Intro to Marketing Strategy

INSTRUCTOR

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CIMBA Faculty Office

CLASS MEETING TIMES

Block C, PIO Building, Montini Classroom

DROP-IN HOURS

After class for 30 minutes on Mondays and Wednesdays.

COURSE SITE

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

ACADEMIC COURSE HOME

CIMBA Italy

Faculty Head: Zach Linge

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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 AND GOALS

Marketing 3000 is the foundational marketing course in the CIMBA business curriculum, providing students with a broad overview of the fundamental terms and concepts in contemporary marketing as well as an introduction to current real world marketing strategies.

As a consumer, you come into this course with extensive experience in marketing. You will need to think beyond your personal experience to understand how marketing impacts a target group and all consumers. In this class you will learn how to critically analyze the marketing experience and how managers strategically use marketing to further their organization's goals. We will discuss and analyze the basic terms, concepts and principles in marketing and explore how marketing managers use these principles in developing marketing plans and strategy.

This course has four objectives:

Objective 1: Develop an understanding of basic marketing principles / concepts.

Objective 2: Be able to define the major concepts in marketing and use the common terminology of marketing in business.

Objective 3: Learn how marketing strategy is applied and used in business world.

Objective 4: Develop skills in applying marketing and marketing strategy to business opportunities and/or problems

Objective 5: Understand how firms divide up markets into meaningful customer groups (segmentation), choose which customer groups to serve (targeting), create market offerings that best serve targeted customers (differentiation), and position their offerings in the minds of consumers.

The course is divided into 4 modules – each module corresponds to a week

I. Marketing Basics
II. Consumer Behavior
III. Shopper Marketing
IV. Strategy and Tactics

MEDIA/SYSTEM REQUIREMENTS

Technical requirements for completing this class include:

- Student-provided personal computer with reliable Internet access. (Note: While technology (laptops, tablets, phones, etc.) are not allowed during class,

there will be a limited number of days for you to work on assignments or with teammates.)

- 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.

TEXTBOOK/MATERIALS

- All content and materials will be provided via the ICON course site.

GRADING CRITERIA

Final course grades will be assessed based on the student's performance in the following activities:

Graded Item	Points	% of Final Grade
Pre-Class Work Assignments	40	8%
Midterm Exam	125	25%
Final Exam	125	25%
Travel Reflections and Promotion	60	12%
Flash Consulting Project	80	16%
Engagement and Citizenship	70	14%
Total Points:	545	100%

Assignments received late will be accepted for up to 24 hours after due date, but only eligible for 50% of points. For final letter grades, I will calculate it by dividing your earned points by the total points and resulting percentage will follow the standard letter grade structure as in the Letter Grade Table below.

A	92.00% and above		**A-**	90.00% - 91.99%
B+	87.00% - 89.99%		**B**	82.00% - 86.99%
B-	80.00% - 81.99%		**C+**	77.00% - 79.99%
C	72.00% - 76.99%		**C-**	70.00% - 71.99%
D+	67.00% - 69.99%		**D**	62.00% - 66.99 %
D-	60.00% - 61.99%		**F**	0.00% - 59.99%

A Note on Transfer Credit and Pass/Fail Grading Students receiving pass/fail transfer credit at the University of Iowa are required to earn a C or better to receive a passing grade. However, students should be aware that the actual letter grade earned in this course — not a pass/fail designation — will appear on their University of Iowa transcript. If you plan to apply to graduate or professional school, admissions committees will see the grade you earn. You are encouraged to perform to the best of your ability regardless of your transfer credit arrangement.

COURSE WORK

ASSESSMENTS

I. Pre-Course Assignments (40 points total)

There are three relatively small pre-course (pre-Italy) assignments. Additional details will be provided via email.

1. Welcome Survey (5 points)
2. Introduction Video (25 points)
3. Shopping Trip Tracking (10 points)

II. Midterm and Final Exams (2 @ 125 points)

Exam dates are the following: Midterm Exam on Thursday, May 28th and Final Exam on Friday, June 12th. Exams will be multiple choice with a few short answer questions. The Midterm will cover the first part of the course, and the Final Exam will cover the second part of the course.

III. Travel Observations/Reflections and Promotion (60 points)

One of the amazing aspects of studying at CIMBA is the built-in travel weekends, which allow you to explore European destinations of your choice. You will grow personally through your travels but will also be exposed to many marketing stimuli (such as businesses, customers, customer service, advertisements, shopping…). More information will be shared in class as to what you will be asked to do with these observations and reflections.

IV. Flash Consulting Project (80 points)

During our second-to-last class session, we will have a case discussion. Prior to this, you and a partner from class will answer a series of questions about the case study. This assignment and coordinated discussion will be used to apply some of the concepts learned over the four weeks and as a review.

V. Engagement and Citizenship (70 points)

Marketing is all around us – we are all consumers after all! This course is designed to be as interactive as possible and we will have small group discussions and full class discussions each day. Studying abroad is a unique experience and we never know how we will respond until we are there. For this reason, it is critical that we create a welcoming and supportive environment for everyone. This engagement and

positive citizenship behavior is necessary while we are in the classroom but also during our weekly field trip excursions.

Field Trips / Guest Speakers:
Field trips and guest speaker sessions are an integral part of the course, offering students the opportunity to engage directly with legal professionals and observe concepts from class in real-world contexts. Students are expected to conduct themselves with professionalism at all times — this includes being punctual, attentive, respectful, and appropriately engaged with speakers and hosts. Because these experiences are meant to deepen academic understanding, preparatory work may be assigned in advance, such as readings, background research, or guided questions. Students are responsible for completing this work prior to the visit. In addition, students should be prepared to demonstrate their engagement, which may include participation during the visit, written reflections, or brief assessments based on the experience.

STUDENT SUPPORT RESOURCES

If you require additional resources for academic support, basic need fulfillment, wellness, finding community, and professional development, please contact Jayme Ringleb at jayme-ringleb@uiowa.edu.

COURSE-SPECIFIC POLICIES AND GUIDELINES

Classroom Philosophy/Approach
For the classroom experience to be enriching for all, both parties must come to each class prepared and willing to engage. Curiosity and analytical thinking skills are critical for a successful marketer, so these are the skills I would like for us to strengthen this summer. Marketing is all around us – thinking critically about what works and does not work (and why) is important for your development as a business student.

Classroom Norms:

1. You will only take notes by hand during class.
2. Only use technology if instructed to for class purposes. **Phones and computers may not be used unless you have been instructed to look something up.** Failure to follow this will result in your being asked to leave class resulting in an unexcused absence for that day.
3. Life happens, if there is something outside of class that requires you have access to your phone during class, please let me know ahead of time to avoid any misunderstandings.

4. Participation creates the presumption of preparation.
5. Pack up only after class has ended.
6. No food or beverages (other than water) are permitted in any of the classrooms.

Attendance: For MKTG 3000, all unexcused absences will have the following consequences:

1st Unexcused Absence: 7% reduction from final grade

2nd Unexcused Absence: 13% reduction from final grade

3rd Unexcused Absence: Failure of the class

AI Policy: The use of A.I. for classroom assignments will be specified in class. In particular, you will be encouraged to use generative A.I. for visual components (still image, video, and/or slides) for both the Flash Consulting Project and the Travel Observations/Reflections and Promotion assignments.

Exams: Students are expected to take the exams at the regularly scheduled times, unless permission has been granted by the instructor at least 2 weeks in advance in writing. All exams are INDIVIDUAL WORK and collaboration on exams is not permitted under any circumstance. All exams are CLOSED BOOK. Use of any materials during the exam is strictly prohibited and will be grounds for a grade of zero on the exam.

Late Work: Because I regard this class as I would any job responsibility, I hold you to strict standards of timeliness and ethics. In this regard, late work is unprofessional and will be penalized. Assignments that are late will receive an automatic 50% grade reduction and are only accepted within 24 hours of the original due date.

CIMBA ITALY PROGRAM 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. More than two unexcused absences from a course may result in program-level consequences, up to and including dismissal from the program, independent of course grades. 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.

COLLEGIATE AND UNIVERSITY POLICIES AND GUIDELINES

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 polices.

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 directly with the instructor. If you do not feel that your concern has been resolved satisfactorily, you should first contact the CIMBA Italy faculty head (contact information provided at the top of page one of this syllabus). 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 and military obligations. 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.

Students are expected to comply with University policies regarding appropriate classroom behavior as outlined in the Code of Student Life. While students have the right to express themselves and participate freely in class, it is expected that students will behave with the same level of courtesy and respect in the virtual class setting (whether asynchronous or synchronous) as they would in an in-person classroom. Failure to follow behavior expectations as outlined in the Code of Student Life may be addressed by the instructor and may also result in discipline under the Code of Student Life policies governing E.5 Disruptive Behavior or E.6 Failure to Comply with University Directive.

TIPPIE CAREER SERVICES

Tippie Undergraduate Career Services provides students with personalized career support, regularly updated internship and job leads, and other useful career information. Additional information and access to services can be found at students.tippie.uiowa.edu/tippie-resources/career-services/undergraduate-career-services.

COURSE CALENDAR

Date	Topic	Assignments
Week 1		
Tuesday	Marketing Basics	
Tuesday Afternoon	Afternoon Session: Italian Shopping Excursion and Ethnography	
Wednesday	Marketing Basics	
Thursday	Marketing Basics	
Friday	Marketing Basics	
Week 2		
Monday	Consumer Behavior – Exposure and Perception	
Tuesday	Consumer Behavior – Forming and Changing Attitudes	
Tuesday Afternoon	Afternoon Session: more details to come	
Wednesday	Consumer Behavior – Deciding – and - Review	
Thursday	Midterm Exam	Midterm Exam
Week 3		
Monday	Retail and Shopper Marketing – CPG and Retail	
Tuesday	Retail and Shopper Marketing – Visual Merchandising and Pricing	
Tuesday Afternoon	Afternoon Session: more details to come	
Wednesday	Retail and Shopper Marketing – Private Brands	
Thursday	Retail and Shopper Marketing – Returns, Recommerce, & ESG	
Week 4		
Monday	Strategy and Tactics	
Monday Afternoon	Afternoon Session: more details to come	
Tuesday	Strategy and Tactics	
Wednesday	Case Study Discussion	
Thursday	Review	
Friday	Final Exam at 8:00 am	Final Exam