

1102M200

Principles of Marketing

Instructor: TBA

Time: May 10, 2021-June 11, 2021

Office Hours: 2 hours (according to the teaching schedule)

Contact Hours: 60 (50 minutes each)

Credits: 4

E-mail: TBA

Course Description

This course provides an opportunity for student to discover the realities of modern marketing in contemporary situations, emphasizing the functional approaches; understanding the competitive environment: Knowledge required in evaluating markets effectively and adjusting to the rapid changes in the global managerial world. Principles of Marketing focuses on customer behavior, product, channels of distribution, promotion, and pricing with emphasis on a culturally diverse environment, segmentation, positioning and targeting. Principles of Marketing course goals include providing an overview and introduction to marketing; demonstrating the relationship of marketing to other functions and processes in a business organization on an integrated basis; providing real world examples of challenges and issues related to marketing; and explaining and discussing important concepts and analytical tools in marketing.

Course Objectives

- Introduce students marketing terminology and concepts.
- Provide students with an understanding of marketing theory and practice.
- Help students understand the basic practices and problems in marketing and to the skills involved in marketing management.
- Explain the importance of technology and marketing information gathering for purposes of market segmentation, the understanding of consumer behavior, the implementation of the marketing concept and environmental analysis.
- Discuss social responsibility and how the external environment affects marketing.

- Expand students' knowledge of the importance of global marketing and global marketing strategy.
- Define the role of uncontrollable factors in marketing decision making
- Identify and explain the important concepts (such as target marketing, positioning, marketing orientation, segmentation, product life-cycle, etc.) in marketing
- Describe consumer and business buyer decision making processes and identify the factors that influence buyer behavior.
- Demonstrate how to develop marketing strategy and a marketing mix, consisting of product, price, distribution, and promotion strategy.

Required Textbook(s)

Text: Grewal and Levys, M MARKETING, Fifth Edition, McGraw-Hill Irwin, Ryerson 2017. ISBN-13 9781259446290

Course Goals

1. Terminology - Students should learn to understand and use the language and terminology used in academia regarding modern marketing. In addition to the language, students will learn various marketing concepts that are helpful in managing and developing marketing plans. To some extent, students learn to apply those concepts.

2. Theory - Students should learn various marketing concepts and theories. By the end of this course, students will know how to identify retailing trends, communicating via marketing channels, Pricing strategies and the concepts of creating value for organization products and services. In some cases, students learn how to apply concepts discussed.

3. Attitude - Students should finish the course with a realistic attitude towards marketing and creating value. For example, students may find out that business use marketing techniques and that these techniques are not inherently unethical. On the other hand, the course will not try to convince students that firms that use integrating marketing techniques are great humanitarian or democratic institutions, either. Thus, this course is meant to shape the attitudes of students towards business marketing.

4. Writing & Analysis - Students will complete some case analysis and write reports for case analyses. These cases are designed to improve writing skills by learning to write a concise analysis of management cases. This also involves an analytical component. Both writing and analysis should prepare students for higher level classes.

5. Internet - Students need to further develop internet skills to identify various resources available for organizations and to use them in enhancing decision making and analytical skills.

Course Schedule

Please note that the schedule is meant to give an overview of the major concepts this course. Changes may occur in this calendar as needed to aid in the student's development.

| WEEK | LESSON |
|-------------|---|
| Week 1 | Introduction & Lesson 1: Overview of Marketing |
| | Lesson 2: Developing Marketing Strategies and a Marketing Plan |
| | Lesson 3: Analyzing the Marketing Environment |
| Week 2 | Lesson 4: Consumer Behavior |
| | Lesson 5: Business-to-Business Marketing |
| | Lesson 6: Segmentation, Targeting and Positioning |
| Week 3 | Lesson 7: Marketing Research |
| | Lesson 8: Product, Branding, and Packaging Decisions Developing New Products |
| | Lesson 9: Services: The Intangible Product |
| Week 4 | Lesson 10: Pricing Concepts for Establishing Value |
| | Lesson 11: Supply Chain and Channel Management |
| | Lesson 12: Retailing and Omni-Channel Marketing |
| Week 5 | Lesson 13: Integrated Marketing Communication |
| | Lesson 14: Advertising, Public Relations, and Sales Promotion |
| | Lesson 15: Social and Mobile Marketing |

Counseling and Study

Students are required to participate discussions, read chapter material independently, and complete quizzes accordingly. If you do not read and study the chapters carefully and complete your weekly quizzes you will not pass this course. Reading assigned material before attending class facilitates classroom discussion and improves understanding of the material. Questions, problems and case studies from your text, handouts or the Internet may be assigned to gain an understanding of the material. In order to earn an “A” student may expect to devote at least 3 hours per week in addition to class contact time, reading, completing assignments and visiting the web site. Students who are experiencing difficulty with the readings, assignments or the course in general should contact me immediately. Consider this class a business appointment and leave a voice- or e-mail message if you are unable to attend. As in any business meeting, it would not be acceptable to arrive late, talk or walk around the room while someone is speaking, leave cell phones on for interruptions, etc. For any absence, it is the student’s responsibility to ascertain what material was covered and/or assigned.

Students are expected to spend significant time outside of the classroom, reading and studying chapter material. As with any “principles” course, there are many terms and concepts that will require thought and sometimes memorization, in order to perform well on the chapter tests and the final exam. Tests given throughout the semester will cover 3-4 chapters at a time, so that you will be tested on a “manageable” amount of material every week or two. If you need advice on study habits, please let me know.

Exams

The student will be required to try three exams throughout the semester; these exams will be multiple choices and essay formatted.

Hour Examinations: three examinations will be given throughout the semester. Each examination will test your mastery of assigned materials, lectures, and problems. Only in extremely unusual situations will make-up examinations be given.

What is the best way to do well on the tests?

1. Read the Chapters before they are discussed in class. Read the assigned cases and think about how it relates to the material.
2. Take notes and ask questions. I may include material on tests that are discussed in class but are not in the book and vice versa.
3. Review the quizzes.
4. Review the notes as well as the book.
5. Be able to apply the key terms and concepts discussed in the book and class.

Group Discussion

Students must attend the group discussion every week and make a minimum of two responses to other students' answers. Responses need to be on topic to receive credit.

Both *quantity and quality* are important considerations when it comes to participation. For example, a message of simple agreement that reiterates what a previous student stated –even if in different words – does not constitute participation, because it does not add anything of substance to the discussion. Additions can include new ideas, your perspectives, pointed follow-up questions, etc.

Quizzes

You need to take a quiz for each chapter. Quizzes are for to prepare you for the class and tests.

Case Studies

Each week you will be assigned a case, you need to answers the question. Coherency and realistic use of ideas learned in the chapters will be required. I will be assessing your application of the material in your text to the cases.

Activities

These activities and homework encourage classroom involvement and add an experimental component to the education process. Working through the question prompts, you must comprehend the course content and basic concepts of marketing. In order to successfully complete activities you must be able to recognize and understand the concepts and terminology being presented in the course content. Other important skills required for completing these activities include making inferences, conceptualizing concepts, and drawing conclusions from the lesson content. Again, activities are drawn from the course lessons as well as the assigned readings, case studies, and videos.

Additional Readings

In order to keep abreast of the recent developments in business, it is recommended that students read business publications on a regular basis (Business Week, The Economist, Forbes, Fortune, The Wall Street Journal, and The New York Times. University library's web site is a source for many of these resources.

Miscellaneous

- You are encouraged to participate and to ask questions to me. If you have comments to make, let me know. To the extent possible I would like to establish a two-way flow of communication. However, I cannot read your mind -- if you do not tell me what you are thinking, there is no way for me to know.
- There will be **no make-ups**, except in instances fitting health, weather, or University approved functions. If there is an EXTRAORDINARY situation, the student can come to campus and take an alternative exam.
- If you have a criticism of the course, the material, or my teaching, I hope you will let me know. Critical thinking and constructive criticism are the backbone of the educational process. It is your right, indeed your responsibility, to suggest ways in which we can work together to improve your educational experience.

Grading Policy

| | |
|--------------|--------------|
| Quizzes | 10 % |
| Case Studies | 20 % |
| Discussions | 15 % |
| Activities | 15 % |
| Exams | 40 % |
| TOTAL | 100 % |

Grading Scale

The instructor will use the grading system as applied by JNU:

| Definition | Letter Grade | Score |
|-------------------|---------------------|--------------|
| Excellent | A | 90~100 |
| Good | B | 80~89 |
| Satisfactory | C | 70~79 |
| Poor | D | 60~69 |
| Failed | E | Below 60 |

Academic Integrity

As members of the Jinan University academic community, students are expected to be honest in all of their academic coursework and activities. Academic dishonesty,

includes (but is not limited to) cheating on assignments or examinations; plagiarizing, i.e., misrepresenting as one's own work any work done by another; submitting the same paper, or a substantially similar paper, to meet the requirements of more than one course without the approval and consent of the instructors concerned; or sabotaging other students' work within these general definitions. Instructors, however, determine what constitutes academic misconduct in the courses they teach. Students found guilty of academic misconduct in any portion of the academic work face penalties that range from the lowering of their course grade to awarding a grade of E for the entire course.