



UNIVERSITY OF NEW YORK, TIRANA

**COURSE: Principles of Marketing  
Summer 2007**

Lecturer: Valbona Zeneli (Toska)  
Class Time: Tuesday 3:00 – 6:00PM  
Room: 2/C  
Office Hours: Office Hours: Tuesday 6:00-7:00 PM  
Feel free to drop by during office hours, or make an appointment for some other time. I am also available via e-mail or telephone.  
Contact: Valbona: Phone: 069 2070985  
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**Prerequisites:**

Composition I; Introduction to Microeconomics;

**Course Description**

“Principles of Marketing” is a core course in business, which introduces the marketing function in organizations. It provides a broad overview of all the marketing activities involved in the provision of products to final and organizational consumers. Marketing is a key ingredient in meeting the global challenges of organizations worldwide. Marketing should not be confused with advertising and sales. In this course you will discover the true nature of marketing and why advertising and sales are merely ingredients of the marketing mix. More specifically, this course provides you with an understanding of marketing concepts, applies learned marketing concepts to real world situations, and examines the modification of marketing strategy within a changing environment. Fundamental marketing concepts, principles, and issues are analyzed within present economic, social, and legal environments. Consumer behavior and market research are emphasized.

**Course Materials**

**Textbook:**

Philip Kotler, Veronica Wong, John Saunders, and Gary Armstrong, *Principles of Marketing*, 4th Edition (European Edition), Pearson Higher Education, 2004. ISBN: 0273684566

Student Resources site:

[http://wps.pearsoned.co.uk/ema\\_uk\\_he\\_kotler\\_prinmark\\_4/0,10062,1820076-,00.html](http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/0,10062,1820076-,00.html)

**Required Additional Readings:**

Listed under each date of class. Readings will be made available through various ways: electronic copy (when available); hard copy at the library; and 2 copies in the previous class so students can arrange amongst themselves to photocopy.

**Course Objectives:**

While the marketing profession could be viewed as a specialized area of study, it is likely that most of you will have a marketing component in your business related chosen field. Upon successful completion of this class, you will have a working knowledge of the following:

- Knowledge of marketing concepts, the role of marketing in society and in the organization, and the various factors that influence marketing decision-making;
- Demonstrate ability to apply marketing theory to actual situations by learning about the kinds of problems and decisions faced by marketing managers, and to practice developing and evaluating marketing plans, strategies, and action plans.
- Learn the language of marketing, which together with the languages of management, accounting, and finance, make up the language of business;
- Encourage you to consider marketing as a career.

These objectives will be achieved by a combination of lectures, discussions, videos, cases, assignments, and guest lecturers.

**CLASS SCHEDULE**

CLASS	DATE	READINGS	ASSIGNMENT DUE
1	October 9	Chapter 1: Marketing Now <i>Reading: Donald N. Sull “Why Good Companies Go Bad”. Harvard Business Review.</i> Case Discussion: KitKat: Have a Break...	
2	October 16	Chapter 2: Strategic Marketing <i>Reading: Michael E. Porter, “What is Strategy”, Harvard Business Review</i> Case Discussion: Starbucks Handout: Business cases for written case assignment	
3	October 23	Chapter 3: The Marketing Environment Chapter 4: Marketing in the Internet Age <i>Reading: Michael E. Porter “Strategy and the Internet”, Harvard Business Review</i> Case Discussion: eBay: Connecting in China	
4	October 30	Chapter 5: Marketing and Society: Social Responsibility and Marketing Ethics Chapter 6: The Global Marketplace <i>Reading: Strategic Corporate social responsibility as global brand insurance. Werther, Chandler. Indiana University, Kelley School of Business.</i> Case: Nestle Bunnies	<b>CASE 1 DUE</b>
5	November 6	Chapter 7: Consumer Markets Chapter 8: Business-To-Business Markets <i>Reading: James C. Anderson and James A. Narus” Business Marketing: Understand what customers value”, Harvard Business Review.</i> Case Discussion: Sony Aibo	
6	Nov. 13	Chapter 9: Marketing Research Hand out: Instructions for MR Report	QUIZZ 1
7	Nov. 20	<b>MIDTERM EXAM</b>	
8	Nov. 27	Chapter 10: Segmentation and Positioning “Creating the Living Brand” Neeli and Venkaf Bendapuli. In-class Activity: Survey Critiq <i>Marketing Research. Addison-Wesley, pp178-191</i>	MARKET RESEARCH ASSIGNMENT DUE

		Handout for Final Project	
9	December 4	Chapter 11: Relationship Marketing Chapter 12: Competitive Strategy Case: The Mobile Maelstrom	CASE 2 DUE
10	Dec. 11	Chapter 13: Product and Branding Strategy Chapter 14: New-Product Development and Product Life-Cycle Strategies <i>Khermouch, Gerry. (2001, August 6). The Best Global Brands. BusinessWeek</i> Video: Yum! Brands Case Discussion : Red Bull: Waking a new market	
11	Dec. 18	Chapter 15: Marketing Services Chapter 16: Pricing Case: easyJet: easy come, easy go	OUTLINE FOR FINAL PROJECT DUE
12	January 8	Chapter 17: Integrated Marketing Communication Case discussion: Absolut Vodka: Samantha and the Hunk on the Level	QUIZZ 2
13	January 15	Strategy Chapter 18: Advertising, Sales Promotion and Public Relations <i>Reading: Khermouch, Gerry . (2001, August 6). Why Advertising Matters More Than Ever. BusinessWeek</i>	DRAFT OF FINAL PROJECT DUE
14	January 22	Chapter 19: Personal Selling and Direct Marketing Chapter 20: Managing Marketing Channels Case: Pieta Luxury Chocolates	
15	January 29	IN CLASS PRESENTATION FINAL PROJECT DUE	

**Course Requirement:**

The course will consist of the following components:

**Reading the text and other materials is required before the class takes place.**

**Participation** – Participation encompasses your class attendance, contribution to class discussion and how prepared you come to take notes and if you bring with you all you need to function independently in class. Expect me, your instructor, to keep track of how often you contribute to class discussion. **You are expected to verbally participate in class discussions**—provide your analysis and opinions of current topics. It is not enough to simply sit in the classroom. A grade will be given for participation in the cases, which will depend on both quality and quantity of participation.

Prepare ahead of time for class. Read the textbook material and other assigned readings before coming to class, and come prepared to ask questions about things that you did not understand. If you have no questions, it will be assumed that you understand everything in the textbook perfectly. Remember, exams will include all material in the textbook, as well as material covered in class.

**News Watch Reports** – This will be evaluated within participation. As part of a proactive participation, you are encouraged to heighten your awareness and observation of domestic and international events and activities related to marketing issues reported in the media. Bring to class these observations and articles and share them. Get in the habit of watching for articles in the press that substantially involve course issues and discuss their significance for a marketing

manager or company. It is important that you tailor your discussion to the issues discussed in class. All articles must be cited in their entirety—you must have the article title, author's name (if available), publication, and date published.

\*\*\*You may miss up to three classes without penalty. Each absence beyond the first three will cost you points off of your participation grade. The only exceptions to this rule are severe illness (doctor's note required) and UNYP approved trips/activities. Appropriate documentation for absences beyond the first three is to be presented in the class day directly before or after the one you miss. Missing class could seriously affect your grade! Students are reminded not to approach the instructor for copies of the previous week's materials immediately before, during, or immediately after class. Students are expected to collect materials from their classmates or see the instructor during office hours.

**Assigned readings** – drawn from the text and outside sources as listed in the Syllabus or distributed in class. You are expected to have read all assigned readings for each session. There will be unannounced quizzes depending on the preparedness you demonstrate in class.

**Market Research Report Assignment.** You can do this individually or in pairs. You will carry out a small market research project where you will: develop research questions based on the business problem/situation you choose from options offered; develop a research study, and a survey instrument; secure answers from at least 15 and more people from family and friends who'd be using/consuming your chosen product or is your target sample; analyze results and write a short report on the findings. If applicable make recommendations based on the findings. A written report of a maximum of two pages long (double-spaced) excluding the cover sheet, and appendices will be handed over to the instructor. Students working in pairs will receive identical grades for this assignment. More instructions will be given in class 2 weeks before assignment due date.

**Case Discussion** – All cases will be discussed in class, so you must read and thoroughly prepare the cases ahead of time. You will be called upon in class, and must be prepared to answer questions about the case. A grade will be given for participation.

**Written Case Analysis** –You will be handed out four cases, which are designated as written assignment cases, and you must do two out of these four as written case assignments. Details on how to do the assignments will be handed separately in class.

**Quiz** – Two in-class quiz will be given. Test format may combine a mixture of multiple choice answers, covering *all* readings, lecture, hand-outs and class discussion content.

**Midterm** –This exam will be a multiple-choice exam taken approximately equally from lecture material and from the text, 2-3 content explanation questions, and one or two essay questions covering readings, lecture, handouts and class discussion content.

**Final Group Project – The Marketing Plan** – This is a semester-long group project and it is a major project that will require work throughout the semester. The project involves substantial data gathering and analysis leading to the development of a comprehensive marketing plan. Groups will be 3-4 students each. You will select a product or service, research the product/service and the macro environment and from your analysis develop a comprehensive marketing plan. Your team will, then, prepare a major written report to be turned in for grade at

the end of the semester. In addition, your team will present in class a 15-20 min. overview of your work the last day of class. Guides on what is expected and how to do the report and the presentation will be available in handouts in class early in semester.

**Criteria for Determination of Grade, including Evaluation Methods:**

<b>Participation</b>	10%
<b>Written Case Studies</b>	2 x 10%
<b>Market Research Report</b>	10%
<b>Case Discussion</b>	5%
<b>Quizzes</b>	2 x 5%
<b>Midterm</b>	20%
<b>Final Project</b>	25%

<b>Grading Scale</b>	96-100 A	90-95 A-	87-89 B+
	83-86 B	80-82 B-	77-79 C+
	73-76 C	70-72 C-	67-69 D+
	63-66 D	60-62 D-	0-59 F

**Rules:**

1. You are expected to follow appropriate business etiquette regarding cell phones. Think of the class as a business meeting, and make sure your cell phones are turned off when you come to class.
2. Arrive on time. When you arrive late, you are sending out a message that you are unreliable and can't be trusted with even so simple a task as arriving on time. Employers, clients, and colleagues will take a dim view of tardiness, so get into the habit of arriving on time.
3. All assignments must be typed.
4. Late assignments will be penalized at the rate of 20% for each 24 hours of lateness (or portion thereof).
5. If you must miss the midterm exam, the final exam, or an assignment deadline due to a serious medical problem, then you **MUST** telephone the professor prior to the exam or due date to re-schedule. A doctor's certificate will be required.
6. Students are responsible for reading and remaining informed about the UNYT Calendar, Plagiarism Guide, and Student Honor Code for information on appeals, withdrawal dates, plagiarism, cheating, and academic misconduct. Students are expected to abide by these regulations of UNYT.