



Introduction to Marketing Strategy

MKTG 3000

Spring 2026

Professor Name: Michael F. Walsh, PhD

Professor Email: Michael-f-walsh@uiowa.edu

Office: CIMBA Faculty Office 1

Class Time—"Block B" Days/times varies during the semester, but classes are 1:45 minutes

Drop-in hours: Through 27 February: Tuesdays & Thursdays: 9:30-10:30; After 29 February: Mondays, Wednesdays and Fridays: 9:30-10:30

Course Site

To access the course site, [log into Iowa Courses Online \(ICON\)](https://icon.uiowa.edu/index.shtml) (<https://icon.uiowa.edu/index.shtml>) using your Hawk ID and password.

Academic Course Home

CIMBA Italy

Faculty Head: Zach Linge

Phone: +39-0423-932120

Email: zach-linge@uiowa.edu

Program Goals

The Tippie College of Business Undergraduate Program has learning goals that drive decisions about curriculum and assignments within courses.

Program Goal 1: Graduates will use analytical, creative and collaborative approaches to solving complex, ambiguous problems

Program Goal 2: Graduates will demonstrate effective written, spoken and visual communication

Program Goal 3: Graduates will obtain global awareness and understanding

Program Goal 4: Graduates will demonstrate ethical reasoning

Program Goal 5: Graduates will obtain professional preparation

Course Description & Goals

This course provides a comprehensive overview of the marketing function within an organization. We will begin by defining marketing and the scope of marketing. Following this, we cover decisions relating to the planning, the marketing mix (product, price, distribution and promotion), segmentation, targeting and positioning. 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.

Media/Systems Requirements

Technical requirements for completing this class include:

- Student-provided personal computer with reliable Internet access.
- If you need assistive technologies that has different computer and technology requirements, then you will be responsible for making those arrangements. Please check with Student Disability Services: (<https://sds.studentlife.uiowa.edu>) to determine the requirements for specific technologies and for assistance if necessary.

Course Materials & Resources

- Textbook: Marketing: An Introduction 13th edition, Armstrong and Kotler
- Readings and PPT slides available on ICON
- Salesforce trailhead is used for supplemental training

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

Total courser points are 1,000. Grades will be made up of the following:

33% 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 **Strategic, Analytical, Creative**
- Readings and podcasts may also be assigned for preparation for class
- One Practice Exam—so that students can get a better understanding of what to expect on the major exams

- **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

27% 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.

Attendance Policy

CIMBA is an immersive academic study-abroad program, and regular attendance is essential to student learning and program integrity. Students are subject to CIMBA’s program-wide policies, which establishes attendance as a condition of program participation. Three cumulative unexcused absences from a course may result in program-level consequences, up to and including dismissal from the program, independent of course grades. This course’s attendance expectations and the impact of absences on grading are described below. Additionally, excused absences for this course align with CIMBA policy and include documented illness, approved academic or program activities, religious observances, and approved accommodations. Students should communicate with the instructor as soon as possible regarding any absence.

- a. 1st absence will result in a loss of a 1/2 of a letter grade in that class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 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](#).

Inclement Weather/Class Cancellation: Although it is our intent to offer every class at its assigned time, on rare occasion there are weather or other emergency events that require that alternative arrangements are made for class delivery. If that happens, please stay alert for an email from me indicating how the class will be handled. This may include: 1) cancelling the class completely – all reading and work that was due is expected to be completed and turned in on time through ICON; 2) holding an online version of the class (i.e., via Zoom)– you will receive an email invitation to join the session remotely from a computer with an internet connection – headphones are recommended; 3) using recorded videos and presenting other materials to you through ICON so we can cover the course materials asynchronously.

Class Recording Policy: Some of the sessions in this course will be recorded or live-streamed. Such recordings/streaming will only be available to students registered for this class. These recordings are the intellectual property of the faculty, and they may not be shared or reproduced without the explicit, written consent of the faculty member. Further, students may not share these sessions with those not in the class or upload them to any other online environment. Doing so would be a breach of the Code of Student Conduct, and, in some cases, a violation of the Federal Education Rights and Privacy Act (FERPA).

General Ground Rules

- Late work is not accepted except under extenuating circumstances—make sure you complete the homework

and turn it in before class. Late work receives an automatic 20% grade reduction. Each following day late results in another 20% reduction.

- 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.

Class	Book Chapter	Topic	Homework due BEFORE class (if applicable)
#1 Jan 27	1	Intro to Class & Intro to Marketing	Upload a screen capture of the Salesforce Trailhead website. https://trailhead.salesforce.com/
#2 Feb 5	1	Introduction to Marketing	<p>Homework due before class: Photo of your campus</p> <p>TEXTBOOK Assignment:</p> <ol style="list-style-type: none"> 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 <p>Inclass: Infographic assignment Inclass: Case discussion</p>
#3 Feb 10	2	Strategy & Relationships	<p>Homework due before class:</p> <ol style="list-style-type: none"> 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)

			Inclass: Company analysis																												
#4 Feb 12	3	Environments	<p>Homework due before class:</p> <p>PESTLE Analysis</p> <p>Watch this video: https://www.youtube.com/watch?v=6N7yc_mjdJQ</p> <p>What is BREXIT? You should have at least one reliable source and give a four (4) sentence overview.</p> <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>Inclass: a different PESTLE analysis Inclass: 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 Feb 19	4	Marketing Research	Inclass: Wild Mint exercise																												
#6 Feb 24	5	Consumer Behavior	<p>Homework due before class:</p> <p>Watch https://www.youtube.com/watch?v=68ZXwi5L4kY (stop at minute 5:30 Complete Hubspot journey mapping PPT</p> <p>Inclass: Hofstede infographic</p>																												
#7	6	Segmentation	Homework due before class:																												

Feb 26			<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 Strategic, Analytical, Creative
#8 Mar 2		Project Overview	<p>Homework due before class:</p> <p>Read this article: https://www.semrush.com/blog/buyer-persona/</p> <p>Submit a one paragraph summary of what Buyer Personas are.</p> <p>Inclass: create a buyer persona for your product</p>
#9 Mar 4	7	Products/Services /Brands	<p>Inclass: Involvement Exercise</p> <p>Inclass: Golf brainstorming</p>
#10 Mar 6	8	Developing & managing Products	<p>Homework—</p> <p>Read about the Major Stages in New Product Development.</p> <p>Identify each of the eight stages and make two (2) comments about each stage.</p> <p>Inclass: New Product Brainstorming</p>
#11 Mar 16	9	Pricing	<p>Photo Essay 2</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 Strategic, Analytical, Creative <p>Inclass: Cryptocurrency discussion</p>
#12 Mar 18		Project advancement	Practice Exam Due before Class
#13 Mar 20		Midterm	EXAM 1
#14 Mar 23	10	Channels strategy	<p>Homework due before class:</p> <p>Read these four articles:</p> <p>https://www.motortrend.com/reviews/2023-byd-dolphin-first-drive-review/</p> <p>Tesla sales stall as China's BYD closes in</p> <p>Tesla About to Lose Crown to China's BYD Startup: Here's Where Elon Musk Went Wrong - Business Insider</p> <p>Chinese EVs are cheap. For America, that could be a problem : NPR</p>

			<p>For each, identify three things that are interesting and/or new to you.</p> <p>In class: BYD exercise</p>
# 15 Mar 25	11	Retailing/Wholesaling	<p>Homework due before class: Consider both Walmart (www.walmart.com) and Amazon (www.amazon.com). Specifically, take a look at how both companies market their music offerings. Which do you believe has the upper hand? Why?</p> <p>In class BYD (continued)</p>
#16 Mar 27	12	Advertising and PR	<p>Homework due before class:</p> <p>Please read the following:</p> <p>Crumbl is TikTok's favorite cookie. Here's how it got so popular. Vox</p> <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> <p>Inclass: Integrating IMC into projects</p>
#17 Mar 30	N/A	Digital	<p>Homework: Due Before Class</p> <p>Enter the name of one of favorite brands into Google. Create screen captures of the paid search results and organic search results (depending on the search term, this might be one or two screen captures. Afterwards, acting as a consumer, what is your impression of paid versus organic search results.</p>
#18 Apr 1	13	Personal Selling	<p>Homework due before class:</p> <p>Using your textbook (Chapter 16) outline the steps in the sales process/pitch. Write one sentence explaining each of the steps</p> <p>Inclass Sales Role Plays</p>
#19 Apr 8		IMC in class case	<p>Read GEICO case before class</p> <p>Inclass: Geico discussion</p> <p>Project work day—focus on IMC</p>
#20 Apr 10		Catch up and finalize projects	
#21 Apr 13		Final Project Presentation	<p>Brand Brief presentations in class</p> <p>Written portion upload into IKON</p>
Wed/ Thur/ Fri???			Final (Specific day/time TBA)