



# 1102M200

## Principles of Marketing

**Instructor:** TBA

**Time:** December 21, 2026 - January 8, 2027

**Office Hours:** By appointment

**Contact Hours:** 60 (50 minutes each)

**Credits:** 4

**E-mail:** TBA

### Course Description

This course provides an opportunity for students to discover the realities of modern marketing in contemporary situations, emphasizing the functional approaches to understanding the competitive environment, gaining knowledge required in evaluating markets effectively, and adjusting to the rapid changes in the global managerial world. The Principles of Marketing course focuses on consumer behavior, product, channels of distribution, promotion, and pricing with an emphasis on a culturally diverse environment, segmentation, positioning, and targeting. 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 to 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 gain skills involved in marketing management.
- Explain the importance of technology and marketing information gathering for purposes of market segmentation, understanding of consumer behavior, implementation of marketing concepts, and environmental analysis.
- Discuss social responsibility and how the external environment affects marketing.
- Expand students' knowledge and emphasize the importance of global marketing and global marketing strategy.
- Define the role of uncontrollable factors in marketing decision making.
- Identify and explain 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.

## **Course Goals**

1. Terminology - Students will learn academic language and terminology regarding modern marketing. Additionally, students will learn various marketing concepts that are helpful in managing and developing marketing plans. To some extent, students will also learn how to apply those concepts.
2. Theory - Students will learn various marketing concepts and theories. By the end of this course, students will know how to identify retailing trends, how to communicate via marketing channels, what pricing strategies firms can use, and how to create value for customers. Students will also learn how to apply the concepts discussed.

3. Attitude - This course is meant to shape students' attitude toward business marketing. It is expected that the students will finish the course with a realistic attitude toward marketing and creating value.

4. Writing & Analysis - Students will complete some case analyses and write reports for these 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 covered in this course. Changes to this schedule may occur as needed in order to facilitate students' progress.

| <b>WEEK</b>   | <b>TOPICS &amp; ASSIGNMENTS</b>                                                                                                                                                                                                                                         |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Week 1</b> | Lesson 1: Overview of Marketing<br>Lesson 2: Developing Marketing Strategies and a Marketing Plan<br>Lesson 3: Analyzing the Marketing Environment<br>Lesson 4: Consumer Behavior<br>Lesson 5: Business-to-Business Marketing<br>Quiz 1<br>Assignment 1<br>Discussion 1 |
| <b>Week 2</b> | Lesson 6: Segmentation, Targeting and Positioning<br>Lesson 7: Marketing Research<br>Lesson 8: Product, Branding, and Packaging Decisions<br>Developing New Products                                                                                                    |

|        |                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|        | Lesson 9: Services: The Intangible Product<br><br>Quiz 2<br><br>Assignment 2<br><br>Discussion 2                                                                                                                                                                                                                                                                                                                                     |
| Week 3 | Lesson 10: Pricing Concepts for Establishing Value<br><br>Lesson 11: Supply Chain and Channel Management<br><br>Lesson 12: Retailing and Omni-Channel Marketing<br><br>Lesson 13: Integrated Marketing Communication<br><br>Lesson 14: Advertising, Public Relations, and Sales Promotion<br><br>Lesson 15: Social and Mobile Marketing<br><br>Quiz 3<br><br>Assignment 3<br><br>Discussion 3<br><br>Final Exam, Last Day of Classes |

## Grading Policy

| Assignments | Percentage |
|-------------|------------|
| Quizzes     | 30 %       |
| Discussions | 20 %       |
| Assignments | 20 %       |
| Final Exam  | 30 %       |
| Total       | 100%       |

## Quizzes

Weekly multiple-choice quizzes will be administered to assess your understanding of that week's core topics. These quizzes serve as a valuable tool to help you consolidate the new

material and identify areas that may need review. By consistently completing them, you will be better prepared for class discussions and the more comprehensive unit tests.

### **Group Discussions**

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.

### **Assignments**

These assignments are designed to deepen your understanding of core marketing concepts by applying them in practical and interactive ways. To succeed, you will need to accurately interpret key terminology and ideas from the course materials—including lessons, readings, case studies, and videos. The activities will challenge you to think critically, forming your own conclusions and conceptualizing how these principles work in real-world contexts.

### **Final Exam**

There will be one exam throughout the semester. No alternate time will be offered for the scheduled final exam. No make-up exams will be given unless pre-approved by the instructor. Only in extremely unusual situations will make-up examinations be given.

### **Grading Scale**

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

| <b>Definition</b> | <b>Letter Grade</b> | <b>Score</b> |
|-------------------|---------------------|--------------|
| 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 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 their academic work face penalties that range from the lowering of their course grade to awarding a grade of E for the entire course.