

# Marketing syllabus

[Business](#), [Marketing](#)



You might also want to complete the Personal Information Form at the end of the syllabus, which helps me get to know you. The text for the course is: R. Kerri, S. Hartley & W. Rudderless, Marketing, 12th edition, Irwin/McGraw-Hill. The 12th edition is the latest edition, and the good news is that it is cheaper than the previous edition. The NYU Bookstore is selling the regular hardback version of the textbook. McGraw-Hill also sells a loose-leaf version that you can put in your own binder, and an eBook version, which has a timed, 180 day subscription, for lower rises.

The eBook version allows you to search the entire book, print out pages you need, and highlight, make notes, and share them with your classmates. You can get information about the eBook at [wry.courtesan.com](http://wry.courtesan.com) and at <http://textbooks.viticulture.com>. We will have three guest speakers in the class this semester. These sessions, which are for all of the sections of Core Marketing, will be held from 12:40 - 1:40 in Paulson Auditorium on the US level of Aitch. As of this writing we are still setting times for the speakers. Please note that three class sessions are canceled to accommodate the sessions for the three guest speakers.

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<https://assignbuster.com/marketing-syllabus/>

In some classes we will discuss examples from articles that have appeared in the popular and business press, such as the Wall Street Journal, New York Times, etc. These help create an interesting class discussion and show how marketing concepts affect current events. Whenever possible, we will look at an image of these articles in Powering in class. You can get any of the New York Times articles for free on the Times web site. You can also obtain articles for most publications from the NYU Virtual Business Library, at <http://library.nyu.edu/able/>. Just click " Journals/Newspapers/E-Books" on the left of the homepage.

If you are 2 taking Stern courses, you should take the time to learn how to use the ABLE. Course Website: Please check the course postings on the Blackboard website regularly for class announcements and instructions (<http://statelessness.nyu.edu/>). You should always check the postings here before coming to class - some postings may be crucial in ensuring that you are in step with the rest of the class. Please go to the Blackboard website for a copy of all course handouts. Important handouts will be given to you in class and also posted on the course site.

This site contains many wings you will find useful over the course of the semester, including: ; Special announcements/corrections ; Syllabus ; Guest speaker information Course bulletin board ; Subject pool details/sign-ups Assignments ; Powering slides Other useful documents Please read this syllabus carefully. It is your guide to the course and will help you learn more and do your best. It describes the course's objectives, how it is conducted, and your responsibilities. A copy of this syllabus appears on the course web

site. All handouts and assignments will be posted on the site as they become available.

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. C. COURSE APPROACH Class meetings will revolve

around lectures, video presentations, and in-class activities, such as case discussions, pre-assigned exercises, and experiential exercises.

In order to get the most from this course it is extremely important that you are prepared for class. I will only highlight the material covered in the text or readings, on the assumption that you can do the required background reading yourselves and you would prefer to have new information and experiences in class that supplement your basic theoretical readings. As such, if you have questions on the text or readings, it is your responsibility to let me know prior to class (via email), or at the beginning/end of class.

Because I will not repeat much of what is covered in the assigned readings, if you do not prepare for class you will miss much of the important contents of the course, you will learn substantially less from the discussions and exercises, you will not be able to participate in class effectively, and it is also unlikely that you will perform well on the exams and cases. Class meetings do not test you on the background material directly, but they are based on your understanding and retention of the text material. Therefore reading the background material is crucial.

We will have three guest speakers during the semester. These speakers are senior executives with considerable experience in marketing. Their talks usually focus on how they have attacked challenging marketing problems that their firms face. Each talk will consist of a presentation by the guest speaker, followed by a question and answer session. These talks give a fascinating view into how marketing problems are identified and solved in

the business world. They also give you a chance to see how marketers apply the kinds of concepts that you are learning about in class.

These guest speaker talks are an important part of the course, and you are expected to attend them. The quizzes and exams may contain questions relating to the guest speaker talks. All talks will be held in Paulson Auditorium, on the US level of Aitch, from 12: 40 - 1: 40. D. GRADING COMPONENTS & WEIGHTS The grade components and the associated weights are as follows: A. Exams 2 quizzes (12. 5% each): 25% Final exam (cumulative): B. Class Participation/Contribution C. Written Case Analyses Group case 12. % Individual case D. Quantitative Exercise E. Marketing Research Assignment/Subject Pool 5% 100% E.

EXAMS General: Inform me in writing (e-mail is fine) of any legitimate quiz and exam conflicts at least two weeks in advance. (All quiz and exam dates have been set and appear in the course outline. ) If I do not receive written notice at least two weeks before the quiz or exam, you will not be given the opportunity to take it at another time. If you miss a quiz or exam due to illness or injury, a make-up will not be scheduled for you unless I receive a letter from your doctor (on letterhead) indicating the date ND time of the medical problem that prevented you from taking the test.

You are responsible for contacting me concerning missing an exam as soon as possible, preferably before the exam. If you are unable to take a make-up exam before the next class session, your doctor's letter must also indicate the date through which your medical incapacity extended. If you have a letter from your doctor, I may choose to give you a substitute test or I may

assign greater weight to another test. Quizzes (25%): Two closed-book quizzes are noted on the syllabus. The quizzes will consist of both multiple choice and short answer questions on materials drawn from the textbook, course packet, lectures, cases, and guest speakers.

Each quiz is worth 12.5% of your grade for the course. Final Exam (25%): The final exam will cover the entire course and will be held during the normal examination period. No make-up will be offered and you will not be permitted to take the exam early. Some questions may be based on the guest speaker presentations. The final exam is closed-book. The exam will be held on Friday, December 19th, from 12:00 pm to 3:00 pm, in a location to be determined. Code of Conduct: Every student is obligated to report to the instructor any suspected violation of the honor code that he or she has observed.

Constructive criticism is always welcome and is an important part of the Stern experience. Do not be upset if I challenge something you say - we learn most when we have to defend our positions. If you ever feel that my comments or the comments of any student are not constructive, please let me know. Sometimes we will have to stop discussion and move on to the next topic before hearing from everyone - there is limited time in each session and we want to use it wisely. Please don't take it personally if there isn't time to call on you. Often we will try to hear first from class members who have not