INTRODUCTION TO MARKETING  
(draft)  
C55.0001, Sec. 002, Summer 2010

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CLASS HOURS  Monday and Wednesday  
12:00 - 2:55pm  
Location: TBA

OFFICE HOURS  TBA

TEACHING FELLOW  

COURSE WEBSITE  TBA

IMPORTANT DATES

Personal Information Form  6/30 (First Day of Classes)

Mid- Term Exam  7/19 (tentative)

Final Exam  8/11
COURSE OVERVIEW

This course is designed to introduce you to the concepts and skills essential in marketing strategy. What is marketing? It is not the same thing as advertising or personal selling but a far broader integrated process. Marketing involves two basic sets of activities. The first set starts with identifying consumer needs and ends with positioning the product or service to satisfy those needs and differentiate it from competition. In between, rigorous analysis of the competition, the customer, the environment, and the company’s own capabilities are required. The second set of activities revolves around the “marketing mix” – letting the consumer know about the product in an attention-getting, convincing, and motivating way, getting it to the consumer through the best combination of distribution channels, pricing it effectively, and offering incentives to try, purchase, and purchase more. At any point along the way, failure to get one of these activities right may result in the failure of the product. Positioning is the key to product success, but even a perfect product with brilliant positioning won’t last long if its benefits are not clearly communicated to the right people, if its price is too high or too low, if it is sold through the wrong retailers, or displayed poorly.

This course will give you experience in coordinating the marketing mix and combining quantitative and qualitative analysis. The more specific objectives are:

- To acquire an understanding of basic marketing concepts.
- To understand the strategic role of marketing.
- To gain an understanding of the elements of the marketing mix and their interaction.
- To identify and address the key decisions facing marketing managers.
- To practice the process of analyzing a marketing situation or opportunity, formulating market strategy, and developing and implementing a marketing plan.
- To integrate marketing knowledge with other areas in business.

REQUIRED READINGS


The tenth edition is the latest edition, and it is cheaper than the previous edition. If you have purchased the 9th edition to use in the class, you can use it but you are responsible for determining any material that you might miss that is in the 10th edition.

Case Packet: TBA

YOUR COURSE GRADE
Your grade is a composite of the following (discussed in more detail in the next section):

1. Class Participation 10%
2. Case Analyses 20%
3. Exams 50%
4. Quantitative Assignment 15%
5. Subject Pool Participation 5%

COURSE COMPONENTS

The course uses a combination of lectures, class discussion, recent press articles, case studies, assignments and exams, as follows:

1. Class Participation – 10%

2. Case Studies – 20%

3. Exams – 50%

4. Quantitative Assignment – 15%

EXAM AND GRADING POLICIES
# SCHEDULE (SUMMER 2010)

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