

1102M200P

Marketing

Instructor: TBA

Time: December 21, 2026 - January 8, 2027

Office Hours: By appointment

Contact Hours: 60 (50 minutes each)

Level: Postgraduate

Credits: 4

E-mail: TBA

Course Description

This course explores the realities of modern marketing. Students will learn to analyze the competitive environment, evaluate markets, and adapt to rapid global changes. We will cover essential topics like consumer behavior, product, distribution, promotion, and pricing, with a focus on segmentation, targeting, and positioning in a diverse world. Students will develop a critical understanding of how marketing integrates with other business functions to achieve sustainable advantage. The course equips future leaders with the conceptual frameworks and analytical tools necessary to address complex, real-world marketing issues and make data-informed strategic choices.

Course Objectives

- Equip students with the core concepts and analytical frameworks to audit the marketing environment and guide strategic decisions.

- Enable students to synthesize information on consumer and organizational buyer behavior to inform segmentation, targeting, and positioning.
- Develop proficiency in designing and integrating the elements of the marketing mix (product, price, place, promotion) into a coherent strategy.
- Evaluate the critical roles of technology, global dynamics, and social responsibility in shaping modern marketing practices.

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.

WEEK	TOPICS & ASSIGNMENTS
Week 1	Lesson 1: Overview of Marketing Lesson 2: Developing Marketing Strategies and a Marketing Plan Lesson 3: Analyzing the Marketing Environment Lesson 4: Consumer Behavior Lesson 5: Business-to-Business Marketing Quiz 1 Assignment 1 Discussion 1 Project Proposal (Individual submission)
Week 2	Lesson 6: Segmentation, Targeting and Positioning Lesson 7: Marketing Research Lesson 8: Product, Branding, and Packaging Decisions Developing New Products Lesson 9: Services: The Intangible Product Quiz 2 Assignment 2 Discussion 2

Week 3	Lesson 10: Pricing Concepts for Establishing Value Lesson 11: Supply Chain and Channel Management Lesson 12: Retailing and Omni-Channel Marketing Lesson 13: Integrated Marketing Communication Lesson 14: Advertising, Public Relations, and Sales Promotion Lesson 15: Social and Mobile Marketing Quiz 3 Assignment 3 Discussion 3 Project Report (Individual submission) Final Exam, Last Day of Classes
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Grading Policy

Quizzes	20 %
Discussions	15 %
Assignments	15 %
Project	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.

Project

Students will be required to work individually to complete a detailed report on a selected topic of this course and present it in class. Topics will be agreed upon during the first week of class. Students may choose their topics, but it is best to check with the professor if in doubt about any topic. You will complete a marketing project that integrates Artificial Intelligence (AI) to solve real-world business challenges. Through this project, you will apply core marketing concepts—including market analysis, consumer behavior, branding, and digital marketing—to develop a comprehensive strategic plan.

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:

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 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.