



Course Information	
Course Title : MKT 101 – Principles of Marketing	Semester : Winter 2019
Class Hours: Monday through Friday, 160 minutes each day, each week there will be a three-hour discussion session; the Instructor will also be available by appointment.	
Discussion Section: 3 hours each week	Field Trip: According to professors' teaching plan
Textbooks and Reference	
Required Texts: The assigned text is: Marketing: An Introduction, 13th Ed., by Gary Armstrong and Philip Kotler (2017, Pearson). Earlier editions of this text are acceptable for this class.	
Course Outcomes	
Upon successful completion of this course, the students should have basic expertise in the following areas:	
<ul style="list-style-type: none"> • The concept of marketing and “marketing mix” (the Four Ps) • Marketing situation analysis, market segmentation, targeting and positioning evaluation, and marketing mix implementation • The importance of marketing ethics • The role of value creation, capturing, delivery, and communication in marketing activities • The significance of digital marketing in today’s technological environment • The challenge of trade-offs between individual privacy rights and marketing efficiency 	
Course Description	
<p><i>Principles of Marketing</i> is an undergraduate business school course designed to introduce the student to the fundamentals of marketing. Marketing is concerned with the way that organizations develop strategies to understand their customers, create products and services desired by those customers, and then make decisions regarding the pricing, distribution, and the communication to the market (via advertising and promotion) for these product/service offerings. It will be assumed that students have had no prior course work in this topical area.</p> <p>The course will utilize lecture/discussion presentations by the Instructor, in-class</p>	



exercises, and group presentations of assigned readings from the text. Students must be willing and ready to engage in classroom discussion if they expect to pass the course. In addition, a mid-term and final examination, small group presentations, and short weekly written assignments will be required of all students (see course requirements below).

Weekly Schedule (Jan. 7 – 26, 2019)

Week	Day	Topic
1	1	Part 1: Defining Marketing and the Marketing Process Chapter 1 (of text): Marketing Creating Customer Value and Engagement
	2	Chapter 2. Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships
	3	Part 2: Understanding the Marketplace and Customer Value Chapter 3. Analyzing the Marketing Environment
	4	Chapter 4. Managing Marketing Information to Gain Customer Insights
	5	Chapter 5. Understanding Consumer and Business Buyer Behavior Small-Group Case Presentation and First Short Written Assignment Due (444 word length)
2	1	Part 3: Designing a Customer Value-Driven Marketing Strategy and Mix Chapter 6. Customer Value-Driven Marketing Strategy: Creating Value for Target Customers Chapter 7. Product, Services, and Brands: Building Customer Value
	2	Chapter 8. Developing New Products and Managing the Product Life Cycle Chapter 9. Pricing: Understanding and Capturing Customer Value
	3	MID-TERM EXAM TODAY
	4	Chapter 10. Marketing Channels: Delivering Customer Value
	5	Chapter 11. Retailing and Wholesaling Small-Group Case Presentation and Second Short Written Assignment Due (444 word length)
3	1	Chapter 12. Engaging Customers and Communicating Customer Value Advertising and Public Relations Chapter 13. Personal Selling and Sales Promotion
	2	Chapter 14. Direct, Online, Social Media, and Mobile Marketing
	3	Part 4: Extending Marketing- Chapter 15. The Global Marketplace
	4	Chapter 16. Sustainable Marketing Social Responsibility and Ethics
	5	FINAL EXAM TODAY

Grading



Attendance/Participation:	10%
Mid-Term Exam:	35%
Group Case Presentation:	15%
Two Short Written Assignments:	10%
Final Exam:	30%
Total	100%

Homework, Class Attendance, and Participation:

Students are required to attend all classes and participate actively. Students should treat their classroom obligations as they would treat any serious professional engagement. Your participation grade (10% of the total course grade) will be based on the instructor's assessment of how well you contribute to classroom dynamics relative to your class peers; each class member is expected and encouraged to contribute to the dialogue or discussion.

It is important that you read the assigned readings as background information on the issue/topic *before* each class session. The classroom will provide you an opportunity to present your views and opinions on the topics under discussion, and to help you refine your knowledge and perspective of cross-border management based on these interactions.

Please note the following: In case of an absence, the student is responsible for the materials and assignments for that class; it is the student's responsibility to contact the course Teaching Assistant regarding absences and assignments that are missed. Students must submit a one-page write-up summarizing any assigned textbook chapter reading for each missed session; this will be due within one week of the missed session. Unexcused absence from five or more scheduled class sessions (which is a total of 33% of this course) will be *grounds for failure*. If you do have to miss class due to a personal emergency, please let the Teaching Assistant know as soon as possible. Such emergencies will be dealt with on a case-by-case basis.

Participation grades will be based on quality (in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and quantity (consistency and regularity of performance). Quality counts more. However, one cannot make quality comments without at least some degree of participation, so in this respect quantity will have some weight. But do keep in mind the following when considering your participation in class discussions: sometimes it's better to remain silent and have others think you are unprepared or a bit dim, rather than speaking out and confirming those suspicions....

Accordingly, you are expected to come fully prepared and ready to participate for every class. Be prepared to be called upon to "open" a class discussion by presenting your full analysis and thoughts on the assigned topic at the start of class, or to be asked through a "cold call" for comment in the midst of the discussion.

The grading of class participation is necessarily a subjective exercise. However, high-quality comments have one or more of the following characteristics: **(1)**



insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand. Some specific criteria for evaluating discussion contributions are:

- Does the student demonstrate an eagerness to participate?
- Is the student a good listener? Does he/she build on others' comments?
- Is the student willing to interact with other class members?
- Are the points made relevant to the discussion? Are they linked to others' comments?
- Do comments demonstrate evidence of in-depth analysis of the case?
- Do comments add to our understanding of the situation?
- Do comments make a substantive contribution to the advancement of our analysis?
- Is there a willingness to test new ideas, or are the comments "safe?"
- Do comments show an understanding of concepts or analytical techniques properly applied to the current situation?
- Is the student presenting insightful quantitative analysis (when required)?
- Is the student demonstrating ethical considerations and insights?

EXAMINATIONS

An in-class mid-term examination will be administered during the middle of Week 2, and an in-class final examination will be administered at the end of the course. Details of content, exam format, etc. will be announced in class well before the examination dates.

ONE-PAGE WRITTEN PAPERS (2)

Each student must submit a one-page written paper (444 word length maximum) at the end of each of the first two weeks, on a given question (drawn from a set of alternatives) provided by the instructor. The questions for the paper will be provided on the first day of class; the second weekly questions will be provided at the end of the prior week.

SMALL GROUP CASE PRESENTATION

Students will be assigned to a small group and each of these groups will make an in-class presentation of a case taken from the textbook. Details of the issues to be examined and expectations of the presentations (e.g., length, format) will be provided in class.

Upon completion of this course, you receive a final grade. A final grade is a letter grade that carries with it a numerical value, as outlined below.

Grade	Percentage
A	80-100
B	70-79
C	60-69



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D	50-59	
E	0-49	

Academic Integrity

The academic ethics codes of the school are applied in this class. Any egregious violations of the code, such as cheating on examinations or submitting written work that is not original with the student, will be grounds for failure in this course. You may consult with appropriate university officials for details regarding the code.

Disability accommodation

Any student who needs special accommodation due to the impact of a disability should contact the instructor and/or the university within the first week of the class.