

**BUS136, Marketing in a Global Context**  
**Department of International Management and Math, Fall 2018**

### **I. COURSE INFORMATION**

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Instructor: Prof. Giulia Miniero

Instructor's Email: [gminiero@fus.edu](mailto:gminiero@fus.edu)

Office Hours: M TH from 2 to 4 pm (send email for appointment) at Kaletsch Campus, Villa Office n°1

Class location: Kaletsch Campus, room 4

Class meeting times: M TH 11:30 – 12:45

### **II. COURSE DESCRIPTION**

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This course is an introduction to the tools and concepts used in the marketing process for consumer and industrial products as well as for services. The focus is on the basic marketing concepts (product, place, price, promotion) as they relate to the field of global marketing. Emphasis is placed on the increasingly important role of interdisciplinary tools to analyze economic, cultural and structural differences across international markets. Specific consideration is given to the development of integrated marketing programs for a complex, global environment.

### **III. COURSE GOALS AND SPECIFIC LEARNING OUTCOMES**

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The course, being an introduction to marketing, aims at describing the most relevant aspects of the marketing process giving an outline of the main decisions the company needs to focus on when dealing with the marketing plan preparation. Specifically, at the end of this course the student should be able to:

- understand the concept of marketing, focusing both on its macro role in a global society and its micro role in businesses and other organizations;
- describe the strategic marketing process, from the analysis of market segments and the marketing environment to the selection of a specific target group and the development of a marketing mix;
- segment global consumer markets and identify the characteristics and potential of different target markets;
- define the elements of a marketing program in terms of Product, Physical Distribution (involving channels of distribution, logistics, and customer service), Promotion and Price;

- integrate these elements into a marketing program with the objective to satisfy target customers and meet company objectives.

#### IV. REQUIRED TEXTS AND MATERIALS

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*"Marketing: An Introduction, Global Edition"* 13/E by Armstrong, Kotler, Opresnik  
Additionally, articles and cases will be used to supplement the text.

MOODLE enrolment key: bus136Miniero

#### V. ASSESSMENT OVERVIEW

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Students' understanding of the concepts covered will be evaluated through written examinations.

Students' ability to use the concepts and skills will be evaluated through written assignments and case analysis, the final exam, and classroom exercises and discussion of real-world cases.

Your final grade is earned according to your efforts in three areas:

- 1) the ability to understand vocabulary and simple concepts through exams;
- 2) the ability to apply the concepts learned to simple problems through written assignments and presentations;
- 3) the ability to pull together the concepts into a complete marketing program through a case analysis and a comprehensive final exam.

**Your attendance and participation will also count towards your final grade as explained below.**

No make-up tests are given unless there is documented evidence of a medical (or other serious) problem. You are given time for your assignments, so if you are sick the day the assignment is due you are expected to turn it in via email or through a friend. **Because the answers are discussed in class on the due date, late papers will absolutely not be accepted.**

#### VI. ASSESSMENT DETAILS

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Approximately one or two chapters will be covered each week. The assigned chapters should be read prior to the beginning of each week – classes will be structured around discussion of the assigned materials, **making class participation essential and a major part of your success in the course**. In addition to materials covered in the chapters, some cases will be assigned for review and discussion. No one will be penalized for being naturally shy. However, an inability to demonstrate knowledge of the assignments and ability to comprehend/utilize the material will affect your grade.

#### ➤ HOMEWORK

Although some of the assignments and exercises will not be collected and graded, they must be completed for class on the day assigned and you are expected to come to class prepared to discuss your results.

### ➤ **ASSIGNMENTS AND GROUP PRESENTATIONS**

Students will be asked to apply a specific concept covered in class during that week to a short business problem or case. Simple calculations may be required. Students have to prepare a power point (or similar) document to submit to professor by email (gminiero@fc.edu) before class on due date and present their work in class on the scheduled day.

No late assignments will be accepted. Please check Moodle platform for further details about the Assignment instructions.

Students will form teams of 3 persons and will keep the same group composition throughout the course.

Specifically, students have to complete:

1 individual assignments: 20%

2 in group case analysis : 30% (15% each)

Midterm exam: 20%

Final exam: 30%

Homework: participation grade

## **VII. GRADING POLICIES**

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Final grade scale:

95-100	A
90-94.9	A-
87-89.9	B+
83-86.9	B
80-82.9	B-
77-79.9	C+
73-76.9	C
70-72.9	C-
67-69.9	D+
63-66.9	D
60-62.9	D-
below 60	F

## **VIII. HOW TO DO WELL IN THIS COURSE (POLICIES / REQUIREMENTS)**

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- Do not arrive late to class or leave early.
- You are allowed to no more of 3 absences, inclusive of those of normal illness, before your grade is affected. For each absence above 3, your final grade will be reduced by one letter grade; i.e. an "A", will become an "A-".
- Do not use laptops or mobile phones in class (unless otherwise authorized);

- Participate, participate, participate! If you read something interesting, if an idea or a thought comes to your mind, bring it to class and discuss!
- Come to class prepared, work properly on your assignments and submit them on time. If something is not clear, consult immediately with the professor and do not wait the last second.
- Check once in a while with me if you are doing ok on the course and if you have doubts on any of the topics, come and talk to me. Do not wait last week of class for consulting me during office hours and beg for an extra credit assignment!

## **IX. ACADEMIC INTEGRITY: STATEMENT ON CHEATING AND PLAGIARISM**

Behaviors such as copying the work of others, using third-party services, or any other circumvention of doing your own work are dishonest and not acceptable in this class or at this institution.

For papers and presentations, this includes proper use of references and citations. Copying text without the use of quotations or paraphrasing the ideas of others without proper citations are both examples of plagiarism and thus unacceptable.

For testing situations, this includes the use of notes, cell phones, talking to others, or copying off of the exam of others.

The first case of academic dishonesty will result in an automatic grade of a zero on the assignment and a report to the Dean. The second case will result in expulsion from the university.

For the full document on academic dishonesty please refer to Franklin's Statement on Cheating and Plagiarism in the Academic Catalog.

## **X. COURSE SCHEDULE**

Monday	Aug 27	Introduction to Course Introduction to Marketing
Thursday	Aug 30	Marketing Environment
Monday	Sept 3	Marketing Research
Thursday	Sept 6	Demand Measurement
Monday	Sept 10	Demand Measurement
Thursday	Sept 13	Assignment 1: in class preparation
Monday	Sept 17	Assignment 1: in class preparation
<b>Thursday</b>	<b>Sept 20</b>	<b>Assignment 1: in class Presentation</b>
Monday	Sept 24	Consumer Behavior
Thursday	Sept 27	Consumer Behavior: in class exercise
Monday	Oct 1	Segmentation and Targeting
Thursday	Oct 4	Positioning and Differentiation
Monday	Oct 8	Positioning and Differentiation
<b>Thursday</b>	<b>Oct 11</b>	<b>Midterm</b>
Monday	Oct 15	Product Management
Thursday	Oct 19	Product Management: case analysis 1 in class preparation
Monday	Nov 5	Case Analysis 1: in class presentation
<b>Thursday</b>	<b>Nov 8</b>	<b>Case Analysis 1: in class presentation</b>

Monday	Nov 12	Pricing
Thursday	Nov 15	Communication
Monday	Nov 19	Communication: in class exercise
Thursday	Nov 22	Distribution
Monday	Nov 26	Case analysis 2: in class preparation
Thursday	Nov 29	Case analysis 2: in class preparation
<b>Monday</b>	<b>Dec 3</b>	<b>Case analysis 2: Presentation</b>
Thursday	Dec 6	Review Session
<b>Monday</b>	<b>Dec 10</b>	<b>FINAL EXAM (11,00 – 13,00)</b>