-3

Description of Assignment: Individual Report of 2000 words (+- 10%)

Grading Criteria (What constitutes a good assignment?): Good conceptual understanding

- Application of examined concepts with supporting justifications

- Use of examples to support answers
- Evidence of external reading and citations to support answers

Briefed: in Class 4 (WEEK TWO): February 1st 2018

Hand-in deadline: February 25th 2018 by 23.59

READ THE SUPPLIED HARVARD CASE AS BACKGROUND ONLY: A SEPARATE ASSIGNMENT BRIEF WILL BE PROVIDED IN CLASS

DO NOT SUBMIT LATE: MARKS WILL BE DEDUCTED

Group Assignment 2: Starbucks China

Weighting (% of final grade): 30%

Learning Outcome(s) Assessed: 1-3

Description of Assignment: Individual Report of 2000 words (+/- 10%)

Grading Criteria (What constitutes a good assignment?): Strong examination of all areas of the case demonstrating a good grasp of the complexity of the problem, synthesis and analysis skills that lead to quality recommendations. Professional formatting and presentation style in report. Appropriate use of theories, concepts and terminology. Presentation delivery of high quality, with strong supporting visuals; professional and well-rehearsed.

Briefed: in Class 17 (WEEK TEN): March 27 2018

Hand-in deadline: Presentations in Classes 23/ 24 (WEEK THIRTEEN): April 17th and 19th 2018. Supporting Presentation PowerPoint document to be uploaded to myCourses as pdf April 16th 2018 by 23.59.

READ THE SUPPLIED HARVARD CASE AS BACKGROUND ONLY: A SEPARATE ASSIGNMENT BRIEF WILL BE PROVIDED IN CLASS

DO NOT SUBMIT LATE: MARKS WILL BE DEDUCTED

Assignment 3: EXAM

Weighting (% of final grade): 40%

Learning Outcome(s) Assessed: 1-3

Description of Assignment: based on "Pre-Seen" case study. 3 essay-style questions (closed book), TO BE COMPLETED IN 90 MINUTES (MAXIMUM)

Hand-in deadline: EXAM WEEK FIFTEEN (day and time tbc; see myCourses)

ASSIGNMENT SUMMARY

Individual
Assignment 1 (AI)
Weighting 30%

Group
Assignment 2 (Starbucks China)
Weighting 30%

Assignment 3 EXAM
Weighting 40%

EVALUATION CRITERIA

| Description | Grade | Grade Points | Percent Scale |
|-------------------|-------|--------------|---------------|
| Very High Quality | A | 4.00 | 90-100 |
| Good | B | 3.00 | 80-89 |
| Adequate (Pass) | C | 2.00 | 70-79 |
| Inadequate | D | 1.00 | 60-69 |
| Fail | F | 0.00 | 0-59 |

CASES for Assignments (background reading only)**Individual Assignment #1 AI****Group Assignment #2 Starbucks China**

SPECIAL POLICIES FOR THIS COURSE

You should read the Student Handbook to ensure you understand the School's policies and procedures. Remember that:

- Students arriving more than five minutes late will not be admitted to class
- A late assignment will be penalized 10% per day, including weekends.
- If a student has below 70% attendance by the end of the semester, and if there are no approved mitigating circumstances, the student will receive an F grade for their final assessment deliverable or exam.

You are also expected to conduct yourself in a professional manner. That means mobile phones must be switched off and in your bags. You must be prepared to take notes, whether on a laptop or on paper, and should bring paper and pen to class for this purpose. The professor reserves the right to ask you to close your laptop at any time.

Arrive on time for class. We will start on time and finish on time.

During Class Discussions, when other students/ teams are speaking/ presenting, you should be listening and as appropriate asking constructive questions.

Do NOT chat with your neighbour during class. This is distracting for the Professor and for your fellow students. If you repeatedly chat in class, you will be required to leave for the remainder of that class.

DO share useful, constructive comments with the whole class, based on your own learning, insights and experience. If you don't understand something, ask a question.

DO participate fully in Group exercises. One of the great benefits of studying at Hult is the opportunity to meet people from different cultures, to exchange ideas with them and enrich your experience and world-view. Whatever you do after Hult, it is likely that you will need to work in teams i.e. to deal with people in work situations. Take every opportunity to gain experience of this.

Don't check Social Media, SMSs or emails during class; you may miss important content and instructions.

DO THE READING BEFORE CLASS. Core text and Harvard Cases + anything else relevant you can find.

Contact me anytime via: mike.berry@faculty.hult.edu

ESSENTIAL READING

Jobber, D. & Ellis-Chadwick, F. (2016). *Principles and Practice of Marketing* 8th Edition, Berkshire: Mc Graw Hill Education. ISBN: 9780077174149

RECOMMENDED READING

Kotler, P. Armstrong, (2016), *Principles of Marketing* 16th (Global) Edition, Pearson, London ISBN: 978-1292092485

OTHER USEFUL MATERIAL

www.marketingweek.com

<http://www.campaignlive.co.uk>

<http://figarodigital.co.uk>

<https://econsultancy.com>

www.cim.co.uk

Students should discover additional electronic sources, articles and e-books available via Hult access to databases (accessible [here](#)) and online.

COURSE SCHEDULE

Please note that the schedule is subject to modification as necessary, eg Guest Speakers may be added.
ALL students are expected to attend ALL classes

WEEK ONE

Class 1:

| |
|----------------------------------|
| Introduction to Marketing |
| Market Orientations |

Marketing, organization, environment
The Marketing Mix: 7Ps

Class 2: Class Discussion

Preparation for next class: read Jobber Chapters 3, 4

WEEK TWO

Class 3:

| |
|--------------------------------|
| New product development |
| Product life cycle |

Consumer and organisational buying

Class 4: Class Discussion + **BRIEF INDIVIDUAL ASSIGNMENT #1 (AI)**

Preparation for next class: read Jobber Chapters 5-7

WEEK THREE

Class 5:

| |
|---------------------------|
| Branding |
| Services Marketing |

Ethics, Research, Segmentation and Positioning

Class 6: Class Discussion

Preparation for next class: read Jobber Chapters 8-9

WEEK FOUR

Class 7:

| |
|-----------------------------------|
| Packaging |
| Role of price in marketing |

Value through brands (products and services)
The Marketing Mix (4 Ps): Product

Class 8: Class Discussion

Preparation for next class: read Jobber Chapter 10

WEEK FIVE

Class 9:

| |
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| Factors influencing pricing decisions |
| Methods for setting prices |

Value through relationships

Class 10: Class Discussion

Preparation for next class: read Jobber Chapters 11,12,17

WEEK SIX

Class 11:

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|---|
| Pricing strategies for new products |
| Pricing strategies for existing products |

Value through distribution, innovation, pricing
The Marketing Mix (4 Ps): Price

Class 12: Class Discussion

Preparation for next class: read Jobber Chapter 14

WEEK SEVEN

Class 13:

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| Channels of distribution |
| Role of channel members or intermediaries |

The Marketing Mix (4 Ps): Place

Class 14: Class Discussion

Preparation for next class: read Jobber Chapter 15

WEEK EIGHT: READING WEEK

NO CLASSES THIS WEEK

WEEK NINE

Class 15:

| |
|---|
| Factors influencing distribution decisions |
| Distribution strategies |

The Marketing Mix (4 Ps): Place

Class 16: Class Discussion

Preparation for next class: read Jobber Chapter 15-16

WEEK TEN

Class 17:

| |
|--|
| Role of promotion: DRIPE Framework |
| Promotional tools including advertising, sales promotions, direct marketing, personal selling |

Digital Marketing BRIEF GROUP ASSIGNMENT #2 (Starbucks China)

Class 18: Class Discussion

Preparation for next class: read Jobber Chapters 18-19

WEEK ELEVEN

Class 19:

| |
|--|
| Sponsorship and public relations |
| People, Process and Physical Evidence Decisions |

Marketing Planning: SOSTAC®
Establishing a Competitive Advantage
The Marketing Mix (3 MORE Ps): People, Process, Physical Evidence

Class 20: Class Discussion

Preparation for next class: read Jobber Chapter 20

WEEK TWELVE

Class 21

| |
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| Role of the marketing plan |
| Barriers to Marketing Planning |
| Steps in the marketing planning process (Situation analysis, Objective setting, Strategy Development, Tactics, Action and Control) |
| Relationship Marketing |
| Ethics in Marketing |

Product Lifecycle, Portfolio Analysis/ Planning
Managing Integrated Marketing Communications (IMC)

Class 22: Who's doing what? The best recent Marketing Campaigns from all over the world

WEEK THIRTEEN

Class 23: GROUP PRESENTATIONS (Starbucks China)

Class 24: GROUP PRESENTATIONS (Starbucks China)

Preparation for next class: read Jobber Chapter 22

WEEK FOURTEEN

Class 25: REVISION

Class 26: REVISION

WEEK FIFTEEN EXAM (day and time tbc)

Please note that the schedule is subject to modification as necessary, eg. Guest Speakers may be added.

N.B. All students are expected to attend all classes. See Hult Undergraduate London Attendance Policy

RUBRIC INDIVIDUAL ASSIGNMENT

| Component | Very High Quality | Good | Adequate (Pass) | Inadequate | Fail |
|---|---|--|---|--|--------------------------|
| | A | B | C | D | F |
| CRITERIA | 90% + | 80-89% | 70-79% | 60-69% | 0-59% |
| Ave Score | 95 | 85 | 75 | 65 | 30 |
| Organization and clarity. | Paper demonstrates concise and consistent writing. Transitions between ideas are handled well. Formatting is appropriate and writing is free of grammar and spelling errors. | Paper is organized and clear. Errors do not detract from overall ideas. Could have used better transitions between ideas. Some grammar or spelling errors. | Paper is organized and clear. Errors do not detract from overall ideas. Could have used better transitions between ideas. Some grammar or spelling errors. Report is well structured. | Writing needs outside support. The main ideas are getting lost as a result of the grammar and spelling errors. Report is poorly presented with no structure. | Insufficient or no work. |
| Presentation and Referencing. | Report is well structured with good images, graphics or diagrams used to illustrate the text. Complete contents page and References are clear and correctly created. | Report is well structured with images, graphics or diagrams used to illustrate the text. Contents and references are passable – but could be more complete.. | Report is some images, graphics or diagrams used to illustrate the text though not always pertinent. Basic contents or references. References might not all be in the same system. | Report has no images or graphics. Referencing is poor, incomplete and/or not done correctly. | Insufficient or no work. |
| Customer Identification | Customers are clearly identified with demographic, behavioural and psychographic information. Personas are defined and channels of communication identified. | Customers are clearly identified with demographic, behavioural and psychographic information. Basic personas. | Customers are clearly identified with demographic and behavioural information. | Segmentation is basic at best, with minimal demographic information. | Insufficient or no work. |
| Issue and Solution Identification. | Issue is clearly explained and a clear result of market research and insight. Solution is obvious, well thought through and meets all the identified needs from the issue. | Issue directly follows from market research and solution follows from the issue. | Link between issue and market research is tenuous. Solution only tenuously connected to the issue. | Issue poorly defined and unrelated to market research. Proposed solution does not meet the needs of the issue. | Insufficient or no work. |
| Theory and Frameworks | Theories and/or frameworks are explained, appropriate for the analysis and correctly used, possibly combining different frameworks to provide more robust analysis. Conclusions drawn follow clearly from the analysis. | Theories and/or frameworks are correctly explained, appropriate for the analysis and correctly used. Conclusions might be somewhat basic or not obvious from the analysis. | Theories and/or frameworks have been used but either incorrectly or with no explanation as to why they are relevant for this analysis. | Theories and/or frameworks have not been used. | Insufficient or no work. |
| Creative Output | Creative output is on-brand, imaginative, professionally presented, consistent and aligned with the market analysis so that it would appeal to the target audience. | Creative output is imaginative but might be inconsistent, off-brand or not aligned to what would appeal to the target audience. | Creative output shows some imagination and thought but does not follow from market analysis of what would appeal to the target audience. | Creative output is basic, unimaginative, off-brand, inconsistent and/or not aligned with the market analysis. | Insufficient or no work. |

RUBRIC: TEAM ASSIGNMENT

| Component | Very High Quality | Good | Adequate (Pass) | Inadequate | Fail |
|---|--|---|--|--|----------------------------------|
| | A | B | C | D | F |
| CRITERIA | 90% + | 80-89% | 70-79% | 60-69% | 0-59% |
| Ave Score | 95 | 85 | 75 | 65 | 30 |
| Organization and clarity 10% | Presentation is organized and well sequenced with smooth transitions. It previews, covers and develops main points. | Presentation is organized, slides are well sequenced and most transitions happen easily. It previews and covers main points. | Presentation inconsistent, with some parts well organized but others being rather disjointed. | Presentation is not well organized and the slide sequence does not help strengthen the argument. | Insufficient or no work. |
| Presentation Values 10% | Highly professional execution of the presentation on every level. Teamwork, where displayed, was strong. Transitions were seamless among the team. | Professional execution of the entire presentation. Teamwork, where displayed, showed preparation and skill. Transitions were smooth. | Average execution of the entire presentation. Teamwork was not consistent. Some transitions worked well, others did not. | One or more presenters lacked confidence or clarity. Teamwork, where displayed, appeared disjointed. | Insufficient or no presentation. |
| Content 25% | Content is relevant and well supported by details. Incorporates innovative insights. | Content is relevant and has basic supporting details. | Content is somewhat disjointed and lacks supporting details. Market research is basic. | Content is sufficient, but is missing some supporting details that could have helped to strengthen it. Little or no market research. | Insufficient or no work. |
| Issue and Solution Identification. 25% | Issue is clearly explained and a clear result of market research and insight. Solution is obvious, well thought through and meets all the identified needs from the issue. | Issue directly follows from market research and solution follows from the issue. | Link between issue and market research is tenuous. Solution only tenuously connected to the issue. | Issue poorly defined and unrelated to market research. Proposed solution does not meet the needs of the issue. | Insufficient or no work. |
| Conclusion and Solution 15% | Conclusion and Solution are both clear, compelling, and supported by quality research and analysis. Includes a review of key points. | Conclusion is clear and supported by research and analysis. Solution includes a review of key points of how it relates to the research. | Conclusion was only partially supported by research and analysis, but Solution was not clear nor obvious. | Conclusion is not clear and did not seem to support the analysis or key points. | Insufficient or no conclusion. |
| Creative Output 15% | Creative output is on-brand, imaginative, professionally presented, consistent and aligned with the market analysis so that it would appeal to the target audience. | Creative output is imaginative but might be inconsistent, off-brand or not aligned to what would appeal to the target audience. | Creative output shows some imagination and thought but does not follow from market analysis of what would appeal to the target audience. | Creative output is basic, unimaginative, off-brand, inconsistent and/or not aligned with the market analysis. | Insufficient or no work. |
| Overall | A | B | C | D | F |