



**SUFFOLK**  
**UNIVERSITY**  
MADRID CAMPUS

## Madrid Campus Programs

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### **MKT 210 M1 - PRINCIPLES OF MARKETING**

Spring 2018

#### **Instructor Information:**

**Instructor:** Saul Oliveros Lerin

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**Phone:** 91-533-5935 Ext. 136

**Office:** Math & Business office—top floor

**Office Hours:** Mondays and Wednesdays 18:30-19:15

**Homepage:** [www.suffolk.edu/academics/18429.php](http://www.suffolk.edu/academics/18429.php)

#### **Course Information:**

**Meetings:** Mondays and Wednesdays, 9:00 – 10:30, Room 2

**Catalog Description:** As part of the core curriculum for the BSBA, this course provides a comprehensive, innovative, managerial, and practical introduction to marketing. Students will learn and apply basic concepts and practices of modern marketing as used in a wide variety of settings. Technological advances, rapid globalization, economic shifts and cultural and environmental developments are causing profound changes in the marketplace. As the marketplace changes, so must the marketers who serve it. These new developments signify a brand new world of opportunities for forward thinking marketers. In response to these new developments, the focus of this course is on four major themes that go to the heart of modern marketing theory and practice:

1. Building and managing profitable customer relationships;
2. Building and managing strong brands;
3. Harnessing new marketing technologies in this digital age; and
4. Marketing in a socially responsible way around the globe.

**Prerequisites:** WRI 101 or WRI 103

**Credit Hours:** 3

This course follows the US Federal Government's Credit Hour definition: "An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutional established equivalence that reasonably approximates no less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out of class student work each week for approximately fifteen weeks for one semester or trimester hour of credit, or ten to twelve weeks for one quarter hour of credit, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours."

For full up-to-date statement:

[https://cihe.neasc.org/sites/cihe.neasc.org/files/downloads/POLICIES/Pp111-Policy\\_On\\_Credits\\_And\\_Degrees.pdf](https://cihe.neasc.org/sites/cihe.neasc.org/files/downloads/POLICIES/Pp111-Policy_On_Credits_And_Degrees.pdf)

**Textbook/Course Materials:**

Grewal, Dhruv and Levy, Michael. *Marketing*, 5e. McGraw Hill

<https://connect.mheducation.com/class/s-oliveros-spring-2017-mw-730-pm>

**Course Goals & Learning Objectives:**

<b>GOALS</b>	<b>OBJECTIVES</b>	<b>ASSESSMENTS</b>
<b>Upon successful completion of this course, students will know/understand</b>	<b>Upon successful completion of this course, students will be able to</b>	<b>How the student will be assessed on these learning objectives:</b>
<ul style="list-style-type: none"> <li>the basic concepts of Marketing (segmentation, targeting, positioning, customer value, consumer behavior, branding, marketing research) and the Marketing Mix.</li> </ul>	<ul style="list-style-type: none"> <li>apply and understand the basic principles, theories, concepts and dynamics of Marketing.</li> <li>develop writing skills and critical thinking abilities.</li> </ul>	<ul style="list-style-type: none"> <li>In class participation, exams, writing assignments, presentations</li> </ul>
<ul style="list-style-type: none"> <li>how products and services are marketed.</li> <li>how markets operate at a local and global perspective.</li> </ul>	<ul style="list-style-type: none"> <li>develop observation skills and gather information on products and markets.</li> <li>develop writing skills and critical thinking abilities.</li> </ul>	<ul style="list-style-type: none"> <li>Class Discussions, writing assignments, presentations, exams</li> </ul>
<ul style="list-style-type: none"> <li>how to analyze and relate how customers value brands and products and its different perceptions depending on the type of market, personality and other related factors.</li> </ul>	<ul style="list-style-type: none"> <li>assess and gather information, observing, developing critical thinking abilities.</li> <li>develop writing skills and critical thinking abilities.</li> </ul>	<ul style="list-style-type: none"> <li>Class Discussions, writing assignments, presentations, exams</li> </ul>
<ul style="list-style-type: none"> <li>how to elaborate a Marketing Plan.</li> </ul>	<ul style="list-style-type: none"> <li>develop the skills to work in groups, collaboratively, systematically, strategically and pragmatically.</li> <li>develop critical thinking capabilities.</li> </ul>	<ul style="list-style-type: none"> <li>Oral presentation in class and elaboration of a written copy of the plan</li> </ul>

**Assignments/Exams/Papers/Projects:*****The Professor's Perspective***

Your performance in this class is up to you. In general, it is not the Professor's responsibility to make allowances for a student's personal circumstances. Part of the learning in this class is to manage yourself; your time, your behavior, your responsibilities. Sometimes unforeseen things happen; I understand. My expectation is that you will make decisions for yourself regarding attending class (or not), completing work on time (or not), and so on. In making these decisions, keep me informed, but don't ask for permission. The class policies on these matters are very clear. Then, deal with the aftermath (submit work early, read ahead on your own, contact your team-mates if project work is affected, etc.).

***Preparing for Class***

It is important to be prepared for each class session. This means that you have completed the assigned readings and/or assignments and have thoughtfully and critically thought about the concepts and issues contained within the readings and assignments. This course is not one in which students will be passive note-takers. You are expected to contribute meaningfully to each session by engaging in class discussions, generating intelligent questions, and being prepared.

***In-Class Activities and Discussion***

Throughout the semester in-class activities will take place. These activities will be based on students' interests, current events, and classroom dynamics. You are expected to come to class prepared (i.e., readings and other assignments completed) and ready to participate in discussion. You must attend class to receive credit for the in-class activities.

The rubric below provides a basic evaluation framework for daily class participation. Disruptive behavior will negatively affect your participation score.

- 5 – Student is well-prepared and actively contributes to the classroom discussion.
- 4 – Student is generally prepared and asks relevant questions to help learn the material.
- 3 – Student is not generally well-prepared but frequently asks relevant questions.
- 2 – Student is mostly silent, EVEN IF PREPARED, and only rarely contributes to the class.
- 1 – Student is unprepared, inattentive, disinterested.
- 0 – Student is disruptive or absent.

**Written Homework Assignments**

Written assignments must conform to style guidelines provided; hard copy must be ready for submission at the beginning of class. Assignments will be informed by instructor during class.

**Exams**

The exam questions will be based on the assigned readings, class discussions, and homework assignments.

Make-up exams, allowed only with prior notification, will be scheduled at the discretion of the Professor and according to SUMC’s standard policy on such exams.

**Team Project**

Students will work in teams to develop a marketing plan for a new product/service. Detailed guidelines will be provided by instructor.

**Grading/Evaluation:**

Midterm Exam	30%
Final Exam	30%
Final Project	25%
Homework & Assignments	10%
Participation	5%
<b>TOTAL</b>	<b>100%</b>

**For all MKT 210 Assignments and Final Semester Grades**

<b>Honor Grades</b>	<b>Satisfactory Performance</b>	<b>Passing but Unsatisfactory</b>	<b>Failing</b>
94 - 100 = A	80 - 83.9 = B-	70 - 73.9 = C-	0 - 59.9 = F
90 - 93.9 = A-	77 - 79.9 = C+	67 - 69.9 = D+	
87 - 89.9 = B+	74 - 76.9 = C	64 - 66.9 = D	
84 - 86.9 = B		60 - 63.9 = D-	

**Course and Classroom Policies:**

Tardiness, Leaving Class Early and Returning (UNACCEPTABLE)

Arriving late for class, leaving class early, or leaving during class and returning is rude and unprofessional behavior. A 15-minute limit is allowed to enter the classroom; those arriving later will be counted as having been absent that day.

*Cell phones and other electronic devices.* Please make sure wireless phones, PDAs, MP3s, Blackberry clones, pagers and other electronic devices are turned off during class. If a student chooses to use the devices during class, the professor reserves the right to confiscate the device and/or ask the student to leave the class.

You may not eat or drink (except water) in class.

**Participation/Attendance Policy:**

The SUMC Student Handbook states the following:

*Once a student is registered for a course, attendance at every meeting of every class is expected, including those held in the first week of the semester. A maximum of two unjustified absences is permitted. Each*

*additional absence will cause the final course grade to be lowered by one-third of a letter grade, i.e., from A to A-; A- to B+; B+ to B, etc.*

*Excessive absences in a course will have a negative effect on the final grade. When a student is absent, the quality of his or her work in a course will deteriorate since material missed in class sessions can rarely be made up satisfactorily, even though the student remains responsible for that work.*

*Please note that even when a student has a justified reason for missing class, such as illness, the negative academic impact on learning will be the same as if the absence were for spurious reasons.*

*In this course, any absence due to illness should be justified by a note from the student's physician or other health professional confirming the day(s) on which the student was unable to attend class. A written excuse from a student's host parent or residence supervisor is also acceptable.*

*In the event that a class meeting is unexpectedly cancelled, students will be expected to continue with readings or other assignments as originally scheduled. Any assignments due or class activities (e.g., a quiz, exam or presentation) planned for such a cancelled class are due at the next class meeting unless other instructions are communicated.*

### **Disability Statement:**

If you anticipate issues related to the format or requirements of this course, please meet with me. I would like us to discuss ways to ensure your full participation in my classroom.

If formal, disability-related accommodations are necessary, it is very important that you be registered with the Office of Disability Services (ODS) at the main Campus in Boston so that I am notified of your eligibility for reasonable accommodations. We can then plan how best to coordinate your accommodations. Check the ODS web site at [www.suffolk.edu/disability](http://www.suffolk.edu/disability) for information on accommodations.

### **Student Resources:**

SUMC provides a range of student services, both academic and personal. To learn more about course-related tutorials and academic workshops, refer to the SUMC Student Handbook, Section 2 "Academic Policies and Services". Section 5, "Living in Madrid", contains information on the medical and mental health resources, including an English-speaking therapist, available to you.

### **Midterm Review:**

At midterm, around week 6, you will be given a midterm grade based on your progress to date and performance on assignments, quizzes and midterm exam. Midterm grades of C- or below will be reported to the Madrid Campus Academic Standing Committee, with an explanation of what I believe has contributed to that grade: excessive absences, poor time management or study skills, lack of effort, difficulty with the course material or with writing or language skills, etc. The Academic Standing Committee or I may contact you to suggest strategies for addressing these difficulties, which may include mandatory participation in Math Tutorials. I strongly encourage you to visit me during my office hours so we may discuss how you can be successful in this class.

### **Academic Misconduct:** [www.suffolk.edu/studenthandbook/19863.php](http://www.suffolk.edu/studenthandbook/19863.php)

Suffolk University expects all students to be responsible individuals with high standards of conduct. Students are expected to practice ethical behavior in all learning environments and scenarios, including classrooms and laboratories, internships and practica, and study groups and academic teams. Cheating, plagiarism, unauthorized collaboration, use of unauthorized electronic devices, self-plagiarism, fabrication or falsification of data, and other types of academic misconduct are treated as serious offenses that initiate a formal process of inquiry, one that may lead to disciplinary sanctions.

Student work will be thoroughly examined for academic integrity and may be scanned using plagiarism detection software. A faculty member suspecting academic misconduct will contact the student using the Suffolk email address to schedule a meeting and will make all effort to do so within five business days of detecting the incident. During the meeting, the faculty member will present the documentation that led to suspected academic misconduct. Resolution of the incident will be according to the procedures outlined in the SUMC Student Handbook.

**Academic Grievances Policy:**

[www.suffolk.edu/studenthandbook/67192.php](http://www.suffolk.edu/studenthandbook/67192.php)

**Course Schedule:**

The schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better student learning.

<b>Week</b>	<b>General Topic of lesson</b>	<b>Readings or Other Assignments Due</b>
1. January 17	Introduction to class	
2. January 22 and 24	Overview of Marketing	<i>Chapter 1. Make-up days TBI / Assignment Summary of Chapter 1, and, Net Savvy Questions, page 25 (Jan. 28)</i>
3. January 29 and 31	Strategic Marketing Planning / Building a Marketing Plan	Chapter 2
4. February 5 and 7	Marketing Environment	Chapter 5 / Assignment Chapter case study
5. February 12 and 14	Ethics / Social and Mobile Marketing	Chapters 3 and 4
6. February 19 and 21	Consumer Behavior	Chapter 6 / Assignment Chapter case study
7. February 26 and 28	<b>Midterm February 26</b>	
8. March 5 and 7	Business Marketing	Chapter 7 / Assignment Chapter case study
9. March 12 and 14	Global Marketing	Chapter 8 / Assignment Chapter case study
10. March 19 and 21	Segmentation, Targeting and Positioning	Chapter 9 / Assignment Chapter case study
<b>Mar 24 to Apr 1</b>	<b>SPRING BREAK</b>	
11. April 2 and 4	Marketing Research	Chapter 10
12. April 9 and 11	Product / Brand Strategies	Chapter 11 / Assignment Chapter case study
13. April 16 and 18	Developing New Products	Chapter 12 / Assignment Chapter case study
14. April 23 and 25	Service Marketing and Pricing Concepts	Chapters 13 and 14
15. May 7	<b>Final exam May 7</b>	