



Introduction to Marketing Strategy

MKTG 3000:0EX4

Spring 2025

Curiosity, Creativity, Contemporary

Professor Name: M. Paula Fitzgerald, PhD

Professor Email: Paula.Fitzgerald@mail.wvu.edu

Class Time—varies during the semester, but classes are 1:45 minutes

Course Description & Goals

At the end of this semester, students will be able to:

- 1) Write a value equation and value proposition statement.
- 2) Identify four environmental factors and explain how they impact marketing strategies.
- 3) Write Smart Goals
- 4) Use brainstorming and creativity activities to enhance value-based strategies.
- 5) Identify appropriate pricing and distributions strategies given goals and target markets.
- 6) Create meaningful IMC strategies.
- 7) Discuss the importance of curiosity, creativity and contemporary issues in successful marketing strategies.

Course Materials & Resources

Textbook: Marketing: An Introduction 13th edition, Armstrong and Kotler

Readings and PPT slides available on ICON

SEMRush certifications training

Salesforce trailhead

Grading

Grade Scale for Assignments	
A	90-100%
B	80-89.99%
C	70-79.99%
D	60-69.99%
E	59.99% and below

Grades will be made up of the following:

35% Homework—These assignments will generally be graded based on completion—thus a completed assignment will earn full credit. In case a student turns in an assignment that is sub-par, they will receive only half credit. Homework assignments are due prior to class—late assignments will not be accepted because the homework is designed to be preparation for class. This policy will be waived only under extenuating circumstances. Each homework assignment will be **worth 10 points**. You will have homework due for almost every class. I will adjust for the travel weeks and other events to manage homework expectations.

Homework assignments may include:

- Textbook assignment to explore basic textbook concepts
- Certificates and badges will be earned from Salesforce Trails and SEMRush
- Two photo essays. In these, each student will provide five (5) photos of interesting, novel, curious, unusual to Americans, fun experiences, products, services, events. Each photo should have a 2-sentence caption and should reflect **Curiosity, Creativity, Contemporary**
- Readings and podcasts may also be assigned for preparation for class
- One Practice Exam—these will be graded using a rubric in a similar manner as the midterm and final exam so that students can get a better understanding of what to expect on the major exams
- There will be one make-up assignment—worth 10 points—that assignment will be optional

- **The homework average will be adjusted based on Yellow Cards—given when a student is late or disruptive to the class environment**
 - First Yellow Card—one point off the homework average
 - Second Yellow Card—additional five points off the homework average
 - Third Yellow Card – additional ten points off the homework average
 - Each additional Yellow Card-- additional ten points off the homework average

20% Midterm Exam— essay exam covering the first half of the course material, graded with a rubric to enhance clarity

20% Final Exam— essay exam covering the first half of the course material, graded with a rubric to enhance clarity

25% Final Project—Small groups will complete a Brand Brief as a final project. The project will have a presentation and written component. This will be graded with a rubric so that all students will know the expectations and relative weights of the project requirements. Grades may be adjusted based on Peer Evaluations.

We will work on the brand brief throughout the semester—this is a formal document that is patterned after those used in industry.

Each group will select a product/service they have experienced in Italy (or non-US travels) and will create a brand brief (a blank draft will be posted on ICON)

The final presentation will be interactive—no PPT slide presentations allowed. Groups can use any interesting format—poster, diorama/3-D model, prototype, music, video, game show, puppets, theater, parody... ANY format that conveys the very best and most exciting parts of the big brief.

Grades will be competitive and will follow an **approximate distribution** of:

Grade	
A	30%
B	40%
C	25%
D	5%

This distribution may be adjusted based on natural breaks occurring in grades. The professor will periodically provide information about class standing either in ICON or during class.

Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- 1st absence will result in a loss of a 1/2 of a letter grade in that class
- 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Grievance Policy

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Director, Stephanie Schnicker (319-335-0100, stephanie-schnicker@uiowa.edu). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

Accommodating Students with Disabilities/Academic Accommodations

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with their home institution's Student Disability Services, then contact Joelle Petersen (joelle-petersen@uiowa.edu) in the CIMBA Office to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

Collegiate and University Policies

The administrative home of this course is the Tippie College of Business, which governs academic matters relating to the course such as the add/drop deadlines, the second-grade-only option, issues concerning academic misconduct, and how credits are applied for various graduation requirements. Different colleges might have different policies.

The Tippie College of Business is committed to providing students with a diverse, inclusive, and equitable environment in which to pursue their educations. In addition, Students at Tippie adhere to an honor code that emphasizes the importance of honesty and integrity. Student concerns about this class or your performance in it can be discussed with the instructor or the Associate Dean for Undergraduate Programs. More details about these and other policies are available on the [Tippie website](#).

The University of Iowa is committed to the [protection of freedom of speech and the principles of academic and artistic freedom, to accommodating students with disabilities, and to accommodating absences due to religious holidays](#). In addition, students are expected to comply with the University's Code of Student Life. The University is also committed to non-discrimination and prohibits all forms of sexual harassment, sexual misconduct, and related retaliation. The University also provides resources for student mental health as well as for the basic needs and support of students. More information about these and other policies can be found on the [Provost's Office's website](#).


General Ground Rules

- Late work is not accepted except under extenuating circumstances—make sure you complete the homework and turn it in before class.
- We should have fun and interesting discussions. Please make sure that private discussions or use of technology do not interfere with/disrupt the class.
- Class will begin on time. If the door is closed, you are late.
- Class is almost 2 hours long (1 hour and 45 minutes). Plan to be here the whole time.
- Class is rated PG-13, keep discussions appropriate.

This is a tentative outline of our plans.

There will be changes—Look in ICON.

Day	Book Chapter	Topic	Homework due BEFORE class (if applicable)
#1 Tues. Jan 21	1	Intro to Class & Intro to Marketing	Identify Salesforce and SEMRush websites
#2 Tues. Jan 28	1	Introduction to Marketing	Homework due before class: TEXTBOOK Assignment: 1) Copy your definition of Marketing (from the first day of class), 2) Identify five (5) of the most important things in the first chapter of the text. Explain each in 3 sentences 3) Create a Venn diagram between your definition of marketing and the AMA's definition AMA definition of Marketing is available at: https://www.ama.org/the-definition-of-marketing-what-is-marketing/ 4) Finally, provide an emoji that shows how you feel about your definition—give one sentence of explanation
#3 Tues. Feb 4	2	Strategy & Relationships Elevating the Value of Customer Service through a Data-Driven Approach	Homework due before class: 1) Watch an introduction to Customer Relationship Management at https://www.youtube.com/watch?v=dHRoO4kbtug&t=24s 2) Write down 4 take-aways from this YouTube 3) Now, identify news one article from within the year that discusses Customer Relationship Management—copy the citation 4) What are four of the most important points in that article (provide 2-3 sentences of explanation for each point)
#4 Thurs Feb 6		Environments	Homework due before class: PESTLE Analysis Watch this video https://www.youtube.com/watch?v=6N7yc_mjdJQ What is BREXIT? You should have at least one reliable source and give a four (4) sentence overview.

			<p>Identify five (5) cultural differences between US McDonalds and other nations. Pay particular attention to UK and US differences that you will see in the video</p> <p>Complete this table</p> <table border="1"> <thead> <tr> <th></th><th>What the letter stands for</th><th>Example</th><th>ACTION taken by McDonalds</th></tr> </thead> <tbody> <tr><td>P</td><td></td><td></td><td></td></tr> <tr><td>E</td><td></td><td></td><td></td></tr> <tr><td>S</td><td></td><td></td><td></td></tr> <tr><td>T</td><td></td><td></td><td></td></tr> <tr><td>L</td><td></td><td></td><td></td></tr> <tr><td>E</td><td></td><td></td><td></td></tr> </tbody> </table> <p>Introduction to Brain Storming</p>		What the letter stands for	Example	ACTION taken by McDonalds	P				E				S				T				L				E			
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#5 Tues Feb 11	3	OPEN MINDS	In class case with Italian Students!!!																												
#6 Thurs Feb 13	5	Consumer Behavior	<p>Homework due before class:</p> <p>Watch https://www.youtube.com/watch?v=68ZXwl5L4kY (stop at minute 5:30)</p> <p>Complete Hubspot journey mapping PPT</p>																												
#7 Tues Feb 18		Project Overview	<p>Homework due before class:</p> <p>Photo Essay 1</p> <ul style="list-style-type: none"> Each student will provide five (5) photos of interesting, novel, curious, unusual to Americans, fun experiences, products, services, events. Each photo should have a 2-sentence caption and should reflect Curiosity, Creativity, Contemporary 																												
#8 Thurs Feb 20	6	Market-Driven Strategy Creating Value Intro to Brainstorming	<p>Homework due before class:</p> <p>SEMRUSH— <small>Main Page / Courses / Semrush Tools / Building a Customer Persona / Learning</small></p> <p>About this Course</p> 																												
#9 Tues Feb 25	7	Products/Services /Brands Another Brainstorming	<p>Homework due before class:</p> <p>Practice Exam Due before Class</p>																												

#10 Thurs Feb 27	8	Developing & managing Products	Homework— Read about the Major Stages in New Product Development. Identify each of the eight stages and make two (2) comments about each stage.
#11 Mon March 10	9	Pricing	NO HOMEWORK THIS DAY In Class—exploring consumer journey maps using “My Travel Experiences”
#12 Wed March 12		Project advancement	
#13 Friday March 14		Midterm	EXAM 1
#14 Mon March 17	10	Channels strategy	Homework due before class: Photo Essay 2 <ul style="list-style-type: none"> Each student will provide five (5) photos of interesting, novel, curious, unusual to Americans, fun experiences, products, services, events. Each photo should have a 2-sentence caption and should reflect Curiosity, Creativity, Contemporary
# 15 Wed March 19	11	Retailing/Wholesaling	Homework due before class BYD case: Read these four articles: https://www.motortrend.com/reviews/2023-byd-dolphin-first-drive-review/ Tesla sales stall as China's BYD closes in Tesla About to Lose Crown to China's BYD Startup: Here's Where Elon Musk Went Wrong - Business Insider Chinese EVs are cheap. For America, that could be a problem : NPR For each, identify three things that are interesting and/or new to you. In class: Positioning/Elevator Statements for company tour
#16 Friday March 21	12	Advertising and PR	Homework due before class: Please read the following: Crumb! is TikTok's favorite cookie. Here's how it got so popular. Vox

			<p>What are four things talked about here that surprised or intrigued you? Explain each in 2-3 sentences</p> <p>Describe how you could use the ideas Crumbl uses to market a fast-casual burger restaurant (such as Red Robin).</p> <p>You should have three points in this discussion.</p>
#17 Mon Mar 24		NIL—new to communications	<p>Read: https://www.ncsasports.org/name-image-likeness</p> <p>Write down 3 new-to-you points made in this article.</p> <p>https://www.nytimes.com/athletic/5245564/2024/02/02/nil-explained-ncaa-name-image-likeness-investigation/</p> <p>Scroll this NCSA website https://www.ncsasports.org/name-image-likeness</p> <p>What activities are included that can be paid for with NIL.</p> <p>Skim this article: https://www.washingtonpost.com/sports/interactive/2024/nil-money-deals-college-sports-athlete-pay/</p> <p>Finally, listen to: Caitlin Clark discusses NIL</p> <p>Listen to this podcast with attention to what the firm making an NIL agreement needs to do to increase the chance of success.</p> <p>What are two things that your firm can do to sign an athlete spokesperson.</p>
#18 Wed Mar 26	13	Personal Selling	<p>Homework due before class:</p> <p>Textbook assignment:</p> <p>Outline the steps in the sales process/pitch. Write one sentence explaining each of the steps</p>
#19 Mon Mar 31		IMC in class case	<p>No Homework this day</p> <p>Project work day—focus on IMC</p>
#20 Wed April 2		Catch up and finalize projects	
#21 Friday April 4		Final Project Presentation	<p>Brand Brief presentations in class</p> <p>Written assignment due by 11:59PM</p>
#22		Debrief	There will be a graded in-class project –no preparation needed, but there will be a formal assignment

Mon April 7			SEMRush Certificate in AI & Marketing
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Final Exam covers the material since the first exam—it is not cumulative and will be given at the CIMBA assigned time.