

BUS136, Marketing in a Global Context

I. COURSE INFORMATION

Instructor: Marta Pizzetti

Instructor's Email: mpizzetti@fus.edu

Office Hours: 11:30-12:30 Mondays (by appointment), Kaletsch Campus, office nr. 2

Class location: Kaletsch Campus, classroom 5

Class meeting times: Monday & Thursday 10:00 – 11:15

II. COURSE DESCRIPTION

The course consists of three parts. The first part of the course focuses on the main concept of marketing and the tools marketers use to understand consumer's needs. The second part of the course is a walk through the main strategic decisions falling under the marketing domain (choice of the target, product and service positioning and development). The third part is focused on the implementation side of marketing, i.e. pricing, distribution and communication. The course provides students with a learning experience based on lectures, class exercises and homework, and group assignments, aimed at reflecting the marketing management process existing within firms. The focus is on the basic marketing concepts (product, place, price, promotion) as they relate to the field of global marketing.

III. RATIONALE

This course has two main purposes: first, it drives participants to understand the basic principles of marketing; second it offers models and tools to manage the exchange process between firms and customers.

IV. COURSE GOALS

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.

V. SPECIFIC LEARNING OUTCOMES

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.

VI. REQUIRED TEXTS AND MATERIALS

Principles of Marketing (latest Global Edition) by P. Kotler, G. Armstrong.

Additionally, slides and cases will be used to supplement the text.

Enrolment key for MOODLE: MktgS2019

VII. ASSESSMENT OVERVIEW

Students' understanding of the concept covered and ability to use such concepts will be evaluated through written assignments (2), case analyses (2), and written exam.

The final grade is earned according to student's 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.

The attendance and participation will also count towards the final grade as explained below.

No make-up tests are given unless there is documented evidence of a medical (or other serious) problem. Time is given for the assignments, so if the student is sick the day the assignment is due, he/she is 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.

VIII. ASSESSMENT DETAILS

Approximately one or two chapters will be covered each week. The assigned chapters should be read prior to the beginning of each week – classes are 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 the student is expected to come to class prepared to discuss your results.

➤ **ASSIGNMENTS AND GROUP PRESENTATIONS**

Students will be asked to apply specific concepts covered in class to a short business problem or case.

Students have to prepare a power point or word document to submit to professor by email (mpizzetti@fus.edu) before class on due date and present their work in class on the scheduled day. The deadline for each assignment or case analysis will be clearly communicated.

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

Students will form teams and will keep the same team composition throughout the course.

Specifically, students have to complete:

- 2 assignments (2 x 10%): 20%
- 2 case analyses (2 x 15%): 30%
- Midterm exam: 20%
- Final exam: 30%

Midterm exam: Thursday, March 7th 10:00-11:15

Final exam: Monday, May 13th 8:30-10:30

IX. GRADING POLICIES AND EXPECTATIONS

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

X. HOW TO DO WELL IN THIS COURSE (POLICIES / REQUIREMENTS)

- Do not arrive late to class or leave early.
 - students are allowed to no more of 3 absences, inclusive of those of normal illness, before the grade is affected. For each absence above 3, the 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);
 - Come to class prepared, work properly on the assignments and submit them on time. If something is not clear, consult immediately with the professor and do not wait the last second.
 - Consult the professor in case of doubts on any of the topics. Do not wait last week of class for consulting me during office hours and beg for an extra credit assignment!
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XI. ACADEMIC INTEGRITY: STATEMENT ON CHEATING AND PLAGIARISM

A student whose actions are deemed by the University to be out of sympathy with the ideals, objectives or the spirit of good conduct as fostered by the University and Swiss community, may be placed on Disciplinary Probation or become subject to dismissal from the University. Cheating is a dishonest action out of sympathy with the ideals, objectives and spirit of the University. Furthermore, cheating reflects negatively on one's personal integrity and is unjust to those students who have studied.

See the Academic Catalog for full statement (page 199):

https://www.fus.edu/images/pdf/FUS_ACADEMIC_CATALOG_2018_2020_web.pdf

XII. RESOURCES AVAILABLE

WLC, Learning Disabilities, Information Technology, Library, USI, etc.

XIII. COURSE SCHEDULE

1	Monday	Jan 21 st	Introduction to Course Introduction to Marketing World
2	Thursday	Jan 24 th	Core marketing concepts Strategic Planning
3	M	Jan 28 th	Understanding the market place: Macro and Micro environmental analysis
4	TH	Jan 31 st	Understanding the market place: Marketing Research
5	M	Feb 4 th	Understanding the market place: Consumer Demand
6	TH	Feb 7 th	Consumer needs: Consumer Behavior
7	M	Feb 11th	Assignment 1: in class Presentation
8	TH	Feb 14 th	Consumer needs: Consumer Decision Making
9	M	Feb 18 th	Consumer needs: situational and personal factors
10	TH	Feb 21 st	B2B Market
11	M	Feb 25 th	Segmentation, Targeting & Positioning
12	TH	Feb 28 th	Product Concepts
13	M	March 4 th	Review session
14	TH	March 7th	MIDTERM EXAM
15	M	March 25 th	New products
16	TH	March 28 th	Branding
17	M	April 1 st	Managing products & brands (I)
18	TH	April 4 th	Managing products & brands (II)
19	M	April 8 th	Service products
20	TH	April 11 th	Packaging & Promotions
21	M	April 15 th	Promotions
22	TH	April 18 th	Promotions
23	TH	April 25 th	Distribution & Price
24	M	April 29th	Assignment 2: In class Presentation

25	TH	May 2 nd	Review Session
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XIV. BIBLIOGRAPHY

Books and additional materials will be suggested on MOODLE