

DEREE COLLEGE SYLLABUS FOR: MK 2030 INTRODUCTION TO MARKETING**US CREDITS: 3/0/3**

(Previously MK 2030 Fundamentals of Marketing)
(Revised Spring 2020)

UK LEVEL: 4
UK CREDITS: 15

PREREQUISITES:

None

CATALOG DESCRIPTION:

This course provides an understanding of basic marketing concepts, as they are used in different individual organizations. Marketing mix, segmentation, targeting, positioning, principles of consumer behavior, marketing research.

RATIONALE:

Marketing is a key business function. It plays a pivotal role in all company types, contributing both tangible (profitability), and intangible (image) benefits. The module equips students with the necessary tools marketers use for their marketing strategies.

LEARNING OUTCOMES:

Upon successful completion of the module, the student should be able to:

1. Identify the role of marketing as a business function and its contribution to individual firms and to the economy
2. Analyze the importance of customers for marketing
3. Demonstrate understanding of marketing concepts and terminology

METHOD OF TEACHING AND LEARNING:

In congruence with the teaching and learning strategy of the college, the following tools are used:

- Class lectures
- Short assignments on various marketing issues in small groups in class.
- Analysis & Discussion of short cases in class.
- Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material.
- Use of a Blackboard learning platform, where instructors post lecture notes, assignment instruction, timely announcements, as well as additional resources.

ASSESSMENT:**Summative:**

Individual Written project (1,400-1,600 words)	50%
Final Examination (2-hour comprehensive, essay questions)	50%

	<p>Formative:</p> <table border="1" data-bbox="565 153 1356 233"> <tr> <td data-bbox="565 153 1166 233">In-class, 1-hour, "diagnostic" test, assignments</td><td data-bbox="1166 153 1356 233">0%</td></tr> </table> <p>The project tests Learning Outcomes 1 and 2. The final examination tests Learning Outcome 3.</p>	In-class, 1-hour, "diagnostic" test, assignments	0%
In-class, 1-hour, "diagnostic" test, assignments	0%		
<p>INDICATIVE READING:</p>	<p>REQUIRED READING:</p> <ul style="list-style-type: none"> Fahy, J. & Jobber, D. (2019) <i>Foundations of Marketing</i>. London: McGraw-Hill Higher Education. <p>RECOMMENDED READING:</p> <ul style="list-style-type: none"> Alavi, S., Bornemann, T., & Wieseke, J. (2015). Gambled price discounts: A remedy to the negative side effects of regular price discounts. <i>Journal of Marketing</i>, 79(2), 62-78. Birkner, C. (March 2015). The Mechanics of Modern-Day Brand Affinity, <i>Marketing News</i>, 3, 32-39 Birkner, C. (December 2014). On the Front Lines <i>Marketing News</i>, Borden, N. H. (1964). The concept of the marketing mix. <i>Journal of Advertising Research</i>, 4(2), 2-7. Brown, S. (2005). Reconsidering the Classics: Reader Response to" Marketing Myopia". <i>Journal of Marketing Management</i>, 21(5-6), 473-487. Constantinides, E. (2006). The marketing mix revisited: towards the 21st century marketing. <i>Journal of Marketing Management</i>, 22(3-4), 407-438 Gamble, J., Gilmore, A., McCartan-Quinn, D., & Durkan, P. (2011). The Marketing concept in the 21st century: A review of how Marketing has been defined since the 1960s. <i>The Marketing Review</i>, 11(3), 227-248. Haley, R. I. (1968). Benefit segmentation: A decision-oriented research tool. <i>Journal of Marketing</i>, 32(3), 30-35. Homburg, C., Schwemmler, M., & Kuehnl, C. (2015). New product design: Concept, measurement, and consequences. <i>Journal of Marketing</i>, 79(3), 41-56. Kozlenkova, I. V., Hult, G. T. M., Lund, D. J., Mena, J. A., & Kekec, P. (2015). The role of marketing channels in supply chain management. <i>Journal of Retailing</i>, 91(4), 586-609. Levitt, T. (1980). Marketing success through 		

	<p>differentiation--of anything. <i>Harvard Business Review</i> 58, 83-91.</p> <ul style="list-style-type: none"> • Levitt, Theodore (1960). Marketing Myopia, <i>Harvard Business Review</i>, 38(4), 45-56. • Puccinelli, N. M., Wilcox, K., & Grewal, D. (2015). Consumers' response to commercials: when the energy level in the commercial conflicts with the media context. <i>Journal of Marketing</i>, 79(2), 1-18. • Srinivasan, Raji and Nandini Ramani (2019), "With Power Comes Responsibility: How Powerful Marketing Departments Can Help Prevent Myopic Management," <i>Journal of Marketing</i>, 83 (3), 108-125. • Somervuori, O. (2014). Profiling behavioral pricing research in marketing. <i>Journal of Product & Brand Management</i>, 23(6), 462-474. • Yankelovich, D., & Meer, D. (2006). Rediscovering market segmentation. <i>Harvard Business Review</i>, 84(2), 1-12. • Zwegers, J., & Seredenko, D. (2018). What's Wrong with Segmentation? <i>Marketing News</i>, 52(2), 28–31. • Business Week • Harvard Business Review • Journal of Marketing • Journal of Marketing Intelligence & Planning • Journal of Marketing Management • Journal of Product & Brand Management
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	N/A
COMMUNICATION REQUIREMENTS:	Written project to be submitted in Word, using appropriate terminology.
SOFTWARE REQUIREMENTS:	Word, Excel
WWW RESOURCES:	www.cim.co.uk www.ama.org

	www.dma.org
INDICATIVE CONTENT:	<p>Environmental Analysis (macro-micro)</p> <p>Types of Markets (Business-to-Business, and Business-to-Consumer)</p> <p>Principles of Consumer Behavior</p> <p>Marketing Research</p> <p>Segmentation</p> <p>Positioning</p> <p>Targeting</p> <p>Marketing Mix (Product, Price, Place, Promotion, People, Physical Evidence, Processes)</p> <p>Digital Trends in Marketing</p>