

GONZAGA-IN-FLORENCE SYLLABUS

Course: **MKTG 310: Principles of Marketing**
Credits: 3 Credits
Instructor: Maria Screti



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DAYS, TIMES & ROOM: Sec. 01 Mo. 9.15 – 10.30 am
Tu. 9:15 - 10:30 am
Th. 9:15 - 10.30 am

OFFICE HOURS: by appointment

CONTACT: email -- mariascreti@gmail.com

TEXT:

1. Basic Marketing, Perreault, Cannon and McCarthy
McGraw-Hill/Irwin, 2008.
2. Marketing culture and the arts
F. Colbert - handouts

COURSE OBJECTIVES:

1. To provide the participant with a clear understanding of the basic principles of marketing, the role of marketing in society and in commercial companies, as well as the tools and models for managing the exchange process between firms and customers.
2. To provide a wider vision of the marketing applications in a diversity of fields from goods and services to high artistic and cultural content.
3. To provide a framework for analyzing markets and developing programs for implementing marketing strategies, in particular the decisions of targeting and positioning of the enterprises and the institutions that produce artistic and cultural assets.

GENERAL INFORMATION:

1. Teaching will be complemented by the discussion of cases and visits to cultural and fashion firms.
2. The aims of the course can only be achieved through a joint effort. Therefore a prepared and constructive participation in class is expected. All reading assignments should be completed before class to enhance understanding of topics.
3. All written assignments are due in class on the scheduled dates. No make-up exams will be given except for true emergency situations. In these cases please contact me IN ADVANCE.
5. No extra credit is available.

GRADING:

Participation in class	5%
Periodic assignments	10%
Marketing simulation	15%
Group project	15%
Midterm Exam	25%
Final Exam	<u>30%</u>
	100%

PARTICIPATION: You are expected to keep current on reading assignments and to be prepared to discuss the material. Your participation in class will contribute to your final evaluation. All students begin the course with a C+ grade for participation. Active participation in class discussions will raise this grade. On the contrary frequent absence from class and poor participation will lower this grade.

PERIODIC ASSIGNMENTS AND GROUP PROJECTS: Approximately eight (8) short assignments will be given in order to provide you with an environment that will encourage and reward your own intellectual effort during the term. These assignments will be done in class. Incomplete or sloppy work will lower your grade.

PRINCIPLES OF MARKETING SIMULATION: The class will be divided into student teams that will compete against each other in a marketing simulation. The simulation will allow you to better understand the implementation side of marketing and how the main strategic policies are concretely realized and oriented to the market. Each team will represent a particular firm in the cultural or fashion sector and the main objective will be make product choice, pricing, distribution, and communication decisions in order to increase profit, cumulative return on sales, and total market share. The grade for this portion of the course will be assigned by how well a team does in competing against the other teams as determined by the marketing plan.

TESTS AND EXAMS: Tests will be based on materials presented in the classroom (i.e., lectures, discussions, guest lectures, etc.) and on the assigned readings. The test format will be multiple choice questions (approximately 80%) and short essay questions (approximately 20%). The mid term exam will be given early in the term to allow students to become familiar with the instructor's testing procedures. The final exam will consist of some questions on a few topics from the earlier tests given during the term, plus questions on any untested chapters, lectures, etc.

PENALTY FOR LATE WORK: Late work on projects and other assignments will be penalized with a reduction of one letter grade.

ACADEMIC HONESTY (Ethical Student Behavior): Copying, cheating, plagiarizing, theft of class materials, etc. is punishable by: (1) a failing grade on the item in question, (2) a failing grade in the course, and/or (3) dismissal from the University in accordance with the established policies on academic dishonesty.

SYLLABUS

A tentative schedule is presented below. Depending on circumstances and class needs, it may be modified during the semester.

TENTATIVE SCHEDULE

<u>Week Beginning</u>	<i>Reading</i>	<i>General Topics</i>	<i>Important Dates</i>
September 17		Introduction, What is Marketing?	
September 21	Chapter 1	Marketing's Value to Consumers, Firms, and Society	
September 21	Chapter 2	Marketing Strategy Planning	
September 22	Chapters 3	Evaluating Opportunities in the Changing Marketing Environment	
September 24	Chapter 4	Segmenting Markets, Positioning Goods and Services	
September 29	Lesson for deeper understanding	Cultural enterprises and marketing	Group project
October 1	Chapters 5	Demographics	
October 5	Chapter 6	Consumer Behavior	
October 6	Chapter 7	Business and Organizational Customers and their Buying Behavior	
October 8	Chapter 8	Improving Decisions with Marketing Information	
October 12	Visit to Luisa Via Roma Store/ Galleria d'Arte Poggiali e Forconi		
October 13	Chapter 9	The Product; Naming and Packaging	
October 15	Chapter 10	Product Development and Management	
October 19	Chapter 17	Pricing Objectives and Policies	
October 20	Chapter 18	Price Setting in the Business World	
October 22	Lesson for deeper understanding and review	The cultural market	
October 26			Midterm Test
October 27	Chapter 11	Place and Channel Systems	
October 29	Chapter 12	Logistics	
November 2	Chapters 13	Retailers and Wholesalers	
November 3	Chapter 14	The promotion variable	
November 5	Lesson for deeper understanding	Fundraising and Sponsorship in the culture	Group project
November 9	Chapter 15	Personal Selling	
November 10	Chapter 16	Advertising and Sales Promotion	Class Exercise
November 12	Chapter 19	Implementing and Controlling Marketing Plans: Evolution and Revolution	
November 16	Chapter 20	Managing Marketing's Link with Other Functional Areas	

November 19	Marketing Simulation		Marketing Simulation
November 23	Student Presentation		
November 24	Student Presentation		
November 26	Thanksgiving	Eat Turkey!!	
November 30	Lesson for deeper understanding	Marketing strategies in a Fashion Firm	
December 1	Visit to Emilio Pucci/Vivia Ferragamo		
December 3	Chapter 22	Ethical Marketing	
December 7	Case study	The Children of Kibera Foundation	
December 8	Immaculate Conception of Mary		
December 10	General review		
December 14/15/17	Final Exam		

NOTE: FINAL EXAM,
??Date, December, Time, in ?? (December 14/15/17)