



**NYU Stern School of Business**

**Undergraduate College**

**MKTG-UB.0001.005 (C55.0001): INTRO TO MARKETING**

**Fall 2011**

**INSTRUCTOR DETAILS**

**ALTER, ADAM**

**Email:** [aalter@stern.nyu.edu](mailto:aalter@stern.nyu.edu)

**Office Hours:** By appointment only

**Office Location:** Tisch 818

**COURSE MEETINGS**

**Meeting time(s):** MW, 3:30pm to 4:45pm

**Location:** Tisch T-UC04

**Additional Information: Final Exam:**

**Schedule exceptions**

Class will not meet on:

Class will meet on:

**COURSE DESCRIPTION AND LEARNING GOALS**

People often define "marketing" as advertising – a highly visible activity by which organizations try to persuade consumers to buy products and services. However, marketing is much more than advertising and even the most skillful marketing cannot make consumers buy things that they don't want.

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.

In this course, you will be introduced to the principles underlying these activities and given opportunities to try your hand at analyzing markets and formulating strategy. The objectives of this course are to:

1. Introduce you to the concepts, analyses, and activities that comprise marketing management,
2. Help you sharpen your analytical skills and show you how to use them to assess and solve marketing problems,
3. Give you an opportunity to refine your oral and written communication skills, and
4. Provide a foundation for courses in other departments and advanced electives in Marketing.

## COURSE OUTLINE

MAY DIFFER SLIGHTLY IN 2011

COURSE SCHEDULE: C55.0001, INTRODUCTION TO MARKETING - Fall 2010

Prof. Adam Alter

Session	Date	Topic	Readings, Assignments & Details
1	T, Sept. 7	• Course Introduction & Overview	Chapter 1
2	TH, Sept. 9	• The Marketing Environment • Competitive Forces • Marketing Math	Chapters 2, 3 Note on low-tech Marketing Math
3	T, Sept. 14	• Marketing Customers and Value	Due: Information Forms
4	TH, Sept. 16	• Marketing Ethics	Chapter 4
5	T, Sept. 21	• Consumer Behavior	Chapter 5
6	TH, Sept. 23	• Consumer Behavior	Chapter 6
7	T, Sept. 28	• Case: Discussion Mediquip	Case: Mediquip
8	TH, Sept. 30	• Segmentation, Targeting, Positioning	Chapter 9
9	T, Oct. 5	• Segmentation, Targeting, Positioning	Chapter 9
	TH, Oct. 7	• <b>No class in lieu of guest speaker #1</b>	
10	T, Oct. 12	• Quiz 1	
11	TH, Oct. 14	• Segmentation, Targeting, Positioning	Chapter 9
12	T, Oct. 19	• Conducting and Using Market Research	Chapter 8
13	TH, Oct. 21	• Conducting and Using Market Research	Chapter 8
14	T, Oct. 26	• Conducting and Using Market Research	Chapter 8
15	TH, Oct. 28	• Product Decisions	Chapters 10 and 11
16	T, Nov. 2	• Written Case Assignment #1 (group case)	Case: Brita
17	TH, Nov. 4	• Product Decisions	Chapters 10 and 11
18	T, Nov. 9	• Quiz 2	
19	TH, Nov. 11	• Distribution Decisions and Retailing	Chapters 15 and 17
20	T, Nov. 16	• Promotion Decisions	Chapter 18 and 19
21	TH, Nov. 18	• Promotion Decisions	Chapter 18 and 19
22	T, Nov. 23	• Case Discussion: BWM Films	Case: BMW Films
	TH, Nov. 25	• <b>No class in lieu of Guest Speaker #2</b>	

	T, Nov. 30	<b>No class – Thanksgiving</b>	
23	TH, Dec. 2	International Marketing	Chap. 7
24	T, Dec. 7	Written Case Assignment #2 due, to be done individually	Case: MontGras: Export Strategy for a Chilean Winery
25	TH, Dec. 9	Course Summary and Review	
	T, Dec. 15	<b>No class in lieu of Guest Speaker #3</b>	
26		<b>Guest Speaker #1</b> Brent Hodgins, Milren Business Development – date TBA	Paulson Auditorium @ 12:40pm
27		<b>Guest Speaker #2</b> Date and speaker TBA	Paulson Auditorium @ 12:40pm
28		<b>Guest Speaker #3</b> Robert Aquilina Estée Lauder Inc. – Date TBA	Paulson Auditorium @ 12:40pm

### ASSESSMENT COMPONENTS

The grade components and the associated weights are as follows:

#### A. Exams

2 quizzes (12.5% each):	25%	<b>50%</b>
Final exam (cumulative):	25%	
B. Class Participation/Contribution		<b>15%</b>
C. Written Case Analyses		<b>25%</b>
Group case	12.5%	
Individual case	12.5%	
D. Quantitative Exercise		<b>5%</b>
E. Marketing Research Assignment/Subject Pool		<b>5%</b>
		100%

### GROUP PROJECTS

#### Guidelines for Group Projects

Business activities involve group effort. Consequently, learning how to work effectively in a group is a critical part of your business education.

Every member is expected to carry an equal share of the group's workload. As such, it is in your interest to be involved in all aspects of the project. Even if you divide the work rather than work on each piece together, you are still responsible for each part. The group project will be graded as a whole: its different components will not be graded separately. Your exams may contain questions that are based on aspects of your group projects.

It is recommended that each group establish ground rules early in the process to facilitate your joint work including a problem-solving process for handling conflicts. In the infrequent case where you believe that a group member is not carrying out his or her fair share of work, you are urged not to permit problems to develop to a point where they become serious. If you cannot resolve conflicts internally after your best efforts, they should be brought to my attention and I will work with you to find a resolution.

You will be asked to complete a peer evaluation form to evaluate the contribution of each of your group members (including your own contribution) at the conclusion of each project. If there is consensus that a group member did not contribute a fair share of work to the project, I will consider this feedback during grading.

**GRADING**

At NYU Stern we seek to teach challenging courses that allow students to demonstrate their mastery of the subject matter. In general, students in undergraduate core courses can expect a grading distribution where:

- 25-35% of students can expect to receive A's for excellent work
- 50-70% of students can expect to receive B's for good or very good work
- 5-15% of students can expect to receive C's or less for adequate or below work

Note that while the School uses these ranges as a guide, the actual distribution for this course and your own grade will depend upon how well you actually perform in this course.

**RE-GRADING**

The process of assigning grades is intended to be one of unbiased evaluation. Students are encouraged to respect the integrity and authority of the professor's grading system and are discouraged from pursuing arbitrary challenges to it.

If you believe an inadvertent error has been made in the grading of an individual assignment or in assessing an overall course grade, a request to have the grade re-evaluated may be submitted. You must submit such requests in writing to me within 7 days of receiving the grade, including a brief written statement of why you believe that an error in grading has been made.

**PROFESSIONAL RESPONSIBILITIES FOR THIS COURSE****Attendance**

- Class attendance is essential to your success in this course and is part of your grade. An excused absence can only be granted in cases of serious illness, grave family emergencies, or religious observance and must be documented. Job interviews and incompatible travel plans are considered unexcused absences. Where possible, please notify me in advance of an excused absence.
- Students are responsible for the course materials, including lectures, from the first day of this class, forward. It is the student's obligation to bring oneself up to date on any missed coursework.

**Participation**

In-class contribution is a significant part of your grade and an important part of our shared learning experience. Your active participation helps me to evaluate your overall performance.

You can excel in this area if you come to class on time and contribute to the course by:

- Providing strong evidence of having thought through the material.
- Advancing the discussion by contributing insightful comments and questions.
- Listening attentively in class.
- Demonstrating interest in your peers' comments, questions, and presentations.
- Giving constructive feedback to your peers when appropriate.

**Assignments**

- Late assignments will either not be accepted or will incur a grade penalty unless due to documented serious illness or family emergency. Exceptions to this policy for reasons of religious observance or civic obligation will only be made available when the assignment cannot reasonably be completed prior to the due date and you make arrangements for late submission in advance.

**Classroom Norms**

- Arrive to class on time and stay to the end of the class period. Chronically arriving late or leaving class early is unprofessional and disruptive to the entire class. Repeated tardiness will have an impact on your grade.
- Turn off all electronic devices prior to the start of class. Laptops, cell phones and other electronic devices are a distraction to everyone.

**STERN POLICIES****General Behavior**

The School expects that students will conduct themselves with respect and professionalism toward faculty, students, and others present in class and will follow the rules laid down by the instructor for classroom behavior. Students who fail to do so may be asked to leave the classroom.

**Collaboration on Graded Assignments**

Students may not work together on graded assignment unless the instructor gives express permission.

**Course Evaluations**

Course evaluations are important to us and to students who come after you. Please complete them thoughtfully.

**ACADEMIC INTEGRITY**

Integrity is critical to the learning process and to all that we do here at NYU Stern. As members of our community, all students agree to abide by the NYU Stern Student Code of Conduct, which includes a commitment to:

- Exercise integrity in all aspects of one's academic work including, but not limited to, the preparation and completion of exams, papers and all other course requirements by not engaging in any method or means that provides an unfair advantage.
- Clearly acknowledge the work and efforts of others when submitting written work as one's own. Ideas, data, direct quotations (which should be designated with quotation marks), paraphrasing, creative expression, or any other incorporation of the work of others should be fully referenced.
- Refrain from behaving in ways that knowingly support, assist, or in any way attempt to enable another person to engage in any violation of the Code of Conduct. Our support also includes reporting any observed violations of this Code of Conduct or other School and University policies that are deemed to adversely affect the NYU Stern community.

The entire Stern Student Code of Conduct applies to all students enrolled in Stern courses and can be found here:

Undergraduate College: <http://www.stern.nyu.edu/uc/codeofconduct>

Graduate Programs: [http://w4.stern.nyu.edu/studentactivities/involved.cfm?doc\\_id=102505](http://w4.stern.nyu.edu/studentactivities/involved.cfm?doc_id=102505)

To help ensure the integrity of our learning community, prose assignments you submit to Blackboard will be submitted to Turnitin. Turnitin will compare your submission to a database of prior submissions to Turnitin, current and archived Web pages, periodicals, journals, and publications. Additionally, your document will become part of the Turnitin database.

**RECORDING OF CLASSES**

Your class may be recorded for educational purposes

**STUDENTS WITH DISABILITIES**

If you have a qualified disability and will require academic accommodation of any kind during this course, you must notify me at the beginning of the course and provide a letter from the Moses Center for Students with Disabilities (CSD, 998-4980, [www.nyu.edu/csd](http://www.nyu.edu/csd)) verifying your registration and outlining the accommodations they recommend. If you will need to take an exam at the CSD, you must submit a completed Exam Accommodations Form to them at least one week prior to the scheduled exam time to be guaranteed accommodation.