



MARK 201 Fundamentals of Marketing

John Felice Rome Center

Spring 2024

Tuesday & Thursday | 3:45-5:00 pm

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Office Hours: By appointment (Tuesday & Thursday 5:00 – 6:00pm)

Course Description

Markets move faster than marketing. Based on rigorous research, our *Fundamentals of Marketing* course provides the latest tools, techniques and leading-edge thinking to teach you how to create the marketing mix and retain a company's competitive edge. *Fundamentals of marketing* teaches students the basics of marketing they would need to know for introductory business courses, or if they're curious to see how marketing works behind the scenes. Students will learn about branding, marketing strategies, marketing plans, the consumer decision process, the product life cycle, recent consumer trends, how to target specific markets, global marketing, and much more. I provide many real-world examples to help students apply the content to everyday life and business news.

This course will help students to appreciate the difference between a tactical and strategic approach to marketing. Students will leave equipped with a strategic framework and an understanding of the key online/offline marketing activities that drive value.

The course uses undergraduate level business case studies from Harvard Business School, Insead Business School, IMD Business School, Stanford University, to present the fundamentals in Marketing strategy.

Learning Outcomes

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

1. Identify the distinctive characteristics, role and online/offline activities of strategic marketing.
3. Critically assess an example strategic marketing plan.
5. Facilitate the strategic marketing planning process in an organization.
6. Develop persuasive verbal and written communication skills and build up the abilities to work in teams.
7. Gain an understanding of ethics practices of Business—its proper role for the marketer and the consumer.

The course will emphasize two kinds of skill: Analytical skills, which are required for marketing strategy formulation; and Administrative skills, which are required for implementation. The course will begin with the analytical skills and then move on to implementation issues. More than one case will integrate both marketing strategy formulation and implementation issues.

Course Method

In this course, you'll discuss case studies of Marketing Management leaders such as Amazon, Unilever, Nike, Sephora. To connect classroom discussions with your current challenges, each day will include an interactive wrap-up session designed for collaborative learning. Classes will be as interactive and challenging as possible. Consider each class as a simulation of a Board of Directors' meeting. Consequently, you are required to be punctual, well prepared, energetic and eager to convey your business views. Discussion in this class is a main learning tool. Note that this applies to all class activities: lectures, case studies, team and individual exercises. For a successful learning experience, timely reading, study, and active class participation are essential. All chapters, cases and other readings should be completed BEFORE class on the dates assigned. This allows for meaningful discussions during classes. As a result, you will have the opportunity to involve yourself in the class discussion and to ask questions. To facilitate the discussions, I provide in the

syllabus the questions that cover the most important topics for each case study. During the quarter, you will work in teams on a number of cases covering key issues in marketing management.

Criteria for Evaluation of Written Assignments

All the written assignments must be typed, 12 points, "Times New Roman" font, single spaced.

An "excellent" paper should prove:

- a thorough analysis of the key issues with the ability to apply and integrate the course's concepts
- appropriate structure with a logic flow of ideas
- relevant presentation and style with an excellent usage of the English language.

Technology

The use of technology (i.e. laptops) in the classroom will be permitted as long as these devices are used for classroom related activities and do not distract from the lecture or class discussion. If at any point the use of these devices becomes problematic to the class, all such devices will be banned for the remainder of the semester. *Cell phones should always be turned off or on silent and NEVER used during class.*

Readings and Business Cases (Required)

- **Readings:** I have selected readings for each topic, and you must read them according to the class schedule. Some of the readings will be available as PDF files in Sakai, while others are available on different websites (I provide the links for those in the syllabus) or in the course-pack link below.
- **Professor Affinito Power Point Slide Collection**, in Sakai.
- **Cases:** I have selected cases for each topic, and you must analyze them according to the class schedule. The selection of cases will be available in the course-pack link below.
- **Course-pack:** A link to a course-pack will be provided (see below) to access and purchase readings and case studies which will be assigned during the term.
- The selection of readings and cases (not available in Sakai/syllabus) will be available in the following course pack link:

<https://hbsp.harvard.edu/import/1105676>

Please find [here](#). the instructions to access the course-pack material.

N.B. As this syllabus could be subject to change, readings/cases are set as "optional" to allow students to purchase items individually.

Sakai

Sakai is the Learning Management System (LMS) at LUC, designed to help faculty and students share ideas, collaborate on assignments, discuss course readings and materials, submit assignments, and much more - all online. As a LUC student, you should familiarize yourself with this important tool. For more information and training resources for using LUC, click [here](#).

Textbook (Recommended)

Kotler, Philip; Armstrong, Gary, "Principles of Marketing", Pearson Education, (online version). Copy on reserve in the Rome library. Ask at the Circulation Desk. You could buy your book [here](#) .

Attendance Policy

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 twice a week, students cannot incur more than two absences.

This course meets twice a week, thus a total of two (2) absences will be permitted. **Absences beyond these will result in 1% lowering of the final course grade, for every absence after the “approved limit”.** The collective health of the JFRC is everyone’s responsibility. DO NOT ATTEND CLASS IF YOU ARE ILL.

Artificial Intelligence use

Use of AI tools, including ChatGPT, is permitted in this course for students who wish to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed their work (this includes in-text citations and/or use of quotations, and in your reference list). Using an AI tool to generate content without proper attribution qualifies as academic dishonesty.

DEI

It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students’ learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength and benefit. It is my intent to present materials and activities that are respectful of diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture. Your suggestions are encouraged and appreciated.

Pronouns

All people have the right to be addressed and referred to in accordance with their personal identity. In this class, we will have the chance to indicate the name that we prefer to be called and, if we choose, to identify pronouns with which we would like to be addressed...I will do my best to address and refer to all students accordingly.

Case Study Reports for missed classes

The case study is an excellent learning method. A case will help understand the specific strategic marketing challenges and build essential decision making skills. For each case study, students who miss a class will turn in a report of maximum two pages (Times New Roman, 12- font size, single spaced). One extra page is allowed for tables and figures (if needed).

You should address each question individually and not just provide a general answer for all requested questions. The report is due at the beginning of each class with case discussion.

Assessment Components

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|--------------------------------|------|
| • Class participation | 20 % |
| • Midterm | 25% |
| • Marketing Plan Group Project | 25 % |
| • Final Exam | 30 % |

Grading

- 94-100: A
- 90-93: A-
- 87-89: B+
- 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_academicintegrityshtml. 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

Table listing classes and their topics by date, with work to be completed in a column on the right.

Date	Topics	Readings/Assignments
Week 1 Day 1 01/16	Intro/Policies/Teacher-Student contract/Syllabus comprehension Team Formation	READINGS Reimagining marketing in the next normal (click here to read), Arun Arora, Peter Dahlström, Eric Hazan, Hamza Khan, and Rock Khanna Publication date: July 19, 2020 The Skills You Need to Read and Analyze a Case, William Ellet (available in Sakai) Publication date: Aug 16, 2018 How to Prepare and Discuss Cases, William Ellet (available in Sakai) Publication date: Aug 16, 2018
Week 1 Day 2 01/18	<i>Defining Marketing and the Marketing Process</i> <ul style="list-style-type: none"> Marketing: Creating Customer Value and Engagement Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships 	READINGS Kotler & Armstrong: Chapter 1 & 2 The Elements of Value, Eric Almquist John Senior Nicholas Bloch Publication date: Aug 31, 2016 A Service Lens on Value Creation: Marketing's Role in Achieving Strategic Advantage Lance A. Bettencourt, Robert Lusch, Stephen L. Vargo Publication date: Dec 14, 2014 IN CLASS CASE ANALYSIS: The Rise and Fall of Nokia
Week 2 Day 1 01/23	<i>Understanding the Marketplace and Customer Value</i> <ul style="list-style-type: none"> Analyzing the Marketing Environment Managing Marketing Information to Gain Customer Insights Consumer Markets and Buyer Behavior Business Markets and Business Buyer Behavior 	READINGS Kotler & Armstrong: Chapter 3 When Marketing is Strategy (click here to read), Dawar Publication date: December 2013 IN CLASS INTERACTIVE EXERCISES.
Day 2 01/25	<i>Understanding the Marketplace and Customer Value</i>	CASE DISCUSSION: The Rise and Fall of Nokia Small group discussion (30") Plenary discussion (45")



<p>Week 3 Day 1 01/30</p>	<p><i>Designing a Customer Value-Driven Marketing Strategy and Mix</i></p> <ul style="list-style-type: none"> Customer-Driven Marketing Strategy: Creating Value for Target Customers Product, Services, and Brands: Building Customer Value Developing New Products and Managing the Product Life Cycle 	<p>READINGS</p> <p>Kotler & Armstrong: Chapter 7</p> <p>Building Customer Communities Is the Key to Creating Value (click here to read), Bill Lee</p> <p>Publication date: February 01, 2013</p> <p>OPTIONAL READING</p> <p>The New Science of Customer Emotions (click here to read), Scott Magids, Alan Zorfas, and Daniel Leemon</p> <p>Publication date: November 2015</p> <p>Rediscovering Market Segmentation (Click here to read), Harvard Business Publishing Education</p> <p>IN CLASS INTERACTIVE EXERCISES.</p>
<p>Week 3 Day 2 02/01</p>	<p><i>Targeting and positioning</i></p>	<p>CASE: CRESCENT PURE (in class preparation)</p> <p>Small group discussion (30")</p> <p>Plenary discussion (45")</p>
<p>Week 4 Day 1 02/06</p>	<p><i>Designing a Customer Value-Driven Marketing Strategy and Mix</i></p> <ul style="list-style-type: none"> Pricing: Understanding and Capturing Customer Value Pricing Strategies: Additional Considerations 	<p>READINGS</p> <p>Kotler & Armstrong: Chapter 10</p> <p>What Amazon Risks by Eliminating List Prices (click here to read), Rafi Mohammed</p> <p>Publication date: July 13, 2016</p> <p>IN CLASS INTERACTIVE EXERCISES.</p>
<p>Week 4 Day 2 02/08</p>	<p><i>Positioning</i></p>	<p>CASE: CRESCENT PURE</p> <p>Small group discussion (30")</p> <p>Plenary discussion (45")</p>
<p>Week 5 Day 1 02/13</p>	<p><i>Designing a Customer Value-Driven Marketing Strategy and Mix</i></p> <ul style="list-style-type: none"> Marketing Channels: Delivering Customer Value Retailing and Wholesaling 	<p>READINGS</p> <p>Kotler & Armstrong: Chapter 12, 13</p> <p>People are the new channel (click here to read), Cara France and Mark Bonchek</p> <p>Publication date: April 15, 2013</p> <p>IN CLASS INTERACTIVE EXERCISES.</p>
<p>Week 5 Day 2 02/15</p>	<ul style="list-style-type: none"> Pricing 	<p>In-class interactive exercises from textbook:</p> <ul style="list-style-type: none"> Ryanair: Really Good-Value Pricing – Fly for Free!
<p>Week 6 Day 1 02/20</p>	<p><i>Marketing of innovations: adoption and diffusion theory (Rogers)</i></p> <ul style="list-style-type: none"> Understanding customer adoption Diffusion of innovations Behavioral framework for understanding the market appeal of an innovation 	<p>READINGS</p> <p>Kotler & Armstrong: Chapter 9</p> <p>Innovation Is Marketing’s Job, Too (click here to read), Beth Comstock</p> <p>Publication date: July 03, 2014</p> <p>IN CLASS INTERACTIVE EXERCISES.</p>



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Week 6 Day 2 02/22	<i>Marketing Channels</i>	CASE DISCUSSION: ACCOR Small group discussion (30") Plenary discussion (45")
Week 7 Day 1 02/27	<i>Designing a Customer Value-Driven Marketing Strategy and Mix</i> <ul style="list-style-type: none"> Communicating Customer Value: Integrated Marketing Communications Advertising and Public Relations 	READINGS Kotler & Armstrong: Chapter 14, 15 7 Ways to Create a Successful Integrated Marketing Campaign (Click here to read), Jennifer Lonoff Schiff Publication date: February 26, 2014
Week 7 Day 2 02/29	MIDTERM EXAM	MIDTERM EXAM: Principles of Marketing Challenges (PMC): Individual presentations MIDTERM COURSE EVALUATION
03/01-10 SPRING SEMESTER BREAK	NO CLASSES	NO CLASSES
Week 8 Day 1 03/12	<ul style="list-style-type: none"> <i>Designing a Customer Value-Driven Marketing Strategy and Mix</i> Personal Selling and Sales Promotion Competitive strategies of platform businesses 	READINGS Kotler & Armstrong: Chapter 16 The New Sales Imperative, Nicholas Toman, Brent Adamson, Cristina Gomez Publication Date: Mar 1, 2017 IN CLASS INTERACTIVE EXERCISES.
Week 8 Day 2 03/14	<i>Digital vs Social Strategy</i>	CASE DISCUSSION: SOCIAL STRATEGY AT NIKE Small group discussion (30") Plenary discussion (45")
Week 9 Day 1 03/19	<i>Designing a Customer Value-Driven Marketing Strategy and Mix</i> <ul style="list-style-type: none"> Direct, Digital, Mobile, and Social Media Marketing Creating web Sites Placing Ads and Promotions online Creating or Participating in Online Social Networks Sending E-Mail Using Mobile Marketing 	READINGS Kotler & Armstrong: Chapter 17 Creating Customer Value on the Digital Frontier (click here to read), Kim C. Korn and B. Joseph Pine II Publication date: September 12, 2011 Branding in the Digital Age: You're Spending Your Money in All the Wrong Places (click here to read), David C. Edelman Publication date: December 2010 IN-CLASS INTERACTIVE EXERCISES
Week 9 Day 2 03/21	<i>Innovation adoption</i> <i>Pricing</i>	In class interactive exercises from textbook: 1. Google: New-Product Innovation at the Speed of Light 2. Trader Joe's Unique Price-Value Positioning: "Cheap Gourmet"
Week 10 Day 1 03/26	<i>Online Marketing Research</i> <ul style="list-style-type: none"> E-Marketing Research Passive and Active Listening Main online marketing research tools 	READINGS Getting More-Granular Data on Customer Journeys (click here to read), Deren Baker Publication date: June 08, 2016 What We Can Learn from One of the World's Most-Mocked Cars (click here to read), Gabor George Burt



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		<p>Publication date: Apr 21, 2016</p> <p>IN CLASS INTERACTIVE EXERCISES.</p>
<p>Week 10 Day 2 03/28</p>	<p><i>Online media, Social networks, Product positioning, Brand management.</i></p>	<p>CASE: PORSCHE: THE CAYENNE LAUNCH</p> <p>Small group discussion (30")</p> <p>Plenary discussion (45")</p>
<p>03/29-04/1 EASTER BREAK</p>	<p>NO CLASSES</p>	<p>NO CLASSES</p>
<p>Week 11 Day 1 04/02</p>	<p><i>How AI is Changing Marketing and Marketers</i></p> <ul style="list-style-type: none"> • Main challenges in AI Marketing • Designing an AI Marketing Strategy 	<p>READINGS</p> <p>Why You Aren't Getting More from Your Marketing AI. Chances are, you haven't asked the right questions. (click here to read)</p> <p>by Eva Ascarza, Michael Ross, and Bruce G.S. Hardie</p> <p>How to Design an AI Marketing Strategy. What the technology can do today—and what's next (click here to read)</p> <p>by Thomas H. Davenport, Abhijit Guha, and Dhruv Grewal</p> <p>IN-CLASS GROUP WORK</p> <p>Identify a company that is using AI in marketing. Using information available in the Internet, and the key learnings from today's readings, analyze its AI use and answer the following questions in a PPT presentation to be shared in class:</p> <ol style="list-style-type: none"> 1. How is it using it? 2. What is its strategy? 3. What could it be better? <p>TIME: 40 minutes</p>
<p>Week 11 Day 2 04/04</p>	<p>TESTIMONIAL LECTURE (TBD)</p>	<p>READINGS</p> <p>Marketing Plan Development, Robert E. Spekman Publication date: Aug 11, 2013</p>
<p>Week 12 Day 1 04/09</p>	<p><i>Measuring marketing performance:</i></p> <ul style="list-style-type: none"> • The Power of Customer Metrics • Importance of Goal Setting • Developing the Set of Metrics • Overview and analysis of the main metrics 	<p>READINGS</p> <p>How One Company Used Data to Rethink the Customer Journey (click here to read), Adele K Sweetwood Publication Date: Aug 23, 2016</p> <p>Competing on Customer Journeys (click here to read), David C. Edelman and Marc Singer Publication date: November 2015</p> <p>Identify the Marketing Metrics That Actually Matter (click here to read), Linda J. Popky (2014), Harvard Business Review</p> <p>IN CLASS INTERACTIVE EXERCISES.</p>
<p>Week 12 Day 2 04/11</p>	<p><i>Measuring Marketing Performance and Budget management</i></p>	<p>CASE DISCUSSION: SEPHORA DIRECT: INVESTING IN SOCIAL MEDIA, VIDEO, AND MOBILE</p> <p>Small group discussion (30")</p> <p>Plenary discussion (45")</p>
<p>Week 13 Day 1</p>	<p><i>Extending Marketing</i></p>	<p>READINGS</p>



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<p>04/16</p>	<ul style="list-style-type: none"> • Creating Competitive Advantage • Sustainable Marketing: Social Responsibility and Ethics 	<p>Kotler & Armstrong: Chapter 18, 20</p> <p>Research: Actually, Consumers Do Buy Sustainable Products (click here to read), Tensie Whelan, Randi Kronthal Sacco</p> <p>Publication Date: Jun 19, 2019</p> <p>What Can Marketers Do About Climate Change? (click here to read), Morra Aarons-Mele</p> <p>Publication Date: Dec 17, 2012</p> <p>IN CLASS INTERACTIVE EXERCISES.</p> <p>In our meeting we will have a Q&A session about final exam.</p>
<p>Week 13 Day 2 04/18</p>	<p><i>Creating an ecosystem of products and services to build a new type of competitive advantage</i></p> <p><i>Marketing consulting plans group presentations (first round)</i></p>	<p>CASE DISCUSSION: AMAZON IN 2023</p> <p>Small group discussion (30")</p> <p>Plenary discussion (45")</p> <p>Marketing Consulting Plans Group Presentations for the case analyzed and presented for MIDTERM : as a group, come up with your best analysis and recommendations for the case analyzed and presented for MIDTERM.</p> <p>In our meeting we will debrief the course and have a Q&A session about final exam.</p>
<p>Week 14 Day 1 04/23</p>	<p><i>Extending Marketing</i></p> <ul style="list-style-type: none"> • The Global Marketplace <p><i>Marketing consulting plans group presentations (second round)</i></p>	<p>Kotler & Armstrong: Chapter 19</p> <p>Overview: A New Approach to Global Marketing (click here to read), Larry Light and Joan Kiddon</p> <p>Publication Date: Jun 24, 2015</p> <p>The Most Common Mistakes Companies Make with Global Marketing (click here to read), Nataly Kelly</p> <p>Publication Date: Sep 7, 2015</p> <p>IN-CLASS INTERACTIVE EXERCISES.</p> <p>Marketing Consulting Plans Group Presentations for the case analyzed and presented for MIDTERM : as a group, come up with your best analysis and recommendations for the case analyzed and presented for MIDTERM.</p> <p>In our meeting we will debrief the course and have a Q&A session about final exam.</p>
<p>Week 14 Day 2 04/25</p>	<p>FINAL EXAM</p>	<p>The examination will be a combination of questions and a case study.</p> <p>Details to be announced.</p>

Please note that the above mentioned business case studies can be subject to change during the course. Each student is responsible for keeping himself/herself informed with those changes even when the student is absent for class. Failure to come to class without having read your assigned case-studies and/or completing your "Case Study Paper" is inexcusable and grounds for failing the course.