

MARK 201 Fundamentals of Marketing

John Felice Rome Center

Fall 2019

Tuesday & Thursday | 5:15-6:30pm

Dr. Francesca Barbarancia

Email: fbarbarancia@luc.edu; f.barbarancia@gmail.com

Office Hours: By appointment (convenient times: Tuesday & Thursday 6:30 – 7:30pm)

Course Description

Lectures, discussion topics, case studies, videos and practical exercises are used to cover the course material.

The course introduces students to the fundamentals of marketing; and how internet has reshaped it. Students will be taught how to interpret this new digital marketing world and be provided with the proper tools to operate in it. Students will visit one of the Rome's leading innovation hub (with 13 start-ups) and have the chance, not only to observe them, but also to interact with their co-founders and get involved in their international business issues. Along with this experience on the field and special lecture guests, students will have the chance to touch by hand the topics dealt in the course.

- 1) An in-depth analysis of the strategic role marketing plays in contemporary business from new product development, marketing research and target marketing to consumer behavior analysis, advertising and promotion and personal selling activities;
- 2) Each variable of the marketing mix will be covered in detail and the macro and micro business environment will be assessed for their impact on marketing planning
- 3) A special focus will be on international marketing and communications, branding/ Online positioning (SEO/AEO) and on Social Media, new business models applied to digital marketing (KPI such as CPC, CPL, CPM)
- 4) The effects of governments' intervention and aid. The role of social and economic aid organizations such as the UN, EU, IMF and World Bank will also be discussed.

Learning Outcomes

On completion of the course, students should be able to:

- Explain the underlying philosophical assumptions of marketing and be able to show how they contribute to the achievement of company objectives and the concept of customer value.
- For the selected company, successfully apply the principal theories learnt in class and develop a marketing plan to apply in the targeted markets.
- Explain the concepts of segmentation, targeting and product positioning (online and off line), the variables used to segment consumer and organizational markets and the digital tools available nowadays.
- Speak knowledgeably on the important role played by multinational economic and social aid organizations such as the UN, EU, IMF and World Bank in facilitating international trade and business.
- Act ethically, diplomatically, and with emotional sensitivity in international marketing environments

Learning Activities

1. Active student participation in seminar-style class lecture. Classes are highly interactive. Instructor prompts students for response to questions posed and solicits his/her thoughts on issues discussed. Format is probing and direct. Additionally, instructor provides concrete, real-world examples to illustrate concepts. Lecture format reinforces by example appropriate methods for asking questions, gaining relevant insights, and making appropriate recommendation.

2. Written requirements collected in a Portfolio: The purpose of this Portfolio is to enable students to develop their research skills, analytical inquiry and reflective thinking. There are five sections to the Portfolio:
- A) Weekly news article/case study: This is a weekly topical news article chosen by each student that relates to the marketing theory dealt with that week in class. Students annotate their chosen article and must also write a minimum of a 100-word summary for discussion in seminar sessions. All students should have read that week's article and be prepared to ask questions of the presenting student. Articles must be included in the portfolio reference list using the Harvard system. (minimum one article per student).
 - B) Class Project: together with the management of a Company, the class will be divided in groups to approach a real business issue and try to solve it. In your Portfolio, write about: the project planning, the team working organization, the role you have played, the obstacles, the achievements, connections with the topics dealt during this course, what you have learn from this real work experience (total one page paper).
 - C) Class Project presentation in groups: Each student, within its group, will be given an opportunity to present and discuss in class the part he/she has played within the class Project. This must be supported by means of a Power Point presentation. The presenting group of students must include a copy of their group presentation in their portfolio (one PPT presentation per group).
 - D) Self-reflection diary: This is a personal weekly diary activity to give students an opportunity to think through what has been learnt, and the challenges faced during the preparation of the portfolio and the course. For example, it may also include additional notes of class discussions about the weekly articles, commentary on You Tube videos, guest speakers, and other items of interest.
 - E) Reference list: This is the reference list using the Harvard system for ALL of the material in the portfolio. All material gathered for the portfolio should be referenced using the Harvard system.

Handwritten portfolios are not accepted.

All portfolios should include a pertinent bibliography (written in Harvard referencing style).

Websites must be cited as references.

Weekly diary and News article/Case study Presentations (assessed Weekly)

The Class Project topic will be chosen among the many cases of products and companies with which students have come into contact during their stay (including the visit to Startup Studio). Students will illustrate the overall strategy the company is pursuing, analyze the positioning of the product they have chosen, spot the target segment and identify possible synergies, strategic alliances and partnerships for the company's business development. Students will be challenge not only to study a company's case but also to deal with, and if possible solve, real international business problematics.

List of suggested topics for Case Studies:

Any of the Startup Studio company (<http://www.startupstudio.guru/en/#investment>): Tastybox, GoSharpy, Vikey, etc.)

Gambero Rosso (International Academy)

Filo Track

Local Italian Official tourism boards to promote in USA (e.g. city of Gradara, Marche Region, Emilia Romagna Region, Salento-Puglia, etc.)

WordLift

Voicesearch.travel

Histoverly.com

Topics and titles must be agreed with and pre-approved by your Professor.

Required Text / Materials

- a) Kotler, Philip; Armstrong, Gary, Principles of Marketing, Pearson Education, 2016, 16th Edition (available to buy on Amazon; or the free copy Kotler, Philip; Armstrong, Gary, Principles of Marketing, Pearson Education, 15th Edition (uploaded on Sakai)
- b) Assigned readings listed on the syllabus and posted on Sakai
- c) Assigned readings found on various online publications, etc.

Suggested internet sites:

<https://fourweekmba.com/> for business models

<https://wordlift.io/> for S.E.O. (Search Engine Optimization) using artificial intelligence

<https://www.iab.com/> about Internet advertising bureau

<http://www.csis.org/gsi> for globalization think tank

http://www.transparency.org/policy_research/surveys_indices/cpi/2005 for data on corruption.

<https://www1.wfp.org/>

<http://www.fao.org/home/en/>

<https://www.worldbank.org/>

<https://www.campaignlive.co.uk/resources/case-studies>

Attendance Policy (please note that course attendance is based on prompt class attendance, preparation and active participation in class discussions)

In accordance with the JFRC mission to promote a higher level of academic rigor, all courses adhere to the following absence policy. Prompt attendance, preparation and active participation in course discussions are expected from every student.

- For all classes meeting once a week, students cannot incur more than one unexcused absence.
- For all classes meeting twice a week, students cannot incur more than two unexcused absences.
- For all classes meeting three times a week, students cannot incur more than two unexcused absences.

This course meets twice a week, thus a total of two unexcused absence(s) will be permitted.

Unexcused absence beyond these will result in 1% lowering of final course grade, for every absence after “approved limit”.

Assessment Components

- | | |
|--|------|
| • Class participation | 10 % |
| • Case study/weekly article presentation | 20 % |
| • Portfolio | 30 % |
| • Final Exam | 40 % |

Grading

94-100: A

90-93: A-

87-89: B+



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- 84-86: B
- 80-83: B-
- 77-79: C+
- 74-76: C
- 70-73: C-
- 67-69: D+
- 60-66: D
- 59 or lower: F

Academic Honesty

Plagiarism and other forms of academic dishonesty are unacceptable at the JFRC and will be dealt with in accordance with Loyola University Chicago’s guidelines. Please familiarize yourself with Loyola’s standards here: http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml. You are responsible to comply with the LUC Student Handbook.

Late or Missed Assignments

Late or missed assignments will not be accepted for grading without the authorization of the instructor.

Accessibility Accommodations

Students registered with the Student Accessibility Center requiring academic accommodations should contact the Office of the Dean at the John Felice Rome Center, the first week of classes.

Course Schedule

Friday Class Days:

Friday, September 20 - all classes meeting on Wednesdays

Friday, October 25 - all classes meeting with a Thursday schedule, except Italian language classes

Friday, November 15 - any classes

N.B. ONE OF THE CLASSES DURING WEEK 2 WILL TAKE PLACE FROM 5:00 TO 7:45 PM (THIS WOULD BE JOINT SESSION FOR ANOTHER DAY TBD IN WHICH THERE WILL BE NO CLASS)

This course outline is subject to change by the instructor. It is likely that there are some subjects we will explore in more depth.

Please note: Reading should be completed prior to class.

<u>Date</u>		<u>Topic</u>	<u>Text/ Assignment</u>
		<u>Marketing: Creating Customer Value and Engagement</u>	
Week 1	T. 09/03	Course Introduction	Ch. 1, P. Kotler, G. Armstrong, Principles of Marketing, Pearson Education, 16th Edition (henceforward referred to as KA)
			Levitt, T. (1960) Marketing Myopia: Harvard Business Review
		What is Marketing?	PKA: C1 p.29, p50-51
	R. 09/05	Case study: Shakra Restaurant: Creating customer value the old fashion way Seminar discussion: Marketing Technology, Marketing Ethics, Marketing by the numbers	



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		Segmentation, Value proposition CRM and Customer satisfaction: e.g. zappos.com ; amazon.com <u>Video:</u> https://www.youtube.com/watch?v=tFyW5s_7ZWc	
		<u>Analyzing the Marketing Environment</u>	
Week 2	T. 09/10	Real Marketing: analyzing the case of Norwegian airways. Article: https://www.campaignlive.co.uk/article/story-behind-norwegians-brad-single-ad/1410627	Ch. 3, PKA
		Microenvironment, Macroenvironment, political and social, economic and natural environment	
		<u>What is a startup?</u>	https://fourweekmba.com/lean-startup-canvas/
		Lean-startup-canvas	
		Introduction to the Startup Studio next visit and presentation of their companies	
	R. 09/12	Visit to Startup Studio (5:00-7:45 pm) DAY TBD	http://www.startupstudio.guru/#investment
		<u>Consumer Markets and Buyer Behavior</u>	Ch. 5, PKA
Week 3	T. 09/17	Class Project: setting up and planning	
		Decision making – pre-purchase, purchase and post purchase search behavior	PKA 15: C5 p159 (mid)-178 (bot) or PKA16: C5 p167-186
		CLASS ACTIVITY on purchasing behaviour	
	R. 09/19	Psychological - Sociological influences on cb	
		Student' s weekly news article presentation	
		<u>Customer-Driven Marketing Strategy: Creating Value for Target Customers</u>	
Week 4	T. 09/24	Market segmentation - PK: C7 p215-221 Targeting - p224 (mid)-226 (mid) Positioning - p232 (mid)-235 (top)	Ch. 7, KA
		Student' s weekly news article presentation	
	R. 09/26	People based marketing	https://think.bouncex.com/article/what-is-people-based-marketing/
		Integrated marketing mix	
		<u>Video:</u> https://www.youtube.com/watch?v=rW5XZJ1Rjfl Honest T: https://www.youtube.com/watch?v=WIRKq-AHZXU ; Saatchi & Saatchi Sagatiba campaign:	



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		https://www.youtube.com/watch?v=GXYT-gor0Ck	
		<i>Products, Services and Brands: Building Customer Value</i>	
Week 5	T. 10/01	How to build a strong brand online Online Advertising Marketing planning & strategy Public relations Video: https://www.youtube.com/watch?v=c-KKy-03O5A - Starbucks globalization Life is Good - http://money.cnn.com/video/smallbusiness/2013/07/23/sbiz-life-is-good.cnnmoney/index.html ; Valentino: The Last Emperor (Global fashion marketing) https://prezi.com/wgv05sjp4dyp/valentino-the-last-emperor/	Ch. 8, PKA
		Activity	
	R. 10/03	Class Project progressive assessment	
		Student's weekly news article presentation	
		<i>Pricing: Understanding and Capturing Customer Value</i>	
Week 6	T. 10/08	Steps in setting price Value price vs cost price	Ch. 10, KPA
	R. 10/10	HOW TO PRICE WEB ADV PRODUCT (CPM, CPC, CPL/A) Video: https://www.youtube.com/watch?v=V4kMIUuSOqs	
		VIDEO CASE: Smashburger https://www.cnbc.com/video/2014/02/07/burge-rs-are-a-100-billion-category-smashburger-ceo.html	
		Student's weekly news article presentation	
SPRING BREAK	October 11 th -20 th		
		<i>Marketing Channels: Delivering Customer Value</i>	
Week 7	T.10/22	Marketing channels	Ch. 12, KA
		Franchising: the case of Tasty Box	
		Multichannel: the case of Gambero Rosso	



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	R. 10/24	Internet marketing channel of content distribution: SEO (Search Engine Optimization)/AEO (answer engine optimization- it's the last frontier) and Social media. Video: Apple supply chain: http://www.youtube.com/watch?v=62h3W1U6-qs (3 min); Netflix - Reed Hastings - https://www.youtube.com/watch?v=ovinzcUxioA	
		1 student case study presentation	
	F. 10/25	Guest speaker Gennaro Cuofano on SEO (TBD)	
		<i>Engaging Customers and Communications Strategies (IMC)</i>	
Week 8	T. 10/29	How Internet has changed the Marketing mix	Ch. 14, KA http://www.tradeready.ca/2018/topics/marketing-sales/international-4-es/
		VIDEO: Creative guerilla marketing https://www.youtube.com/watch?v=No67z1C4HPw - heiniken https://www.youtube.com/watch?v=jp6-SjFdOHQ - stairs https://www.youtube.com/watch?v=AUIzNJSwfVQ	
		How to engage your customers to get their email, gadget (the case of the treasure hunting and postcards of Histoverly.com)	
	R. 10/31	Steps in developing effective marketing communications (off line and online)	
		<i>Emerging markets and International Organization: FAO, WFP, WorldBank</i>	
Week 9	T. 11/05	WTO/World Bank Emerging market economics; and currency crisis. Video Jeffrey Sachs in Bolivia: https://www.youtube.com/watch?v=ittBp7z-TbM The impact of technology in poorest country, the example of Africa and Enel	Readings uploaded on Sakai: IM: p. 43-48 KR: C22 p 616-625



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	R. 11/07	Guest lecture by an WFP officer	
		<u>Advertising and Public Relations</u>	
Week 10	T. 11/12	Online advertising and artificial intelligence How online advertising works IAB banner standards Real-time bidding (RTB) and Programmatic ADV Artificial intelligent and Advertising	https://www.acuityads.com/blog/2017/12/15/what-is-programmatic-advertising/ https://adexchanger.com/data-driven-thinking/ai-is-eating-advertising-and-2019-will-be-critical-for-getting-it-right/
	R. 11/14	How to build a PR network abroad and use social media	
		Partner with locals. Analysis of French company Histoverly.com entering the Italian market	https://hbr.org/2018/09/to-grow-your-business-abroad-partner-with-local-influencers
		Class Project progressive assessment	
		LinkedIn and PR	
	F. 11/15	Students news article presentations	
		<u>Direct, Online, Social Media Marketing</u>	
Week 11	T. 11/19	The evolution of marketing: advertorial, sponsored content. Be a story-teller. DEM (Direct Email Marketing) and Newsletter	Ch. 17, PKA (skim)
		Difference between SEM (Search Engine Marketing) and SEO (Search engine optimization)	
	R. 11/21	How to build cross platform (web/radio/social media) formats	
		How social media work/Social media formats	https://fourweekmba.com/the-news-feed/
Week 12	T. 11/26	Class project conclusion/discussion in class - What did you achieved? What did you learn?	
	R. 11/28	NO CLASS	
		<u>Personal Selling and Sales Promotion</u>	
Week 13	T. 12/03	PORTFOLIO DEADLINE SUBMISSION	
		Personal selling Career planning: How to position yourself in the int'l environment How to do Business scouting and development on LinkedIn (The theory of 6 th degree of separation) How to use your course case study/class project to enhance your LinkedIn profile	Ch. 16, PKA
	R. 12/05	Exam review Re: course program	
Week 14	TDB	FINAL EXAM	



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