

## MKT 021: Introduction to Marketing

### General Information:

**Term: 2020 Summer Session**

**Instructor: Staff**

**Language of Instruction: English**

**Classroom: TBA**

**Office Hours: TBA**

**Class Sessions Per Week: 5**

**Total Weeks: 5**

**Total Class Sessions: 25**

**Class Session Length (minutes): 120**

**Credit Hours: 4**

### Course Description:

This course introduces you to the world of marketing. Marketing impacts to your daily personal and professional lives in very important ways. In this course, students will study the marketing strategic process; planning and research; developing new products and product life cycle management; pricing strategy to capture customers, distributing channel to deliver products and service, promotion mix and extended marketing. The purpose of the course is to gain some real marketing perspectives through class lecture and case studies.

### Course Format and Requirements:

The course format includes both lectures and discussion. Lectures will reinforce and expand upon material found in the text. Discussions and in-class activities are designed to foster active learning to bring new perspectives to course material. Students are expected to read the text and assigned materials.



It is important to attend each class as exams will cover all materials taught in class, including those not in the textbook. Each student is responsible for knowing information of any changes in class meeting, exam procedure, material coverage, etc.

## **Course Materials:**

**Marketing: *An Introduction***, Gary Armstrong, Philip Kotler, 13<sup>th</sup> edition.

## **Course Assignments:**

### **QUIZZES AND EXAMS**

Throughout the semester, students will have seven in-class quizzes and three exams (two midterms and one final exam) .

Quizzes: The format of quizzes include multiple choices and True/False. Two lowest grades of the semester will be dropped. Quizzes cannot be made up. Please be sure to bring a calculator.

Exams: This course will have two non-cumulative midterm exams, covering the material discussed in class and the assigned readings. The final exam will be cumulative. ALL EXAMS are close-book. Make-ups for the examinations will be given only for the most extraordinary and documented reasons. The exams will consist of both multiple-choice and True/False questions.

### **Individual Case Study Project**

Selected marketing problems encountered by real firms will be the topics for individual case study. In case study for this course, students will focus on identifying the marketing problems, introducing marketing concepts and strategy, and applying them to recommend an action as a solution to the marketing problem. There is no "right" or "wrong" answer to a case, but usually some are better than others.

Required deliverables for the individual case study project includes:

- An individual in-class presentation
- A printed report submitted to the instructor



## **GROUP MARKETING PROJECT**

A group of 3-4 students have to give a 7- 8 minute presentation. The presentation will consist of analyzing a company (or a brand) with respect to their marketing strategy related to your group's assigned topic. Your presentation should cover points like:

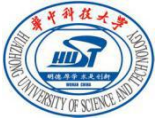
- Marketing strategies the company use
- Why using this strategy?
- Is this strategy effective?
- What other strategies could be used?

## **Course Assessment:**

Quizzes (top 5, lowest 2 dropped) :	10%
Individual Case Study Project:	10%
Group Marketing Project:	15%
Midterm Exam 1:	20%
Midterm Exam 2:	20%
Final Exam:	25%

## **Grading Scale (percentage):**

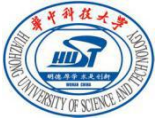
A+:	98%-100%
A:	93%-97%
A-:	90%-92%
B+:	88%-89%
B:	83%-87%
B-:	80%-82%
C+:	78%-79%
C:	73%-77%
C-:	70%-72%
D+:	68%-69%
D:	63%-67%
D-:	60%-62%



F: Below 60%

**Course Schedule:**

Week	Topic	Activities
1	<ul style="list-style-type: none"><li>• Introduction to course and syllabus</li><li>• Marketing's Value to Consumers, Firms, and Society</li><li>• Marketing Strategy Planning</li><li>• Understanding the Marketplace and Customer Value: Marketing environment; Marketing information management, Consumer and organizational Buyer Behavior</li><li>• <b>Introduction on Individual Project</b></li><li>• <b>Introduction on Group Project</b></li></ul>	<ul style="list-style-type: none"><li>• Quiz1;</li></ul>
2	<ul style="list-style-type: none"><li>• Customer Value-Driver Marketing Strategy(Segmentation, targeting, and positioning)</li><li>• Creating and Managing the Product</li><li>• Branding</li><li>• Review for Midterm1</li></ul>	<ul style="list-style-type: none"><li>• Quiz2;</li><li>• Midterm 1</li></ul>



3	<ul style="list-style-type: none"><li>• Pricing issues in Marketing</li><li>• Marketing Channels Delivering Customer Value</li><li>• Retailing and Wholesaling</li><li>• Integrated Marketing Communications</li><li>• <b>Individual Project Presentation</b></li></ul>	<ul style="list-style-type: none"><li>• Quiz 3 &amp;4;</li><li>• Individual Project Report Due;</li></ul>
4	<ul style="list-style-type: none"><li>• Advertising and Public Relationship</li><li>• Personal Selling and Sales Promotion</li><li>• Direct, Online, Social Media and Mobile Marketing</li><li>• Review for Midterm2</li></ul>	<ul style="list-style-type: none"><li>• Quiz 5 &amp; 6;</li><li>• Midterm 2</li></ul>
5	<ul style="list-style-type: none"><li>• Global Marketplace</li><li>• Sustainable Marketing and Social Responsibility and Ethics</li><li>• <b>Group Project Presentation</b></li><li>• Review for Final Exam</li></ul>	<ul style="list-style-type: none"><li>• Quiz 7;</li><li>• Group Project Presentation Outline Due;</li><li>• Final Exam</li></ul>

**Final Exam (Cumulative): TBA**

**Academic Integrity:**



Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Huazhong University of Science & Technology's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

### **Special Needs or Assistance:**

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.