



Principles of Marketing

Course Number:	MKT 201	Term:	Summer, 2020
Instructor:	TBA	Email:	
Contact Hours:	48	Meeting Times:	Online
Credits:	3.0		

Course Description:

The objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing management, and to provide practice in assessing and solving marketing problems. This is a foundational marketing course that includes the study of decisions related to the exchange process, and managing the marketing mix of new product, price, advertising and distribution decisions. The course also studies how firms must coordinate these different elements of the marketing mix to ensure that all marketing activities collectively forge a coherent strategy. Students will learn how individual and organizational consumers make decisions, how to segment markets, to estimate the economic value of customers to the firm, and how to manage relationships with sales force and distribution partners.

Learning Objectives:

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.

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.

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.

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.

Required Textbook and Course Materials:

Text: Essentials of Marketing
Author: Perreault, Cannon and McCarthy
Edition: 15th or later
ISBN: 978-0077861049

Language of Instruction:

This course is taught entirely in English, including lectures, homework, assignments and examinations. Teaching assistants will be fluent in both English and Mandarin.

Course Prerequisites:

None

University Policies

Class Format

This is a fully-online course. All course activities, discussions, assignments and resources will be made available online prior to the start of the course.

Attendance, Participation and Deliverables

Summer courses are very intensive and in order to be successful, students need to attend every class. Attendance is required for all lectures and in class activities. Class participation and discussion are expected from every student and form a significant portion of the final course grade.

All course deliverables (homework assignments and tests) are due on time as assigned. This course includes *no* make-ups, postponements or additional assignments, except for verified medical emergencies. If you miss an exam/assignment due to a non-sanctioned absence, your score on that exam/assignment will be zero.

Academic Dishonesty

All cases of academic dishonesty will be diligently pursued. Academic dishonesty includes representing the work of another as one's own work or cheating by any means. Academic dishonesty also includes aiding, abetting, concealing or attempting such activity. The penalty is automatic failure of the course and possible suspension from the university.

Grading Scale

Student grades will be determined using the following grading scale:

Grading Scale (%)

97 - 100	A+	77 - 79	C+
93 - 96	A	73 - 76	C
90 - 92	A-	70 - 72	C-
87 - 89	B+	67 - 69	D+
83 - 86	B	63 - 66	D
80 - 82	B-	60 - 62	D-
		0 - 59	F

Professor & Course Policies

Missing or Late Assignments:

Late assignments will NOT be accepted. There is NO makeup work allowed for missed assignments.

Tests:

Four (4) exams will be given. Each exam will cover the respective chapters discussed for each. Each exam is 12% of your overall course grade. Previews and study sheets are not available. There are no alternate test days or make up exams.

Class Participation:

This class will be a combination of lecture and discussion – roughly a 50:50 ratio. It is expected that students will be adequately prepared for and participate in class discussion. It is critical that you read, think and reflect about the assigned material prior to each class. This is one of your key responsibilities. I expect you to be prepared for class. In this way we are all more likely to have an interesting experience at each meeting. Some of the textbook assigned readings may not be specifically discussed. However, students are responsible for all the assigned readings and lecture material for examination purposes.

Participation (15%) plus discussion (15%) will account for 30% of the grade. You must be in class, to be eligible for the points for class participation. More details about class participation (specifics at the discretion of the Instructor) will be made available in the first week of class.

Grade Components:

Midterm (3) Exams	36%
Final Exam	12%
Attendance	15%
Class Participation	15%
Marketing Plan	22%
Total	100%

Additional Policies TBA

Tentative Course Schedule

Date	Topic
Week One	Introduction <ul style="list-style-type: none">• Marketing's Value to Consumers, Firms, and Society• Marketing Strategy Planning• Evaluating Opportunities in the Changing Market Environment• Focusing Marketing Strategy with Segmentation and Positioning
Week Two	TEST 1 Chapters 1-4/ <ul style="list-style-type: none">• Final Consumers and Their Buying Behavior• Business and Organizational Customers and Their Buying Behavior• Improving Decisions with Marketing Information• Elements of Product Planning for Goods and Services
Week Three	TEST 2 Chapters 5-8 <ul style="list-style-type: none">• Product Management and New-Product Development• Place and Development of Channel Systems• Distribution Customer Service and Logistics• Promotion-Introduction to Integrated Marketing Communications
Week Four	TEST 3 Chapters 9-11, 13 <ul style="list-style-type: none">• Personal Selling and Customer Service• Advertising and Sales Promotion• Publicity: Promotion Using Earned Media, Owned Media, and Social Media• Pricing Objectives and Policies
Week Five	<ul style="list-style-type: none">• Price Setting in the Business World• Presentations-Marketing Plans FINAL EXAM Chapters 14-18

