

1102M200

Principles of Marketing

Instructor: TBA

Time: May 8, 2023-June 9, 2023

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

Contact Hours: 60 (50 minutes each)

Credits: 4

E-mail: TBA

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*, Seventh Edition, McGraw-Hill Irwin, Ryerson. ISBN10:1260260356 or ISBN13: 9781260260359. Copyright: 2021

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. 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.

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 of this course. Changes may occur in this calendar as needed to aid in the student's development.

WEEK	
Week 1	Lesson 1: Overview of Marketing (Ch.1) Lesson 2: Developing Marketing Strategies and a Marketing Plan (Ch.2) Lesson 3: Analyzing the Marketing Environment (Ch.5)

	Quiz 1,2,3 Assignment 1,2 Discussion 1
Week 2	Lesson 4: Consumer Behavior (Ch.6) Lesson 5: Business-to-Business Marketing (Ch.7) Lesson 6: Segmentation, Targeting and Positioning (Ch.9) Quiz 4,5,6 Assignment 3,4 Discussion 2
Week 3	Lesson 7: Marketing Research (Ch.10) Lesson 8: Product, Branding, and Packaging Decisions Developing New Products (Ch.11 – Ch.12) Lesson 9: Services: The Intangible Product (Ch.13) Quiz 7,8,9 Assignment 5,6,7 Discussion 3 Test 1 (Ch.1,2,5,6,7,9,10) (Tuesday)
Week 4	Lesson 10: Pricing Concepts for Establishing Value (Ch.14) Lesson 11: Supply Chain and Channel Management (Ch.15) Lesson 12: Retailing and Omni-Channel Marketing (Ch.16) Quiz 10,11,12 Assignment 8,9 Discussion 4
Week 5	Lesson 13: Integrated Marketing Communication (Ch.17) Lesson 14: Advertising, Public Relations, and Sales Promotion (Ch.18)

	Lesson 15: Social and Mobile Marketing (Ch.3) Quiz 13,14,15 Assignment 10,11 Discussion 5 Test 2 (Ch.11,12,13,14,15,16,17,3) Last Day of Classes
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Counseling and Study

Students are required to participate discussions, read chapter material independently, and complete quizzes accordingly. If you do not read and study the chapters carefully and complete your weekly quizzes you will not pass this course. Reading assigned material before attending class facilitates classroom discussion and improves understanding of the material. Questions, problems and case studies from your text, handouts or the Internet may be assigned to gain an understanding of the material. In order to earn an “A” student may expect to devote at least 3 hours per week in addition to class contact time, reading, completing assignments and visiting the web site. Students who are experiencing difficulty with the readings, assignments or the course in general should contact me immediately. Consider this class a business appointment and leave a voice- or e-mail message if you are unable to attend. As in any business meeting, it would not be acceptable to arrive late, talk or walk around the room while someone is speaking, leave cell phones on for interruptions, etc. For any absence, it is the student’s responsibility to ascertain what material was covered and/or assigned.

Students are expected to spend significant time outside of the classroom, reading and studying chapter material. As with any “principles” course, there are many terms and concepts that will require thought and sometimes memorization, in order to perform well on the chapter tests and the final exam. Tests given throughout the semester will cover 3-4 chapters at a time, so that you will be tested on a “manageable” amount of material every week or two. If you need advice on study habits, please let me know.

Exams

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

Make-up exams are more rigorous, are graded to a higher standard than the original exam, and do not offer bonus points or additional credits of any kind. Failure to take an exam will result in a grade of zero for that exam. The tests are application focused and are different from the definitional focus of the questions on the quizzes. These exams will be multiple choices formatted. Each examination will test your mastery of assigned materials, lectures, and problems.

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

1. Read the chapters before they are discussed in class.
2. I may include material on tests that are discussed during discussion sessions but are not in the book and vice versa.
3. Review the online quizzes.
4. Review your notes as well as the book.
5. Be able to apply the key terms and concepts discussed in the book.

Group Discussion

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.

Quizzes

You need to take a quiz for each chapter. Quizzes are for to prepare you for the class and tests.

Assignments

These activities and homework encourage classroom involvement and add an experimental component to the education process. Working through the question prompts, you must comprehend the course content and basic concepts of marketing. In order to successfully complete activities you must be able to recognize and understand the concepts and terminology being presented in the course content. Other important skills required for completing these activities include making inferences, conceptualizing concepts, and drawing conclusions from the lesson content. Again, activities are drawn from the course lessons as well as the assigned readings, case studies, and videos.

Additional Readings

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

- To the extent possible I would like to establish a two-way flow of communication. However, I cannot read your mind -- if you do not tell me what you are thinking, there is no way for me to know.
- We know that extenuating circumstances can interfere with timely submission of your work. Be sure to communicate with your professor immediately if you will be late with a submission. There will be no make-ups, except in extenuating circumstances. Extenuating circumstances include, but are not limited to, personal/family member hospitalization, family member death, a severe weather event, and a natural disaster that prevents internet connectivity. Computer-related issues, Internet connectivity, and account blocks are generally not considered extenuating circumstances.
- You are expected to submit all assignments and projects by the end of the week (Sunday midnight), Students may turn in late work up to 2 weeks after the due date. After that, a zero will be assigned for each assignment. Ten percent of the assignment's value will be deducted after the assignment is graded for each week that an assignment is late. For example, suppose your assignment worth 100 points is due on Sunday, and you submit it on Monday. In that case, 10 points will be deducted after the assignment is graded. Suppose you submit the assignment 2 weeks late. In that case, 20% of the original assignment's value will be deducted after the assignment is graded.
- If you have a criticism of the course, the material, or my teaching, I hope you will let me know. Critical thinking and constructive criticism are the backbone of the educational process. It is your right, indeed your responsibility, to suggest ways in which we can work together to improve your educational experience.

Grading Policy

Quizzes	10 %
Discussions	15 %
Activities	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.