

1102M200

Principles of Marketing

Instructor: Talha Harcar

Time: Monday through Friday (June 15, 2020 - July 17, 2020)

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

Contact Hours: 60 (50 minutes each)

Credits: 4

Location: Huiquan Building

Office: Huiquan Building 518

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. Teamwork - Students should have the opportunity to work in teams and gain experience in teamwork and cooperation. Most businesses now manage their work using teams and this course will set students on the right track to learning about teamwork. When students search for a job, most employers will ask about teamwork experiences. This course will provide in-class team exposure.

5. 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.

6. 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.

Prerequisites

No prerequisites

Course Hours

The course has 25 sessions in total. Each class session is 120 minutes in length. The course meets from Monday to Friday.

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 1

Introductions and explanations of class formation of groups

Monday, Chapter 1 - Overview of Marketing

Tuesday-Wednesday, Chapter 2 - Developing Marketing Strategies and a Marketing Plan

Thursday, Chapter 3 - Analyzing the Marketing Environment

Friday, Review

Week 2

Monday-Tuesday, Chapter 6 - Consumer Behavior

Wednesday, Chapter 7 - Business to Business Marketing

Thursday, Chapter 9 - Segmentation, Targeting and Positioning

Friday, Review

Week 3

Monday-Tuesday, Exam 1, Chapter 11 - Product, Branding and Packaging Decisions

Wednesday, Chapter 12 - Developing New Product

Thursday, Chapter 13 - Services: The Intangible Product

Friday, Review

Week 4

Monday-Tuesday, Exam II, Chapter 14 - Pricing Concepts for Establishing Value

Wednesday, Chapter 15 - Supply Chain and Channel Management

Thursday, Chapter 16- Retailing and Omni-Channel Marketing

Friday, Review

Week 5

Monday, Chapter 17 – Integrating Marketing Communication

Tuesday, Chapter 18 – Advertising, Public Relations and Sales Promotion

Wednesday, Chapter 3 – Social and Mobile Marketing

Thursday, Final Exam

Friday, TBA

Course Requirements

1. Attendance will be taken at the beginning of each class.
2. Students are expected to read the required readings prior to the class session in which they are discussed.
3. Class Conduct: Consistent, respectful and informed participation is expected from every student in the course. This includes:
 - * Respectful discussion that avoids personal history;
 - * No email or Internet usage during class;
 - * Cell phones turned off when class begins.
4. I will respond to emails in a timely manner. It is best to make an appointment or speak to me after lecture.
5. It is your responsibility to keep me updated with attendance, email, etc.
6. Please check your email regularly for instructions and readings.

Grading Policy

In Class Assignments	15%
Exam I	20%
Exam II	20%
Final Exam	20%
Case Analysis	15%
Attendance Participation	10%
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

Attendance

Attendance is mandatory in the class. It would be recorded each class and forms part of students' participation record. Students should inform the instructor at the earliest opportunity if they need to ask for a leave. All absences may have negative effect on students' final grades. Any students with more than three unexcused absences will automatically fail the course.

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.