

DEREE COLLEGE SYLLABUS FOR: MK 2030 INTRODUCTION TO MARKETING	
(Updated Fall 2021)	
UK LEVEL: 4 UK CREDITS: 15 US CREDITS 3/0/3	
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: <ol style="list-style-type: none"> 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: <ul style="list-style-type: none"> ➤ 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:

	<table border="1" data-bbox="527 205 1318 436"> <tr> <td data-bbox="527 205 1128 336">Individual Written project (1,400-1,600 words)</td> <td data-bbox="1128 205 1318 336">50%</td> </tr> <tr> <td data-bbox="527 336 1128 436">Final Examination (2-hour comprehensive, essay questions)</td> <td data-bbox="1128 336 1318 436">50%</td> </tr> </table> <p data-bbox="527 472 673 504">Formative:</p> <table border="1" data-bbox="527 504 1318 577"> <tr> <td data-bbox="527 504 1128 577">In-class, 1-hour, "diagnostic" test, assignments</td> <td data-bbox="1128 504 1318 577">0%</td> </tr> </table> <p data-bbox="527 619 1153 682">The project tests Learning Outcomes 1 and 2. The final examination tests Learning Outcome 3.</p> <p data-bbox="527 724 1356 756">Students are required to resit failed assessments in this module.</p>	Individual Written project (1,400-1,600 words)	50%	Final Examination (2-hour comprehensive, essay questions)	50%	In-class, 1-hour, "diagnostic" test, assignments	0%
Individual Written project (1,400-1,600 words)	50%						
Final Examination (2-hour comprehensive, essay questions)	50%						
In-class, 1-hour, "diagnostic" test, assignments	0%						
INDICATIVE READING:	<p data-bbox="527 787 836 819">REQUIRED READING:</p> <p data-bbox="527 829 1404 892">Fahy, J. & Jobber, D. (2019) <i>Foundations of Marketing</i>. London: McGraw-Hill Higher Education.</p> <p data-bbox="527 934 917 966">RECOMMENDED READING:</p> <p data-bbox="527 976 1356 1060">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.</p> <p data-bbox="527 1102 1404 1165">Birkner, C. (March 2015). The Mechanics of Modern-Day Brand Affinity, <i>Marketing News</i>, 3, 32-39</p> <p data-bbox="527 1207 1388 1228">Birkner, C. (December 2014). On the Front Lines <i>Marketing News</i>,</p> <p data-bbox="527 1270 1404 1333">Borden, N. H. (1964). The concept of the marketing mix. <i>Journal of Advertising Research</i>, 4(2), 2-7.</p> <p data-bbox="527 1375 1421 1459">Brown, S. (2005). Reconsidering the Classics: Reader Response to "Marketing Myopia". <i>Journal of Marketing Management</i>, 21(5-6), 473-487.</p> <p data-bbox="527 1501 1404 1606">Constantinides, E. (2006). The marketing mix revisited: towards the 21st century marketing. <i>Journal of Marketing Management</i>, 22(3-4), 407-438</p> <p data-bbox="527 1648 1404 1774">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.</p> <p data-bbox="527 1816 1404 1837">Haley, R. I. (1968). Benefit segmentation: A decision-oriented</p>						

	<p>research tool. <i>Journal of Marketing</i>, 32(3), 30-35.</p> <p>Homburg, C., Schwemmler, M., & Kuehnl, C. (2015). New product design: Concept, measurement, and consequences. <i>Journal of Marketing</i>, 79(3), 41-56.</p> <p>Kozlenkova, I. V., Hult, G. T. M., Lund, D. J., Mena, J. A., & Kecec, P. (2015). The role of marketing channels in supply chain management. <i>Journal of Retailing</i>, 91(4), 586-609.</p> <p>Levitt, T. (1980). Marketing success through differentiation--of anything. <i>Harvard Business Review</i> 58, 83-91.</p> <p>Levitt, Theodore (1960). Marketing Myopia, <i>Harvard Business Review</i>, 38(4), 45-56.</p> <p>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.</p> <p>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.</p> <p>Somervuori, O. (2014). Profiling behavioral pricing research in marketing. <i>Journal of Product & Brand Management</i>, 23(6), 462-474.</p> <p>Yankelovich, D., & Meer, D. (2006). Rediscovering market segmentation. <i>Harvard Business Review</i>, 84(2), 1-12.</p> <p>Zwegers, J., & Seredenko, D. (2018). What's Wrong with Segmentation? <i>Marketing News</i>, 52(2), 28-31.</p> <p>Business Week Harvard Business Review Journal of Marketing Journal of Marketing Intelligence & Planning Journal of Marketing Management Journal of Product & Brand Management</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>N/A</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Written project to be submitted in Word, using appropriate terminology.</p>

SOFTWARE REQUIREMENTS:	Word, Excel
WWW RESOURCES:	www.cim.co.uk www.ama.org www.dma.org
INDICATIVE CONTENT:	<ol style="list-style-type: none">1. Environmental Analysis (macro-micro)2. Types of Markets (Business-to-Business, and Business-to-Consumer)3. Principles of Consumer Behavior4. Marketing Research5. Segmentation6. Positioning7. Targeting8. Marketing Mix (Product, Price, Place, Promotion, People, Physical Evidence, Processes)9. Evidence, Processes)10. Digital Trends in Marketing