

BPH_AMA1 Internet Marketing Basic

Department of Corporate Economics

Thursday 16.00

Spring 2019

Lecturer:

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Individual office hours is possible to arrange via e-mail

Course Description

The course is designed as the introduction to basic principles of marketing and to help students develop basic knowledge, skills, and attitudes that will prepare them to enter the field of marketing. It offers the basic theoretical framework of marketing, including segmentation, buyer behavior, product management; marketing communications, channel management and pricing decisions are introduced on this subject. Students are also introduced to basic concepts in market research and management of marketing programs.

Topics to be covered throughout the semester

1. Defining marketing for the 21st century
2. Developing marketing strategies and plans
3. Marketing information system and Marketing research
4. Analyzing consumer markets
5. Analyzing business markets
6. Product and service strategy
7. Brand equity and brand positioning
8. Competitive strategies
9. Market segmentation
10. Pricing strategies and programs
11. Marketing channels
12. Marketing communication I
13. Marketing communication II

Course Goals

After passing this course students should be able to use (or at least to understand how to use) typical methods and tools of marketing management, to understand and to applicate marketing theory models into practical life (during the lectures case studies and empirical examples will be introduced).

Required Texts, Materials or Equipment

Required literature

- Kotler, P. and Keller, K. Marketing management, 14th ed., 2011. Prentice-Hall

Other materials

The course website in the IS will be used to post this syllabus with schedule, individual lecture PPTs, project (marketing plan) guidelines - template, supplementary readings, and/or materials for the assignments (if any). Please, check it regularly.

Your materials (presentations, project – marketing plan, case studies solutions) must be uploaded also in this website – the file “Home Vaults” – in the individual files – for presentations, for marketing plans and for other works according to the assignments for the lectures.

Assignments

The main goal of the assignments is learning by thinking and playing at school. Your task is to involve your colleagues into the themes/topics and to bring them to learn the issue more by fun than just by memorizing. There are assignments suggested by us – teachers. However, you can use your own phantasy and create something different – but it must be relevant for the individual topic of the week.

Written assignments – in the form of our suggestions - are given in the Schedule below – in the Lessons box. You are expected to choose one topic and register for this topic (or the individual task) in the Information system – the path is: BPH_AMA1 Marketing 1....."Course topic lists and then click on "BPH_AMA 1 - Assignment" - it will open and you can see all the dates – you can just click on the chosen (free) topic and date.

Materials that can help you to prepare the assignments are available in the Information system – in Study materials - for every week. You are more than welcome to use also some other material according your choice and to use your phantasy and creativity as well. If there are no special materials in the IS, follow the info in the schedule below or just simply use your creativity and phantasy (as stated above) and create some tasks, games, exercises for your colleagues with the aim to learn the content of the lecture.

Cca 1-3 persons work on assignment (see Schedule below).

The assignments will require you to prepare and bring short, written assignments and/or presentations with you prepared at home. Presentation should contain brief theoretical review of the topic and questions for your colleagues (cca 15 minutes).

Marketing Plan

What is the plan about?

Marketing plan can be developed for any purpose you want (and agreed on in your team). Some ideas:

1. Marketing plan for new tourism destination
2. Marketing plan for cupcakes for events
3. Marketing plan for teens blog
4. Marketing plan for Brno Erasmus students guide

Up to five people can participate in one team.

What are the important dates?

Two presentations are to be delivered. Firstly, proposal of the plan which should focus on the purpose, goals, focus and presentation of the basic info about the company. Second presentation should consist of the whole marketing plan incorporated.

Important: registration for both presentations (proposal and final) must be made via IS. [*"Course topic lists and then click on "BPH_AMA 1 - Registration for the dates of presentation" - it will open and you can choose 2 Topics: "Registration for the dates of marketing plan PROPOSAL presentation" and "Registration for the dates of FINAL MARKETING PLAN presentation". You have to open both, choose date and click on it.*]

Deadline for the final marketing plan in *.doc – 12.05.2019. File to be uploaded in the IS – Homework Vaults.

Technical guidelines

Marketing plan must be written and submitted in *.doc form – both the proposal and the final plan (Proposal = from 1-to 2 pages, final plan = cca 5 pages per person. All resources, references must be written directly in the text – not only at the end of text.

Two templates of a marketing plan are available in the Information system: "marketing plan template"

Other tasks, case studies and exercises

Other exercises (in the form of case studies and class-assignments or other tasks) will be in-class only. These will be unannounced (and do not require prior preparation).

Exam

No special exam date if tests during the semester will be passed successfully. If no, dates for the exam will be arranged individually at the end of semester.

Course Grading

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The course finishes with a final exam. Students are required to continuously work on their project during the semester, be present during the lectures and seminars and actively participate. In order to pass the course, students need to collect at least 60% of maximum 100 points.

Explanation of Grading System

Assignment	Up to 20 points	18.2%
Team project (Marketing Plan)	Up to 30 points	27.3%
12 tests	Up to 60 points	54.5%
Total*:	110	100%

***Possibility to gain additional 10 points for case studies during the semester (each week is weighted with 1 point). Evaluation of case studies: case studies will be evaluated in the form of points - for every week equivalent of one point. Results to be uploaded in the respective Homework Vault. Homework vaults closes automatically each Wednesday at 8PM.**

Sample Grade Cutoffs

A	100-110	Comprehensive knowledge and understanding of the subject matter.
B	90-99	Comprehensive knowledge and understanding of the subject matter
C	80-89	Moderately broad knowledge and understanding of the subject matter.
D	70-79	Reasonable knowledge and understanding of the subject matter.
E	60-69	Minimum knowledge and understanding of subject matter.
F	Below 60	Unacceptable level of knowledge and understanding of subject matter.

Course Policies and Information for Students

ATTENDANCE POLICY

It is important that you attend all course sessions (both lectures and lessons), as exam questions will reflect material presented in both the book and during lecture/discussion. If you must be absent for any reason, you are still responsible for any materials covered or assignments given during the session you missed – till the end of the week when the assignment is given (case studies, tasks, presentations, final marketing plan). If you miss your presentations, an alternative date will be given to you by the lecturer.

PENALTIES FOR LATE WORK and REQUESTS FOR EXTENSIONS

Students must respect deadlines. They are created according to the abilities of University students and are applicable to all. Delivering required work after the deadline will lead to losing points (1 day= minus 0.5 points).

In case students need to extend the date, they need to inform the lecturer in advance and explain the valid reason for such situation.

POLICIES ON MISSED EXAMS, MAKE-UP EXAMS OR QUIZZES

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Any copying, keeping a record of tests or carrying the tests out, using forbidden aids including any communication devices or any other breach of objectivity of the exam is regarded as a failure to meet the obligations of the subject and as a serious breach of study regulations. As a consequence, the teacher grades the student with "F" and the dean is allowed to initiate a disciplinary action, which might lead to the termination of the studies.

REQUESTS FOR INSTRUCTOR FEEDBACK ON DRAFTS AND REQUESTS TO REVISE

Students can, at any time during the semester, ask lecturers for feedback, advice, suggestion or revision of their on-going work. This is done either during the seminars, office hours or via email.

Disclaimer

The lecturers reserve the right to make modifications to this information throughout the semester.

Preliminary Schedule of Topics and Required Readings

Date	Topics/Assigned Readings/Homework	Major Assignments and Deadlines
19.02.2019	Defining marketing for the 21st century - the scope of marketing - key terms/concepts - new marketing realities - orientation toward the marketplace - marketing management tasks Chapter 1	CS: Nike and Google Assignment given during lessons – key terms and concepts, orientation, realities
26.02.2019	Developing marketing strategies and plans - marketing and customer value - strategic planning - PESTLE - marketing plan Chapter 2	CS: Cisco and Intel Assignment: 1. mission and vision evaluation (1 or 2 persons) 2. value chain analysis (2 or 3 persons)
05.03.2019	Marketing information system and Marketing research - marketing information system and marketing intelligence - forecasting and demand measurement - marketing research process - measuring marketing productivity Chapter 3 and 4	CS: Microsoft and Walmart Assignment: Content analysis (1 or 2 persons)
12.03.2019	Analyzing consumer markets	Team presentations - Marketing

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	<ul style="list-style-type: none"> - influences of consumer behavior - buying decision process <p>Chapter 6</p>	<p>plan proposal (cca 15 minutes) CS: Disney and Ikea Assignment: Models of consumer behaviour (1 or 2 persons)</p>
19.03.2019	<p>Analyzing business markets</p> <ul style="list-style-type: none"> - organizational buying - participants - purchasing process - B2B customer relationship <p>Chapter 7</p>	<p>Team presentations - Marketing plan proposal (cca 15 minutes) CS: Accenture and GE assignment: Different needs and different expectations – create a game discovering how your colleagues would behave when deciding to buy two different products for the whole class (2 – 3 persons)</p>
26.03.2019	<p>Product and service strategy</p> <ul style="list-style-type: none"> - Product characteristics and classifications - Product and services differentiation - Design - Packaging, labeling, warranties and guarantees - The nature of services - Categories of service mix - Distinctive characteristics of services <p>Chapter 12 (pp. 325 – 333, 335 – 342, pp. and 13 (pp. 355 – 361))</p>	<p>CS: The Ritz Carlston Assignments: 1. comparative analysis of two concerts experience (1 person) 2. design the “dream product” – utilizing levels of product (1 person) 3. design the “dream service” – utilizing level of service (1 person) – alternatively: assessing e-service quality utilizing marketing memo (p. 376)</p>
02.04.2019	<p>Brand equity and brand positioning</p> <ul style="list-style-type: none"> - Creating brand equity - Building brand equity - Measuring brand equity - Managing brand equity - Devising a brand strategy - Co-branding and ingredient branding - Private labels <p>Chapter 9 and 10 and 12 (pp. 344 – 346) and 16 (pp. 459 – 461)</p>	<p>CS: McDonalds and Louis Vuitton Assignment: 1. Brand positioning development (2- 3 persons)</p>
09.04.2019	<p>Competitive strategies</p> <ul style="list-style-type: none"> -- market leaders - market challengers - market followers - market nichers - product life cycle strategies <p>Chapter 11</p>	<p>CS: Samsung and IBM Assignment: 1. Competitive profile matrix (1 to 2 persons)</p>
16.04.2019	<p>Market segmentation</p> <ul style="list-style-type: none"> - bases for segmenting consumer and business markets - market targeting <p>Chapter 8</p>	<p>CS: HSBC and BMW Assignment: 1. Airbnb versus traditional hotel business – segmentation criteria and positioning (2 persons)</p>

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23.04.2019	<p>Pricing strategies and programs</p> <ul style="list-style-type: none"> - Product mix pricing - Understanding pricing - Setting the price - Adapting the price - Initiating and responding to price changes <p>Chapter 12 (pp. 342 – 344), chapter 14</p>	<p>CS: eBay and Southwest airlines</p> <p>Assignment: Pricing exercises – inspire yourself with the document in pdf in the Information system and create some interesting exercises for your colleagues (2 persons)</p>
30.04.2019	<p>Marketing channels</p> <ul style="list-style-type: none"> - Marketing channels and value networks - The role of marketing channels - Channel design decisions - Channel management decisions - Channel integration systems - E-commerce marketing practices - M-commerce marketing practices - Retailing - Wholesaling <p>Chapter 15 and 16</p>	<p>Final project presentations (cca 15 minutes)</p> <p>CS: Amazon.com and Zara</p> <p>Assignment: comparative analysis of marketing decisions (utilizing the text from pp. 453 – 459) of two retailers (1 to 2 persons)</p>
07.05.2019	<p>Marketing communication</p> <ul style="list-style-type: none"> - The role of marketing communications - Developing effective communications - Deciding on the marketing communication mix - Managing the integrated marketing communications process - Developing and managing advertising program - Deciding on media and measuring effectiveness - Sales promotion - Events and experiences <p>Chapter 15</p>	<p>Final project presentations (cca 15 minutes)</p> <p>CS: Redbull, Facebook and Dove</p> <p>Assignment: 1. comparative analysis of the ads (2 or more) – according the objectives, budgeting, message and media (with the use of knowledge from the pp. 504 – 516 (book) (2 persons)</p>
04.05.2019	<p>Marketing communication II</p> <ul style="list-style-type: none"> - The role of marketing communications - Developing effective communications - Deciding on the marketing communication mix - Managing the integrated marketing communications process - Developing and managing advertising program - Deciding on media and measuring Effectiveness <p>Chapter 16</p>	<p>Final project presentations (cca 15 minutes)</p> <p>CS: Redbull, Facebook and Dove</p>