Course title: Principles of Marketing
Course code: (GI) MKTG 2002 MASP
Programs offering course: Madrid Open Campus Block
Open Campus Track: Business
Language of instruction: English
U.S. semester credits: 3.00
Contact hours: 45.00
Term: Spring Block I 2021

Course Description

The course is an introduction to the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Topics include market segmentation, promotion, distribution, and pricing. Other topics, which will be incorporated into the course, include external environment, marketing research, international/global marketing with relevance to social media, cultural diversity and ethics. Ideally, students will come away from this course with both a critical and creative perspective of strategic marketing, and will be able to apply their knowledge in realistic settings.

Learning Objectives

By completing this course, students will:

- Demonstrate a critical appreciation of both the opportunities and challenges associated with the increasing globalization of markets.
- Analyze the impact of cultural, social, political and economic factors on marketing strategies and determine when to use different market entry and penetration strategies.
- Enhance their understanding of the scope, risks and rewards facing organizations attempting to establish and maintain global competitiveness.
- Analyze the challenges of building and maintaining a marketing strategy in a rapidly changing macro-environment.

Course Prerequisites

Prior coursework in the principles of business strategy, macroeconomics and microeconomics is encouraged as the course builds upon these fundamentals.

Methods of Instruction

This will be a very interactive course, comprising introductory lectures supported by multimedia presentations, small-group and plenum discussions, and presentations of case analyses by students. Students are expected to read the assigned texts diligently as these readings constitute the foundation around which the other elements of class sessions are built.

Assessment and Final Grade

1. Short Topic Statements 20%
2. Concept Presentation 15%
3. Case Study Presentation 15%
4. Unit Review 30%
5. Participation 20%
Course Requirements

Short Topic Statements

Students will be asked to submit via Canvas four succinct statements on "topics" identified by the instructor. The topics will be key concepts and ideas discussed in readings or lectures. Students will define the topic, with reference to literature, critically evaluate it, and identify potential applications as well as limitations.

Concept Presentation

Students will need to identify a marketing concept from the material covered in class and present the basic theoretical framework and application of the concept. In addition to defining and explaining the concept, the presenter must assess the validity and potential limitations of the concept. The presentation must not exceed 7 minutes with an additional 3 minutes allocated for questions and discussion.

Case Study Presentation

Students will identify a case study of a marketing success or failure from literature or news reporting sources. The presentation of the case study should briefly recount the circumstances of the case study, and then devote the bulk of the presentation to analyzing the marketing approach used by the company and the factors that led to its success or failure. The presentation must not exceed 7 minutes with an additional 3 minutes allocated for questions and discussion.

Unit Review

The final assessment will consist of a unit review containing ten multiple-choice questions, five short-answer questions, one essay question and a longer case study. It will cover each of the key topics discussed in the course. Written responses will be graded on overall quality (e.g., ideas, clarity, reasoning, writing quality).

Participation

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

Attendance

Regular class attendance is required throughout the program, and all absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for short-term programs, absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class
excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Absences will lead to the following penalties:

<table>
<thead>
<tr>
<th>Percentage of Total Course Hours Missed</th>
<th>Minimum Penalty</th>
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</thead>
<tbody>
<tr>
<td>Up to 10%</td>
<td>Participation graded as per class requirements</td>
</tr>
<tr>
<td>10 – 20%</td>
<td>Participation graded as per class requirements; grade penalty &amp; <strong>written warning</strong></td>
</tr>
<tr>
<td>More than 20%</td>
<td>Automatic <strong>course failure</strong>, and possible expulsion</td>
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N.B. Course schedule is subject to change due to study tours, excursions, or local holidays. Final schedules will be included in the final syllabus provided to students on site.

**Weekly Schedule**

**Week 1**

**Class: 1.0 Managing Profitable Customer Relationships**

The opening session will introduce students to key terms, course goals, and requirements. Students will review the core concepts of marketing with examples from host cases companies.

**Textbook:**


**Readings:**


**Week 2**

**Class: 2.0 Developing Company and Marketing Strategies The Marketing Environment**

Students will analyze the current trends in the marketing environment generally, and especially in the host country.

**Textbook:**


**Readings:**

Managing Marketing Information

Macro-environmental Influences on Marketing

Students will use the PESTEL framework to analyze the current trends in the marketing environment for a multinational company of their choice.

Textbook:
Singapore; Hong Kong: Pearson Prentice Hall.

Marketing Research

With one classmate or individually, students will analyze the marketing strategy of a major company and one of its main competitors. The analysis will compare and contrast strategies and provide some recommendations.

Textbook:
Singapore; Hong Kong: Pearson Prentice Hall.

Creating Value for Target Customers Marketing Ethics

Students will analyze marketing-related ethical dilemmas. Students will analyze how local companies create value for their target customers in the host country.

Textbook:
Singapore; Hong Kong: Pearson Prentice Hall.

Readings:

Consumer Markets Video Analysis: Digital Marketing

Students will analyze some diverse consumer markets around the world, and some digital marketing campaigns in the host country and beyond from companies such as Volkswagen and McDonalds.

Textbook:
Singapore; Hong Kong: Pearson Prentice Hall.
Class: 7.0  Business Markets Distribution Agreements in Host Country

In the first part, students will analyze some business market characteristics around the world. The second part deals with common issues with distribution agreements in the host country.

Textbook:

Readings:

Week 4
Class: 8.0  Segmentation and Targeting Supply Chain Management

Segmentation and Targeting Supply Chain Management

Class: 9.0  Branding

With one classmate or individually, students will describe a new product or service that they think offers a great opportunity in a foreign country of your choice. Compare and contrast strategies.

Textbook:

Presentation Two Due

Class: 10.0  Positioning

Video Analysis: Creating Content Marketing in the Host Country

Students will first analyze some positioning strategies around the world. Subsequently, students will analyze common issues with content marketing strategies in the host country.

Textbook:

Week 5
Class: 11.0  Site Visit

TBA
Class: 12.0 The Global Marketplace Global E-commerce

Students will analyze some e-commerce trends from around the world. Subsequently, students will analyze common issues with e-commerce in host country.

**Textbook:**


**Readings:**


Class: 13.0 Pricing Strategies

Students will analyze some pricing strategies around the world. Subsequently, students will analyze common issues with pricing strategies in the host country.

**Textbook:**


**Readings:**


**Week 6**

Class: 14.0 Site Visit

TBA

Reading

Class: 15.0 Corporate Social Responsibility and Public Relations Course Review

Students will analyze common issues with CSR strategies and public relations issues globally and locally.

**Textbook:**


Singapore; Hong Kong: Pearson Prentice Hall.

**Readings:**


Class: 16.0 Unit Review
Course Materials

Readings

Textbook


Readings