



SAINT LOUIS UNIVERSITY, MADRID CAMPUS

Faculty of Business Administration & Economics

1 Course Information

Course Title:	Introduction to Marketing Management
Course Number:	MKT3000 - M01 & M02
Prerequisite:	Sophomore standing (Junior standing is strongly recommended)
Semester:	Spring 2018
Meeting Time(s):	16:00-17:15 (M02) & 17:30-18:45 (M01)
Meeting Day(s):	T-R
Room:	Padre Rubio Hall, PRH-8

2 Instructor Information

Name:	Gonzalo Moreno
E-mail:	gonzalo.moreno@slu.edu
Office Location:	Padre Arrupe Hall, attic
Office Hours:	M & W; 16:00 to 17:30, or on demand; <u>always by appointment.</u>

3 Textbook and Other Instructional Material

Required Reading:	Kotler, Armstrong, Wong, and Sounders. <u>Principles of Marketing</u> , 6th.European Ed., 2009, Prentice Hall. (Available in the bookstore)
Supplements:	Cases, articles or relevant pieces will be made available during the course.

4 Course Description

This course is intended to introduce you to the essentials of marketing: how firms and consumers behave and what strategies and methods marketers can use to successfully operate in today's dynamic environment. Throughout the semester we will examine such topics as the marketing process, consumers and their behavior, markets and competition, collection and use of marketing information, targeting and positioning, the marketing mix, or the impact of technology on marketing. Classes will be a mix of lecture and real-life case studies discussion.

5 Learning Objectives

At the end of this course, students should be able to:

1. Develop an understanding of the basic terminology of marketing. Specific focus will be set on the following concepts, as per SLU main Campus Marketing Dept policy:
 - ***Market Segmentation/Targeting/Positioning***

- *Marketing Mix*
 - *Customer Focus*
 - *Integrated Marketing Communication*
 - *Profitability*
2. Develop an understanding of how the field has evolved and its major contributions.
 3. Improve their communication, teamwork, and critical thinking skills.
 4. Perform a more advanced coursework in marketing or other areas.
 5. Apply the principal concepts and models in the workplace.
 6. Above all, ENJOY accomplishing these objectives.

6 Course Outline

The course is composed of 27 sessions plus 3 hours (Final Exam time). These include 22 lectures, 2+2 sessions devoted to project presentations, 2 sessions for tests, and 1 for a guest speaker TBD.

Overall, it will proceed in two stages:

- The first half has a heavy load of Marketing Management theory and basic concepts and definitions, thus usually consisting of lecture-type sessions (nevertheless, participation through class preparation is strongly recommended!)
- The second half is intended to set all the previous into practice, rounding general concepts and introducing students to Consumer Behavior and Marketing Strategy.

7 Course Requirements

Grading: Class participation is strongly encouraged. Students that participate in class discussions gain a much clearer understanding of the key concepts and ideas. Reading assignments therefore must be completed before class for successful class participation!!!

Grading Scale:

	B+	87%-89%	C+	77%-79%			
A	94%-100%	B	84%-86%	C	74%-76%	D	60%-69%
A-	90%-93%	B-	80%-83%	C-	70%-73%	F	0% -59%

Grade Breakdown:

Midterm test:	20%
Final exam:.....	30%
Group Case Presentation.....	30%
Individual Case Studies	5%
<u>Attendance and participation:.....</u>	<u>15%</u>
Total:	100%

Midterm Test (20%) and Final Exam (30%)

There will be a midterm and a final exam. Most of the material on them will be taken from the text. However, anything that we discuss in class is potential

test material, (such as the cases and/or current articles) thus attendance is clearly in your best interest. The final examination will be cumulative.

Group Case Presentation (30%)

You will be assigned to a group comprising 4-5 members. Each group will take on the role of a Marketing Specialist, contributing to the completion of a full Marketing Strategy. This project will be graded individually based on creativity and the application of content taught in the course.

Individual Cases (5%)

A case study selection (5 options to pick 2) will be handed to the students. Cases may be redone many times, as long as they are turned in timely.

Attendance and Participation (5+10%):

Consistent attendance is strongly encouraged for a thorough understanding of the concepts at hand. Active participation in classroom discussions is an instrumental component of this process. Concepts that are unclear to you personally are likely concerns shared among your peers as well. Marketing cannot be learned in isolation quickly prior to being graded.

Students will be responsible for all announcements, information, problems or course changes that are made during lecture times. Students who wish to refrain from classroom participation may see me, and alternatives may be arranged.

Warning:

If you want to receive a good grade it is vital that you attend class and stay current with the material. If you miss a class for any reason it is up to you to obtain notes through someone else. I am more than happy to discuss marketing (topics discussed either in class or ones that have special interest to you). However, do not expect me to repeat or summarize any lectures that you have missed. Average midterm and final examination grades typically fall into the "C" range. To preemptively answer a question that you may have – *yes*, this class is extremely difficult. But hard continual work and dedication can ensure that you are well prepared for examinations when the time comes.

Important Dates:

Jan. 21 - Last day to drop class without a grade of W and/or add a class
Jan. 21 - Last day to choose audit (AU) or Pass/No Pass (P/NP) options
Feb. 20 - MIDTERM TEST
Mar. 09 - Last day to drop class and receive a grade of W
Mar. 08 - Group 1 *presentation* (Marketing Department)
Apr. 03 - Groups 2 & 3 *presentations* (Research specialists)
Apr. 04 - Registration for Fall 2018 semester opens.
Apr. 12 - Individual cases turn-in first deadline
May. 03 - FINAL EXAM

INTRO TO MARKETING MANAGEMENT MK3000 Spring 2018 Course Agenda			
W	DAY	Sess.	
CONTENT		READINGS (CHAPTER)	
COMMENTS			
1	THU 11-ene	1	<p>IF YOU MISS THIS CLASS, MAKE SURE TO ASK FOR A STRICT ORDER (REQUEST)</p> <p>First day to send me the list of Group members (Groups assigned in strict order of request)</p> <p>Last day to drop without grade/Warn/official classes</p> <p>Last day to send me the list of Group members</p> <p>Groups announcement and Group project kick-off</p> <p>Pricing exercises are important class!</p> <p>Last day to sign up for voluntary free-topic presentation (instead of individual case)</p> <p>Last week for the Qtr (the last day) to drop the class and receive the grade</p> <p>M01 & M02 GATHER AT THE AUDITORIUM AT 9:00 PLEASE, check your planner, NOW!!</p> <p>Starting this day you may turn in your individual cases. Check instructions!!!</p> <p>M01 & M02 GATHER AT THE AUDITORIUM AT 9:00 PLEASE, check your planner, NOW!!</p> <p>Deadline to turn in individual cases in first round</p> <p>M01 & M02 GATHER AT THE AUDITORIUM AT 9:00 PLEASE, check your planner, NOW!!</p> <p>M01 & M02 GATHER AT THE AUDITORIUM AT 9:00 PLEASE, check your planner, NOW!!</p>
2	TUE 16-ene	8	
3	THU 18-ene	8,9	
4	TUE 23-ene	9	
5	THU 25-ene	10	
6	TUE 30-ene	10 & 11	
7	THU 1-feb	12 & 13	
8	TUE 6-feb		
9	THU 8-feb		
10	TUE 13-feb		
11	THU 15-feb		
7	TUE 20-feb		
8	THU 22-feb		
9	TUE 27-feb	14	
10	THU 1-mar	15, 16 & 17	
11	TUE 6-mar	2	
12	THU 8-mar	@ 9:00	
13	TUE 13-mar	2	
14	THU 15-mar	4	
15	TUE 20-mar		
16	THU 22-mar	5	
17	TUE 27-mar		
18	THU 29-mar		
19	TUE 3-abr	@ 9:00	
20	THU 5-abr	6	
21	TUE 10-abr		
22	THU 12-abr	7	
23	TUE 17-abr		
24	THU 19-abr	18	
25	TUE 24-abr		
26	THU 26-abr	@ 7:30	
27	1	THU 11-ene	
FINAL EXAM			
FINAL PROJECT PRESENTATIONS 5, 6, 7, 8, 9, 10		@ 5:30	
MON 7-may			

BEWARE SPECIAL "LATE SESSIONS"!!!! (Marked in blue)

9 Accommodation Statement

In recognition that people learn in a variety of ways and that learning is influenced by multiple factors (e.g., prior experience, study skills, learning disability), resources to support student success are available on campus. Students who think they might benefit from these resources can find out more about:

- Course-level support (e.g., faculty member, departmental resources, etc.) by asking your course instructor.
- University-level support (e.g., tutoring/writing services, Disability Services) by visiting the Academic Dean's Office (San Ignacio Hall) or by going to <http://www.slu.edu/madrid/learning-resources>.

Students with a documented disability who wish to request academic accommodations **must** contact Disability Services to discuss accommodation requests and eligibility requirements. Once successfully registered, the student also **must** notify the course instructor that they wish to access accommodations in the course. Please contact Disability Services at disabilityservices-madrid@slu.edu or +915 54 58 58, ext. 230 for an appointment. Confidentiality will be observed in all inquiries. Once approved, information about the student's eligibility for academic accommodations will be shared with course instructors via email from Disability Services. For more information about academic accommodations, see "Student Resources" on the SLU-Madrid webpage.

Note: Students who do not have a documented disability but who think they may have one are encouraged to contact Disability Services.

10 Academic Integrity Statement

Academic integrity is honest, truthful and responsible conduct in all academic endeavors. The mission of Saint Louis University is "the pursuit of truth for the greater glory of God and for the service of humanity." Accordingly, all acts of falsehood demean and compromise the corporate endeavors of teaching, research, health care and community service via which SLU embodies its mission. The University strives to prepare students for lives of personal and professional integrity, and therefore regards all breaches of academic integrity as matters of serious concern.

The governing University-level Academic Integrity Policy can be accessed on the Provost's Office website at: http://www.slu.edu/Documents/provost/academic_affairs/University-wide%20Academic%20Integrity%20Policy%20FINAL%20%206-26-15.pdf. Additionally, SLU-Madrid has posted its academic integrity policy online: <http://www.slu.edu/madrid/academics>. As a member of the University community, you are expected to know and abide by these policies, which detail definitions of violations, processes for reporting violations, sanctions and appeals.

The professor will review these matters during the first weeks of the term. Please direct questions about any facet of academic integrity to your faculty, the chair of the department of your academic program or the Academic Dean of the Madrid Campus.

11 Student Outcome Assessment

In order to maintain quality academic offerings and to conform to accreditation requirements, SLU-Madrid regularly assesses its teaching, services and programs for evidence of student learning. For this purpose, SLU-Madrid keeps representative examples of student work from all courses and programs on file, including assignments, papers, exams, portfolios and results from student surveys, focus groups and reflective exercises. Copies of your work for this course may be kept on file for institutional research, assessment and accreditation purposes. If you prefer SLU-Madrid not to retain your work for this purpose, you must communicate this decision in writing to your professor.

12 Title IX

Saint Louis University and its faculty are committed to supporting our students and seeking an environment that is free of bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you to report this to the University. If you speak with a faculty member about an incident of misconduct, that faculty member must notify SLU's Title IX deputy coordinator, Marta Maruri, whose office is located on the ground floor of Padre Rubio Hall, Avenida del Valle, 28 (mmaruri@slu.edu; 915-54-5858, ext. 213) and share the basic fact of your experience with her. The Title IX deputy coordinator will then be available to assist you in understanding all of your options and in connecting you with all possible resources on and off campus.

If you wish to speak with a confidential source, you may contact the counselors at the SLU-Madrid's Counseling Services on the third floor of San Ignacio Hall (counselingcenter-madrid@slu.edu; 915-54-5858, ext. 230) or Sineus Multipletherapy Institute, the off-campus provider of counseling services for SLU-Madrid (www.sineus.es; 917-00-1979). To view SLU-Madrid's sexual misconduct policy and for resources, please visit the following web address: <http://www.slu.edu/Documents/Madrid/campus-life/SLUMadridSexualMisconductPolicy.pdf>.