



1102M200

Principles of Marketing

Instructor: TBA

Time: December 14, 2026 - January 15, 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 Outline

Please note that the outline is meant to give an overview of the major concepts in this course. Changes may occur as they are needed to aid in student development.

Module	Topics & Assignments
Module 1	Lesson 1: Overview of Marketing (Ch.1) Lesson 2: Developing Marketing Strategies and a Marketing Plan (Ch.2) Quiz 1,2 Assignment 1,2
Module 2	Lesson 3: Digital Marketing: Online, Social and Mobile (Ch.3) Quiz 3 Assignment 3
Module 3	Lesson 4: Analyzing the Marketing Environment (Ch.5) Quiz 4 Assignment 4

Module 4	Lesson 5: Consumer Behavior (Ch.6) Lesson 6: Business-to-Business Marketing (Ch.7) Quiz 5, 6 Assignment 5, 6
Module 5	Lesson 7: Segmentation, Targeting and Positioning (Ch.9) Quiz 7 Assignment 7
Module 6	Lesson 8: Marketing Research (Ch.10) Quiz 8 Assignment 8 Midterm Exam (Module 1-6)
Module 7	Lesson 9: Product, Branding, and Packaging Decisions Developing New Products (Ch.11 – Ch.12) Lesson 10: Services: The Intangible Product (Ch.13) Quiz 9, 10 Assignment 9, 10
Module 8	Lesson 11: Pricing Concepts for Establishing Value (Ch.14) Quiz 11 Assignment 11
Module 9	Lesson 12: Supply Chain and Channel Management (Ch.15) Quiz 12 Assignment 12
Module 10	Lesson 13: Retailing and Omni-Channel Marketing (Ch.16) Quiz 13 Assignment 13

Module 11	Lesson 14: Integrated Marketing Communication (Ch.17) Lesson 15: Advertising, Public Relations, and Sales Promotion (Ch.18) Quiz 14, 15 Assignment 14,15 Final Exam (Module 7-11)
-----------	---

Grading Policy

Assignments	Percentage
Quizzes	30 %
Assignments	30 %
Midterm Exam	20 %
Final Exam	20 %
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 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.