

Introduction to Marketing Strategy
6M:100 Lecture A
Fall Semester, 2008

Monday & Wednesday 4:30-5:50 PM
W10 PBB

Instructor: Dave Collins
Office: W304 PBB
Office Hours: Monday/Wednesday 1:30-4pm & by appointment
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Head TA: Rob Rouwenhorst
Office: S347 PBB
Office Hours: Tuesday 8-10:30am
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Email: robert-rouwenhorst@uiowa.edu

Discussion Sections:

| Section # | TA Name | Day | Time | Room |
|------------------|-----------------|------------|-------------|-------------|
| 1 | Megan O'Rourke | Monday | 1:30pm | S121 PBB |
| 2 | John Zhu | Wednesday | 8:30am | S107 PBB |
| 3 | Rob Rouwenhorst | Monday | 8:30am | S107 PBB |
| 4 | Amanda Ernst | Friday | 9:30am | S207 PBB |
| 5 | Young Han Bae | Monday | 2:30pm | C107 PBB |
| 6 | Young Han Bae | Friday | 12:30pm | C29 PC |
| 7 | Megan O'Rourke | Wednesday | 1:30pm | S121 PBB |
| 8 | Beth Bellman | Wednesday | 3:30pm | C31 PC |
| 9 | Jayati Sinha | Monday | 11:30am | S207 PBB |
| 10 | Yun Lee | Friday | 2:30pm | S121 PBB |
| 11 | Beth Bellman | Wednesday | 11:30am | C121 PBB |
| 12 | Amanda Ernst | Friday | 11:30am | S207 PBB |
| 13 | Jayati Sinha | Monday | 12:30pm | W207 PBB |
| 14 | John Zhu | Wednesday | 12:30pm | W207 PBB |
| 15 | Rob Rouwenhorst | Monday | 9:30am | W107 PBB |

Prerequisites: 6E:1 Principles of Economics / Junior standing (minimum of 60 hours)

Required Text: *MKTG 2* by Lamb, Hair, and McDaniel 2008-2009 edition, South-Western College Publishing. The textbook is available at Union Book Store.

Articles: Articles will be assigned in class and posted on the web site. It is the student's responsibility to print out materials for lecture and discussion section and come to class prepared to discuss them.

COURSE INTRODUCTION

Introduction to Marketing

You are on the edge of the biggest change in the way marketing is going to be conducted since the inceptions of mass production and mass communication. You will be the drivers of this change and this change will happen and continue to happen at lightning speeds.

Organizations operate in a complex, dynamic and competitive environment. In serving their customers, they face constant challenges, especially due to frequent changes in their environment. Marketing is a discipline that describes the art and science of analyzing markets and harnessing available forces to best serve the organization's customers.

This course introduces students to the principles and practices of marketing in the contemporary environment. It also provides training in writing and spreadsheet analysis. These are skills marketing managers need to succeed in the work place. The course presupposes no prior knowledge of the subject, aside from the regular prerequisites.

Specifically, the objectives of the course are to:

- provide you with an integrated view and appreciation of the marketing process
- introduce you to marketing terminology and concepts
- introduce you to the basic practices and problems in marketing and to the skills involved in marketing management
- emphasize the importance of both predicting and analyzing consumer's responses to marketing actions
- introduce you to marketing research and give you an opportunity to either participate in or conduct a very small scale study
- promote student interest in marketing as a career in such areas as sales, retailing, advertising, marketing research, wholesaling, packaging, and physical distribution.

Because marketing is a practical discipline that involves art as much as science, this course will be taught through a combination of lectures on the concepts and principles, discussion of their applications and analysis of some significant marketing issues.

Regardless of your major, an understanding of marketing will be important to your success. Everyone, regardless of their function within the organization, must be a participant in the marketing process.

Best wishes for a great semester!

Introduction to Marketing Strategy
6M:100 Lecture A, Fall Semester, 2008

| Date | Readings | Topic | Discussion Section |
|------------------------------|--|---|--|
| Week 1 (Aug. 25-29) | | | |
| Monday 8/25 | | Welcome to Marketing | Discussion Sections Do Not Meet |
| Wednesday 8/27 | Chapter 1 <i>"Coming to Concurrence"</i> | An Overview to Marketing | |
| Week 2 (Sep. 1-5) | | | |
| Monday 9/1 | | No Class | Discussion Sections Do Not Meet |
| Wednesday 9/3 | Chapter 19 <i>"Misconceptions about Customer Loyalty"</i> | Customer Relationship Management | |
| Week 3 (Sep. 8-12) | | | |
| Monday 9/8 | Chapter 2 | Strategic Planning | All Sections Meet |
| Wednesday 9/10 | <i>"Patagonia"</i> | "Let My People Go Surfing" | |
| Week 4 (Sep. 15-19) | | | |
| Monday 9/15 | Chapter 3 <i>"Beyond the Green Corp"</i> | Guest Speaker: Kim Bloedel Social Responsibility | Discussion Sections Do Not Meet |
| Wednesday 9/17 | Chapter 4 <i>"The World is Flat"</i> | Developing a Global Vision | |
| Week 5 (Sep. 22-26) | | | |
| Monday 9/22 | Chapter 5 | Consumer Decision Making | All Sections Meet Part 1 of Group Project Due |
| Wednesday 9/24 | Chapter 5 | Consumer Decision Making | |
| Week 6 (Sep 29-Oct 3) | | | |
| Monday 9/29 | | Exam 1 5:30pm | Discussion Sections Do Not Meet |
| Monday 9/29 | | No Class | |
| Wednesday 10/1 | Chapter 6 | Business to Business Marketing | |
| Week 7 (Oct. 6-10) | | | |
| Monday 10/6 | Chapter 7 | Segmentation and Targeting | Discussion Sections Do Not Meet |
| Wednesday 10/8 | Chapter 7 | Segmentation and Targeting | |
| Week 8 (Oct. 13-17) | | | |
| Monday 10/13 | Chapter 8 | Market Research | All Sections Meet Part 2 of Group Project Due |
| Wednesday 10/15 | | Guest Speaker: Tuma Basa, MTV | |

| | | | |
|-----------------------------|------------|---|--|
| Week 9 (Oct. 20-24) | | | |
| Monday 10/20 | Chapter 9 | Product Concepts | Discussion Sections Do Not Meet |
| Wednesday 10/22 | Chapter 9 | Product Concepts | |
| Week 10 (Oct. 27-31) | | | |
| Monday 10/27 | Chapter 10 | Developing and Managing Products | Discussion Sections Do Not Meet |
| Wednesday 10/29 | Chapter 11 | Services and Nonprofit Organizations | |
| Week 11 (Nov. 3-7) | | | |
| Monday 11/3 | Chapter 12 | Marketing Channels | Discussion Sections Do Not Meet |
| Wednesday 11/5 | Chapter 12 | Marketing Channels | |
| Week 12 (Nov. 10-14) | | | |
| Monday 11/10 | Chapter 13 | Retailing | All Sections Meet Part 3 of Group Project Due |
| Wednesday 11/12 | | <i>The Persuaders</i> | |
| Week 13 (Nov. 17-21) | | | |
| Monday 11/17 | | Exam 2 5:30pm | Discussion Sections Do Not Meet |
| Monday 11/17 | | No Class | |
| Wednesday 11/19 | Chapter 14 | Integrated Communications | |
| Week 14 (Nov. 24-28) | | Thanksgiving Break | |
| Week 15 (Dec. 1-5) | | | |
| Monday 12/1 | Chapter 15 | Advertising and Public Relations | Discussion Sections Do Not Meet |
| Wednesday 12/3 | Chapter 16 | Sales Promotion and Personal Selling | |
| Week 16 (Dec. 8-12) | | | |
| Monday 12/8 | Chapter 17 | Pricing Concepts | All Sections Meet Part 4 of Group Project Due |
| Wednesday 12/10 | Chapter 18 | Setting the Right Price | |
| Week 17 (Dec. 15-19) | | | |
| Wednesday 12/17 | | Final Exam 4:30pm | |

ADDITIONAL COURSE INFORMATION

Cell Phones

The use of cell phones in the classroom is strictly prohibited, this includes text messaging! If your cell phone goes off, I will cloud up and rain all over you. I can also detect them on vibrate in the last row in W10.

E-mail

It is your responsibility to make certain that you have a working University of Iowa e-mail address and that you check it on a regular basis. There may be occasions when your TA or I need to inform you of important course information via e-mail. If you do not use your university e-mail, you should forward your university e-mail to your personal account. You can do this through “blue e-mail utilities.”

Exams

The exam dates and times are in the course schedule. All exams are closed-book. You should bring two No. 2 lead pencils with you to each exam. No other supplies should be necessary. Also have one piece of personal identification, which includes a photograph, available. Be prepared to show your ID.

If you have a class conflict, contact the Head TA Rob Rouwenhorst (robert-rouwenhorst@uiowa.edu) with documentation of the conflict at least **two weeks** prior to the exam and a make-up will be arranged. If a make-up exam is needed because of illness or emergency on the day of the exam, e-mail Rob Rouwenhorst and provide medical or appropriate verification later. The make-up for Exam 1 will be held on Tuesday, September 30 at 7am. The make-up for Exam 2 will be held Tuesday, November 18 at 7am. Room numbers will be announced.

Non-attendance at the regular exam time without an acceptable (university approved), documented reason will result in zero points for the exam. Please note that the make-up exam may consist of 50% essay and 50% multiple choice and may be completely different from the main exam.

Quizzes

Depending on class attendance, there might be **unannounced** quiz given in class throughout the semester. Only university approved absences will be accepted if you want to make-up a quiz. If you have a university sanctioned excuse (e.g. travel for athletic teams, medical emergency, etc.) please contact Dave Collins in person within one week of missing a quiz to arrange a make-up. You will need to provide written documentation when you make-up the quiz. If you come to class late and the quiz has already been collected you will not be able to make it up. You will not be allowed to make up a quiz if you fail to see Dave within one week of a missing a quiz. Finally, failed alarm clocks, family vacations, etc. are not excuses and you will not be able to make-up a quiz.

Assignments

There will be one group project divided into four written parts and one presentation worth a total of 150 points. Every student will work in groups of approximately five people on the assignment in discussion section. Each part will be due in discussion section as shown in the schedule on

pages 3-4. The primary goal of the assignment is to enhance students understanding of marketing concepts and processes. The secondary goal is to help enhance students' business writing and communication skills. More specific information on the project will be given in discussion section.

We assume that students are familiar with computer word processing programs such as Word and computer spreadsheet programs such as Excel. If a student is unfamiliar with either type of program, he or she should purchase a help book or go through the tutorials that are on the network in the College of Business.

Discussion Sections

Discussion sections will meet 5 times during the semester. The dates and times for these meetings are in the course schedule.

Prior to the due date of parts of the group project, discussion sections will meet for the purpose of explaining the assignment and answering any questions you may have. The group project will not be explained in lecture, so it is critical that you attend your discussion section in order to understand how to proceed.

Research Requirement Guidelines

Experiments

One of the goals of 6M:100 is to introduce you to the marketing research process. **To fulfill this requirement you must earn three research credits.** You earn a credit by participating in either an experiment or by completing a written research assignment. Any combination of experiments or written research assignments will satisfy the research requirement for the course as long as the total is three.

You can sign up for experiments electronically by logging in to the following website with your Hawk ID and Password (<https://www.biz.uiowa.edu/marketing/experiments/>). You will receive email notification throughout the semester of new experiment postings. There will be enough opportunities for everyone to participate in a minimum of three experiments. Experiments fill up quickly, so we encourage you to sign up as soon as you receive notification of a new experiment.

When you sign up for an experiment make a note of the date, time, location, name of experiment, and name and email address of the researcher listed for the experiment. Do not forget it! If you sign up, you must attend and be on time. If for some reason you cannot attend, please revisit the experiment sign up website and remove your name at least 24 hours before the experiment is conducted to let the experimenter know you cannot attend. Otherwise there will be a penalty. You will not be able to remove your name or sign up for an experiment within 24 hours of the start time of an experiment session.

Penalty: For every experiment missed you will be required to participate in an extra experiment or complete an extra written research assignment (3 required credits + 1 additional credit for each missed experiment).

If you fail to complete this requirement you will get an "incomplete" in the course and will have to participate in experiments or complete written research assignments in the next semester, or else receive an "F" in the course.

Experiment participation will be recorded via the experiment website within 3 days following the completion of the last session of each experiment (each experiment may or may not have multiple sessions). Experiment credits will be recorded on ICON within 3 days after experiment participation has been recorded on the experiment website. All experiments and each written research assignment will be visible on ICON as separate grade items under the heading Experiments. At the end of the semester you will need a total of three research credits (3 required credits + 1 additional credit for each missed experiment).

All questions related to experiments, experiment participation, and experiment credits should be directed to the Dave Collins.

Written Research Assignments

The purpose of the written research assignments is to familiarize you with the research process. Each assignment should take a maximum of one hour. To receive research credit, written research assignments must be turned in on the last day of class. Each written research assignment will be graded on a pass/fail basis.

Written Research Assignment Topic: *Using the Internet to obtain Marketing Information*
Each of the three written research assignments will enrich your understanding of how the Internet can be used to obtain marketing information.

Written Research Assignment #1

Based on what you have learned in class, please write a short paper stating the advantages and disadvantages of using on-line surveys to measure customer satisfaction? Under what conditions would you attempt to use this type of survey instrument?

Written Research Assignment 2: Design an Internet Questionnaire

Assume you work Nike at their headquarters. The company wants to survey your customers to get their reactions to a new product line of running shoes. Develop a survey to determine the level of customer satisfaction. You must have at least five questions.

Written Research Assignment 3: New Patent Ideas

Check the US Government Patent Office to learn what new products have been patented (<http://patft.uspto.gov/netahtml/PTO/search-bool.html>). Search for terms you think would bring up interesting products. For example, your professor entered the Term "Food" as Term 1 and selected "Title" in Field 1. He found several different patents for re-sealable food containers. Briefly describe two patents that you think sound interesting. Then evaluate them as new product ideas.

Written Assignments are due at the final exam. All questions related to the written research assignments should be directed to the Head TA, Rob Rouwenhorst.

Grading

Grades are based upon the percentage of points earned divided by the total points possible from the semester. Grades are assigned as followed:

| | | | | |
|------------|-----------|-----------|-----------|-------------|
| A+ 97-100% | B+ 87-88% | C+ 77-78% | D+ 67-68% | |
| A 90-96% | B 80-86% | C 70-76% | D 60-66% | |
| A- 89% | B- 79% | C- 69% | D- 59% | F below 59% |

Once an instructor has assigned a grade, it will not be changed. Instructors strive to be objective, but they are human and can make errors. It is natural for an individual student to rate his or her works more highly than someone else does.

Students who feel unduly penalized may always present their case to the instructor. If their case is valid, the instructor will consider the difference when assigning final grades. In general, however, instructors want to reward students for their learning and not for their negotiating skills. It is better for students to try to understand the principles being taught and the criteria used for evaluation, than to debate grades.

Students should keep all graded work until the end of the semester; **in addition, they should keep back-up copies of any work turned in.**

| Activity | Points | Dates | Notes |
|--------------------------|---------------|--------------------------------|--------------|
| Exam 1 | 190 | Monday, September 29, 5:30pm | Note 1 |
| Exam 2 | 190 | Monday, November 17, 5:30pm | Note 2 |
| Final Exam | 210 | Wednesday, December 17, 4:30pm | Note 3 |
| Group Project | 175 | | Note 4 |
| Group Evaluations | | | Note 5 |
| Discussion Participation | 20 | | Note 6 |
| Research Requirement | | | Note 7 |
| TOTAL | 785 | | |

Notes:

1. Exam 1 will start at 5:30pm on Monday, September 29. It covers chapters 1 through 5 and 19 in the textbook, articles assigned in class and material from lecture. Students in Lecture A go to MacBride Hall Auditorium. Students in Lecture B go to LR1 Van Allen Hall.
2. Exam 2 begins at 5:30pm on Monday, November 12. It covers chapters 6 through 13 in the textbook, articles assigned in class and material from lecture. Students in Lecture A go to MacBride Hall Auditorium. Students in Lecture B go to LR1 Van Allen Hall.
3. The Final Exam begins at 4:30pm on Wednesday, December 17. It is comprehensive and covers key concepts from the entire semester: chapters 1 through 19, articles assigned in class and materials from lecture. Room assignments will be announced.
4. The group project is worth 175 points total. The project is divided into four written parts with one presentation. Parts of the project are due in discussion section as specified in the schedule on pages 3-5. The primary goal of the assignment is to enhance students' understanding of marketing concepts and processes. The secondary goal is to help enhance students' business writing and communication skills. More specific information on the project will be given in discussion section.
5. After every part of the group project each individual will rate the efforts of all group members and turn the form in to their TA during discussion section. The average rating from your team members will determine what percentage of the score you will receive for each part. For example, if your team earns 25pts on part 1 of the project and your team rates your contribution at 50% you will receive 12.5pts on part 1.
6. 20 points of your final score will be based upon your TA's evaluation of your attendance and participation in discussion section.
7. There are no points awarded for research experiments completed, only credit. Failure to complete the Research Requirement results in a grade of "Incomplete." No exceptions.

Early / Late Assignments

Under special arrangements an assignment may be turned in early. Students who must turn assignments in early should write a note explaining the reason and turn in the assignment to the Head TA, Rob Rouwenhorst.

We will consider any assignment turned in after the end of class on the day they are due as late; the final grade on late assignments will be penalized 20 points. Because of the large number of assignments and the grading schedule, we cannot accept any late assignments for any reason later than 5:00pm on the day they are due. Late assignments must be turned in to the Head TA Rob Rouwenhorst, with an attached note of explanation.

Occasionally, a student will miss a deadline because of a verifiable prolonged illness or emergency. Such a student should meet with Dave Collins to discuss the illness or emergency and to receive a make-up assignment. In such cases the make-up assignment will differ from the class assignment.

Assignments E-mailed / Slid Under-Door

Turn your written assignments in at the end of discussion section on the day it is due. Assignments will not be accepted via e-mail or if they are slid under the door of your TA, the Head TA, Dave Collins or the Marketing Dept. There will be no exceptions to this policy

Problems, Questions and Chain Of Command

We have designed the class so that there are lots of well-trained people available to help you with problems and questions. If you have a question or problem, first talk to your discussion section TA. They are knowledgeable about marketing and the assignments for the class.

Plagiarism / Academic Dishonesty

It is our sincere hope that no student in this class does work which is not his or her own. However, it seems prudent to clarify in advance the policy on cheating. If the Teaching Assistant and the Professor determine that the assignment was not written solely by the student whose name appears on the project, the student's overall semester grade will be lowered by one full letter grade.

If a student is determined to have cheated on an exam, the student will receive a score of "0" for the exam. If a student is determined to have cheated on an assignment, the student will receive a score of "0."

All incidents of cheating will be reported to the appropriate Deans (e.g., the Associate Dean for the Undergraduate Program in the College of Business or Liberal Arts) and the student may be placed on disciplinary probation for the remainder of his or her undergraduate work at the University of Iowa.

The decision of the Professor may be appealed to the relevant Dean for the Undergraduate Program, the Collegiate Dean, the Dean of Students, and so on in accordance with University Policy. The Honor Code for the Tippie College of Business will determine the appropriate appeal process. The Honor Code may be found at:
<http://www.biz.uiowa.edu/upo/honorcode.html>

Accommodations for Students with Disabilities

If you have a disability that may require some modification of seating, testing, or any other class requirement, please let me know as soon as possible so that appropriate arrangements can be made. Similarly if you have any emergency medical information about which I should know, or if you need special arrangements in the event the building must be evacuated, please let me know. Please see me after class hours or during my scheduled office hours or schedule an appointment. Additional assistance is available from the Office of Student Disability Services (3100 Burge Hall); 319-335-462; <http://www.uiowa.edu/~sds>).

University Policy Regarding Sexual Harassment

Sexual harassment is reprehensible and will not be tolerated by the University. Any student who believes he or she has been discriminated against or sexually harassed is encouraged to make a complaint to any appropriate member of the University community, such as the Director of Affirmative Action; the Vice President for Student Services and Dean of Students; the University Ombudsperson, any collegiate dean, associate dean, department head, or advisor; and the departments or organizations like the Women's Resource and Action Center and the Rape Victim's Advocacy Program.

Course Sequencing Note for Marketing Majors

6M:134 Marketing Research, 6M:135 Consumer Behavior, and one marketing elective (to be selected from list of approved department electives) are prerequisites for 6M:147 Marketing Management. No exception to the prerequisite courses for 6M:147 is granted.

Class Lists

In order to participate in this class, it may be necessary to reveal to other students the names of students who are enrolled in this course (e.g. the use of name tents or taking attendance in discussion section by passing around a class list). If you do not want your name revealed to other students, please contact your TA by the end of the first week of classes.

Policy on Cross College Enrollments

This course is given by the College of Business. This means that class policies on matters such as requirements, grading, and sanctions for academic dishonesty are governed by the College of Business. Students wishing to add or drop this course after the official deadline must receive the approval of the Dean of the College of Business. Details of the University policy of cross enrollments may be found at: <http://www.uiowa.edu/~provost/deos/crossenroll.doc>

Have A Great Semester!