

**Inter American University of Puerto Rico  
METROPOLITAN CAMPUS  
ECONOMICS AND ADMINISTRATIVE SCIENCES FACULTY  
MBA PROGRAM**

**SYLLABUS**

**General Information**

<b>NAME:</b>	INTEGRATION SEMINAR IN MARKETING
<b>COURSE CODE / NUMBER:</b>	BADM 697E
<b>CREDITS:</b>	Three (3)
<b>PRE-REQUISITES:</b>	Complete Marketing Concentration courses.
<b>TEXT BOOK:</b>	See Bibliography

**Description**

Investigation regarding problems in decision making for diverse marketing strategies. Application of marketing principles and concepts. Case analysis and analytical view of world markets and marketing in different countries. It also includes survey design, experimental investigations and sample design and analysis for the solution of marketing problems. Requisite: Having completed all courses for marketing major. Grading: Pass / Not Pass

**Course Objectives**

1. Identify and analyze marketing trends.
2. Identify problems organizations face when making marketing decisions.
3. Application of marketing concepts and principles in formulation and implementation of marketing strategies.
4. Analyze marketing strategies of national and international organizations.
5. Design concept maps for marketing problems and strategy analysis.

**Strategies / Teaching methodology**

1. Lectures by professor which provide for student participation.
2. Case presentations by students, organized in work groups.
3. Class discussion of relevant articles.
4. Student presentations of investigative reports (research projects); investigations organized in student work groups.

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**Student evaluation: Instruments and Criteria**

Student evaluation will be based on:

- 100 points: Book Report
  - 100 points: Research project: Part 1
  - 100 points: Research project: Part 2
  - 100 points: Case Analysis
  - 100 points: Class attendance and participation
- Total: 500 points**

**Resources:**

**Textbook:** Kotler, P. (2005). According to Kotler. New York: AMACOM.  
ISBN: 0-8144-7295-8

**Course content and itinerary**

**CONTENT:**

**1. Week 1**

- Course syllabus distribution
- Introduction

**2. Week 2**

- **New definition of *marketing*:**
  - i. American Marketing Association. (2004, September 15). Marketing Redefined. *Marketing News*, 16-18.
  - ii. Keefe, L.M. (2004, September 15). What is the meaning of 'marketing'?. *Marketing News*, 16-18.
  - iii. Schultz, D.E. (2005, January 15). New definition of marketing reinforces idea of integration. *Marketing News*, 8.
- **Chapter 2: "Formulating a market renewal strategy"**
  - i. Kotler, P., Jain, D.C., & Maesincee, S. (2002). *Marketing Moves: A new approach to profits, growth, and renewal*. Boston, MA: Harvard Business Press. ISBN: 1-57851-600-5

**3. Week 3**

- **Holistic Marketing: (P. 16-23) (Copies in Reserve)**
  - i. Kotler, P., & Keller, K.L. (2006). *Marketing Management*. USA: Prentice Hall
- **Shifts in Marketing Management & Marketing Management Tasks: (P. 27-31) (Copies in Reserve)**
  - ii. Kotler, P., & Keller, K.L. (2006). *Marketing Management*. USA: Prentice Hall
- **Article: Ending the war between sales and marketing (Copies in Reserve)**

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- iii. Kotler, P., Rackham, N., & Krishnaswamy, S. (2006, July-August). Ending the war between sales and marketing. *Harvard Business Review*.

**4. Week 4**

- **Part 1: Markets and Marketing: (P.1-28)**
  - i. Kotler, P. (2005). According to Kotler. New York: AMACOM. ISBN: 0-8144-7295-8
- **Part 1: Markets and Marketing: (P.28-42)**
  - i. Kotler, P. (2005). According to Kotler. New York: AMACOM. ISBN: 0-8144-7295-8
- **Part 2: Marketing Strategy: (P.43-50)**
  - i. Kotler, P. (2005). According to Kotler. New York: AMACOM. ISBN: 0-8144-7295-8

**5. Week 5**

- **Part 2: Marketing Strategy: (P.51-59)**
  - i. Kotler, P. (2005). According to Kotler. New York: AMACOM. ISBN: 0-8144-7295-8
- **Part 3: Marketing Tools: (P.61-93)**
  - i. Kotler, P. (2005). According to Kotler. New York: AMACOM. ISBN: 0-8144-7295-8

**6. Weeks 6 - 9**

- **Part 4: Marketing Planning: (P.95-99)**
  - i. Kotler, P. (2005). According to Kotler. New York: AMACOM. ISBN: 0-8144-7295-8
- **Part 5: Marketing Organization: (P.100-107)**
  - i. Kotler, P. (2005). According to Kotler. New York: AMACOM. ISBN: 0-8144-7295-8
- **Part 6: Marketing Control: (P.109-111)**
  - i. Kotler, P. (2005). According to Kotler. New York: AMACOM. ISBN: 0-8144-7295-8
- **Subject discussion:**
  - Problems related to formulation and implementation of marketing strategies.
    - Product strategies
    - Promotion strategies
    - Distribution strategies
    - Pricing strategies
  - Problems with brand development
  - Segment related problems

**7. Week 10 - 12**

- Oral Presentations

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### *Special Notes*

#### A. Special Accommodations

*Students who require special accommodations must request these services at the beginning of the course as soon as they notice that they need help. Students can access this service with Professor Jose Rodriguez, Coordinator of Students with Special Needs at the Guidance and Counseling Office on the first floor at Metro's Student Center.*

#### B. Plagiarism

*Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student's Rules and Regulations handbook.*

<http://metro.inter.edu/servicios/documentos/reglamentosestudiantes2006.pdf>

Inter American University has very strict regulations regarding plagiarism (using the ideas or words of others without giving proper credit), so it is important that you specifically read Chapter 5, Article 1, Section B.2c of the Student' Rules and Regulations Handbook. This section clearly explains what plagiarism is. In addition, it explains the types of sanctions students are exposed to when they commit it.

#### C. Use of Electronic Devices

Cellular (mobile) telephones and any other electronic device that could interrupt the teaching-learning process or disrupt a milieu favorable for academic excellence will be deactivated. Critical situations will be dealt with in an appropriate manner. The use of electronic devices that permit the accessing, storing or sending of data during tests or examinations is prohibited.

### **GENERAL CONSIDERATIONS:**

- **Grading:** as per Interamerican University of Puerto Rico catalog.
- **Research projects:** One research project and one book report per student. Evaluation criteria include: spelling, contents, organization and presentation (not handwritten). Late hand-ins will not be accepted.
- **Presentations:** Must be prepared as slides or using *PowerPoint*. Reading a report is not acceptable. Student may use cue cards during presentation.

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*PowerPoint presentation* should be structured in “bullets” stating most important points. A copy of the Presentation as well as a written report will be handed in to professor.

- **Academic Ethics:** Student’s name in any research report / paper as its author constitutes a responsibility for intellectual property. The work must include corresponding bibliography and footnotes to credit any and all ideas that are not his own, otherwise it may be considered as plagiarism. This type of conduct will not be tolerated and applicable sanctions will be executed.

**NOTE:** Bibliographical sources must be used to support ideas discussed in reports and papers. Bibliographical sources may be books or articles in professional journals, dated from 2000 to today.

**Recommendation:** *Marketing News* is published by the American Marketing Association and discusses latest trends in the marketing field. It is recommended as a source for your work. ([www.marketingpower.com](http://www.marketingpower.com))

### **REFERENCE BOOKS:**

Godin, S. (2005). All marketers are liars. USA: Portfolio.

Harvard Business School. (1999). Ted Levitt on marketing. USA: Harvard Business School Press.

Harvard Business School. (1999). Harvard Business Review on Brand Management. USA: Harvard Business School Press.

Jain, S.C. (2000). Marketing: Planning & Strategy. Ohio: South-Western.

Keller, K.L. (2003). Strategic Brand Management. USA: Peason Prentice Hall.

Ries, A., & Ries, L. (2000). 22 leyes inmutables de la marca. España: McGraw-Hill.

Trout, J. (2001). Big Brand Big Trouble. USA: John Wiley & Sons.

**NOTE:** Recent issues of *Marketing Management* are in the Reserve section.

**E-REFERENCES:** A list of useful Internet Websites follows:

Advertising Age:

<http://www.adage.com/>

Advertising Age Global:

<http://www.adageglobal.com/>

Advertising Critic from Creativity Magazine:

<http://www.adcritic.com/>

Advertising Week:

<http://www.adweek.com/>

Brand Week:

<http://www.brandweek.com/>

Media Week:

<http://www.mediaweek.com/>

American Marketing Association:

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<http://www.marketingpower.com/>

Revista Mercadeo.Com:

<http://www.mercadeo.com/>

Mercadeo Global.Com:

<http://mercadeoglobal.com/>

Consumer Behavior and Marketing: The Psychology of Consumers:

<http://www.consumerpsychologist.com/>

Sales and Marketing.com

<http://www.salesandmarketing.com/>

Retailer News:

<http://www.retailernews.com/>

**MAGAZINES / JOURNALS AVAILABLE ELECTRONICALLY:**

*Journal of Advertising.* 1972 to present

*International Journal of Advertising.* 1982 to present

*Journal of Current Issues & Research in Advertising.* 1992 to present.

*Journal of Consumer Marketing.* 1983 to present

*International Journal of Consumer Studies.* 1998 to present.

*Journal of Consumer Psychology.* 1998 to present.

*Journal of Consumer Policy.* 1983 to present.

*Harvard Business Review.* 1922 to present.

*Business Horizons.* 1965 to present.

*MIT Sloan Management Review.* 2001 to present.

*Journal of Personal Selling & Sales Management.* 1980 to present.

*Marketing News.* 1993 to present.

*Marketing Week.* 2001 to present.

*Journal of International Marketing.* 1993 to present.

*Journal of Marketing Management.* 1985 to present.

*European Journal of Marketing.* 1971 to present.

*Journal of the Academy of Marketing Science.* 1973 to present.

*Journal of Marketing.* 1936 to present.

*Journal of International Consumer Marketing.* 1997 to present.

*Journal of Marketing Communications.* 1998 to present.

*Journal of Retailing & Consumer Services.* 2002 to present.

*Journal of Retailing.* 1964 to present.

*International Review of Retail, Distribution & Consumer Research.* 1990 to present

*International Journal of Retail & Distribution Management.* 1994 to present

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