

1102M200

Principles of Marketing

Instructor: TBA

Time: May 18, 2026 - June 19, 2026

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 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. **All the due dates/times listed below refer to Beijing time.**

WEEK	
Week 1	Lesson 1: Overview of Marketing (Ch. 1) Lesson 2: Developing Marketing Strategies and a Marketing Plan (Ch. 2) & Analyzing the Marketing Environment (Ch. 5) Lesson 3: Conscious Marketing, Corporate Social Responsibility, and Ethics (Ch. 4) Quiz 1, Quiz 2, Quiz 3 Assignment 1, Assignment 2 Discussion 1 } due Friday, 11:59 AM
Week 2	Lesson 4: Digital Marketing: Online, Social, and Mobile (Ch. 3) Lesson 5: Consumer Behavior (Ch. 6) Lesson 6: Business-to-Business Marketing (Ch. 7) & Global Marketing

	(Ch. 8) Quiz 4, Quiz 5, Quiz 6 Assignment 3, Assignment 4 Discussion 2 due Friday, 11:59 AM
Week 3	Lesson 7: Segmentation, Targeting, and Positioning (Ch. 9) Lesson 8: Marketing Research and Analytics (Ch. 10) Lesson 9: Pricing Concepts for Capturing Value (Ch. 14) Quiz 7, Quiz 8, Quiz 9 Assignment 5, Assignment 6 Discussion 3 due Friday, 11:59 AM Exam 1 (Ch. 1, 2, 5, 4, 3, 6, 7, 8, 9): due Tuesday, 11:59 AM
Week 4	Lesson 10: Product, Branding, and Packaging Decisions (Ch. 11) Lesson 11: Developing New Products (Ch. 12) Lesson 12: Services: The Intangible Product (Ch. 13) Quiz 10, Quiz 11, Quiz 12 Assignment 7, Assignment 8 Discussion 4 due Friday, 11:59 AM
Week 5	Lesson 13: Supply Chain and Channel Management (Ch. 15) & Retailing and Omnichannel Marketing (Ch. 16) Lesson 14: Integrated Marketing Communications (Ch. 17) Lesson 15: Advertising, Public Relations, and Sales Promotions (Ch. 18) Quiz 13, Quiz 14, Quiz 15 Assignment 9, Assignment 10 Discussion 5 Exam 2 (Ch. 10, 14, 11, 12, 13, 15, 16, 17, 18) due Friday, 11:59 AM

Workload Expectations

Students are expected to spend a significant amount of time reading and studying chapter material, participate in weekly discussions, and complete weekly quizzes and assignments. If you do not read and study the chapters carefully and do not complete your weekly quizzes and assignments, you will not pass this course. Reading assigned material before attending class facilitates class discussions and improves understanding of the material. Questions, problems, and case studies may be assigned to gain understanding of the material. Students who experience difficulty with readings, quizzes, assignments, or the course in general should contact me immediately.

Exams

There will be two closed-book exams in this course that students will complete in Moodle. *Exam 1* will become available on **Monday, Week 3 at 11:59 AM Beijing time** and will close on **Tuesday, Week 3 at 11:59 AM Beijing time**. *Exam 2* will open on **Thursday, Week 5 at 11:59 AM** and close on **Friday, Week 5 at 11:59 AM**. You must complete each exam during the designated time window. ***Once you begin each exam, you will have 1 hour (=60 minutes) to complete it.*** No alternative time will be offered for any of the scheduled exams. No make-up exams will be given unless pre-approved by the instructor. Failure to take an exam will result in a grade of zero for that exam. The exams will consist of multiple-choice questions. Each exam will test your mastery of assigned materials, lectures, and problems.

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

1. Read the chapters and carefully listen to each lecture.
2. Review the slides as well as your notes.
3. Review the online quizzes.
4. Be able to apply the key terms and concepts discussed in the course.
5. Exams may also include material covered in assignments and discussions.

Group Discussion

Students must participate in group discussion in Moodle every week and make a minimum of two posts: (1) their own answer to the question asked, and (2) at least one response to other students' answers. Each post needs to be relevant 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 using different words – does not constitute participation, because it does not add anything of substance to the discussion. Additions can include new ideas, your perspective, pointed follow-up questions, etc.

Quizzes

You need to complete three quizzes in Moodle each week. These quizzes are meant to test your knowledge of the course material and prepare you for the exams.

Assignments

You are asked to complete two assignments each week. You will need to submit each assignment via Moodle. These assignments will test your knowledge of the course material and add an experimental component to the education process. To successfully complete these assignments, you will need to understand the concepts and terminology presented in lectures.

Additional Readings

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

Miscellaneous

- As a student, you work hard to earn your degree. Protect the integrity of your work. Do not share your assignments, quizzes, exams, etc. with other students. Do not directly or indirectly share your work by posting it to a third-party website. Do not make use of another student's work in any academic activity. Unless specifically instructed to work in groups, do not collaborate with your classmates on assignments or exams.
- I understand that extenuating circumstances can interfere with timely submission of your work. Be sure to inform me immediately if your submission will be late. There will be no make-ups, except in extenuating circumstances. Extenuating circumstances include, but are not limited to, personal/family member's hospitalization, family member's death, a severe weather event, and a natural disaster that prevents internet connectivity. Computer-related issues, account being blocked, and internet connectivity are generally not considered extenuating circumstances.
- You are expected to make all submissions on time (i.e., by the designated deadlines). Late submissions will not be accepted and will receive zero points (unless there are extenuating circumstances, as described above).
- If you have any feedback regarding this course, the material, or my teaching, please do not hesitate to let me know. Critical thinking and constructive criticism are the backbone of the educational process. I thus welcome every opportunity to discuss ways in which we can work together to improve your educational experience.

Grading Policy

Quizzes	10 %
Discussions	15 %
Assignments	15 %
Exams	60 %
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 the academic work face penalties that range from the lowering of their course grade to awarding a grade of E for the entire course.