



# FENG CHIA UNIVERSITY

## Introduction to Marketing

GSOEE10, December 21, 2020 - January 22, 2021

Lecturer: TBA

Contact hours: 60 (50 minutes each)

Credits: 4

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

### Course Description

Introduction to Marketing is a four credit course offered each semester across Feng Chia University and covers terminology and important concepts related to marketing in the business environment. Introduction to Marketing focuses on customer behavior, product, channels of distribution, promotion, and pricing with particular emphasis on a culturally diverse environment, segmentation, positioning and targeting. The 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. Major themes embedded in the foundation of Introduction to Marketing include domestic and global economic factors influencing current marketing environments; how consumer, business and organizational customers are segmented and targeted; how marketing research and information systems are used to create and guide marketing strategies; how products are developed to serve customers, businesses and organizations; how service products are developed and managed to meet customer needs; how customers are reached through various conventional and technological channels and how these sales management processes are managed; how people in the United States and other nations are influenced by marketing in the

non-profit sector; how products and services are marketed to other businesses and organizational customers; how marketing communications programs, which include advertising, publicity, sales promotion and web sites, are designed to reach domestic and international customers; how pricing strategies support corporate objectives in various economic climates; and how marketing programs adapt to shifts towards global markets.

### **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.

### **Learning Outcomes**

- Explain the concept of marketing and how marketing strategies are planned, implemented and controlled.
- Explain the process of market segmentation and target marketing.
- Identify the elements of the marketing mix and how they are used to satisfy marketing opportunities.

- Apply marketing concepts to the global business environment.
- Explain the difference between consumer and business marketing.
- Describe consumer and organizational buyer decision making processes and outline the major influences on buying behavior.
- Explain and use the product life cycle concept.
- Identify and evaluate marketing channels.
- To explain how firms establish prices for goods and services based on cost, demand and competition.
- Discuss the role of the internet and social media in marketing.
- Discuss pricing strategies.
- Explain supply chain management.
- Explain the role of retailing and analyze retail marketing strategy.
- Explain the components of a promotion mix for a product.

### **Required Textbook**

Grewal and Levys, M *MARKETING*, Fifth Edition, McGraw-Hill Irwin, Ryerson 2017

### **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

The student will be required to try one midterm and a final exam; these exams will all be multiple choices formatted.

Hour Examinations: two examinations will be given throughout the semester. Each examination will test your mastery of assigned materials, lectures, and problems. Only in extremely unusual situations will make-up examinations be given.

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

1. Read the Chapters before they are discussed in class. Read the assigned cases and think about how it relates to the material.
2. Take notes and ask questions. I may include material on tests that are discussed in class, but are not in the book and vice versa.
3. Review the quizzes.
4. Review the notes as well as the book.
5. Be able to apply the key terms and concepts discussed in the book and class.

## 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.

## Case Studies

Each week you will be assigned a case, you need to answers the question. Coherency and realistic use of ideas learned in the chapters will be required. I will be assessing your application of the material in your text to the cases.

## Additional Readings

In order 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

- You are encouraged to participate and to ask questions to me. If you have comments to make, let me know. 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.
- There will be **no make-ups**, except in instances fitting health, weather, or University approved functions. If there is an EXTRAORDINARY situation, the student can come to campus and take an alternative exam.
- 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.

## Tentative Course Schedule

WEEK	LESSON
Week 1	Introduction & Lesson 1: Overview of Marketing
	Lesson 2: Developing Marketing Strategies and a Marketing Plan
	Lesson 3: Analyzing the Marketing Environment
Week 2	Lesson 4: Consumer Behavior
	Lesson 5: Business-to-Business Marketing
	Lesson 6: Segmentation, Targeting and Positioning
Week 3	Lesson 7: Marketing Research
	Lesson 8: Product, Branding, and Packaging Decisions Developing New Products
	Lesson 9: Services: The Intangible Product
Week 4	Lesson 10: Pricing Concepts for Establishing Value
	Lesson 11: Supply Chain and Channel Management
	Lesson 12: Retailing and Omni-Channel Marketing
Week 5	Lesson 13: Integrated Marketing Communication
	Lesson 14: Advertising, Public Relations, and Sales Promotion
	Lesson 15: Social and Mobile Marketing

(\*) This schedule is subject to change with notice of the instructor.

## Grading Policy

Quizzes	10 %
Case Questions	20 %
Discussions	20 %
Midterm Exam	25 %
Final Exam	25 %
<b>TOTAL</b>	<b>100 %</b>

## **Grading Scale**

<b>Letter Grade</b>	<b>Score</b>
A	80-100
B	70-79
C	60-69
D	50-59
E	Below 50

## **Academic Honesty**

Feng Chia University defines academic misconduct as any act by a student that misrepresents the student's own academic work or that compromises the academic work of another. Scholastic misconduct 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 another's 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.