



MKT 021: Introduction to Marketing

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 is designed for all business background students to introduce a general understanding on the fundamental principles of marketing. Topics discussed are related to marketing process, marketing information management, marketing strategy and mix (STP and 4P), and other relationship marketing. Upon completion, Students are expected to develop an understanding of marketing issues in real world situations and will learn to create and implement basic marketing plans.

Learning Outcome:

1. To understand the role of the marketing function within a firm.
2. To understand the process of establishing marketing Strategy and Plan.
3. To understand how to make marketing information management and the general step and methods of marketing research.
4. To grasp and understand related basic concepts and theories in this introduction marketing course.
5. To be able to Describe key market segmentation and targeting strategies.
6. To be able to identify the elements of the marketing mix (4P's) and common strategies used with each tool.



7. To be able to apply learned concept and theories to analyze real word marketing issues and give integrated marketing strategy suggestion.

Course Materials:

Principles of Marketing, 17th Edition, by Kotler and Armstrong, Pearson, 2018

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.

Grading Scale:

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 Assignments:

6 Quizzes

The formats include multiple choices and True/False. Quizzes cannot be made up. Please be sure to bring a calculator.

**Exams (2 Midterms + Final)**

1. 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.
2. There will be NO make-up exams. All exams are closed-book.
3. If you feel strongly that your grade on some test is unfair, you have the right to appeal. You must submit a written note to instructor clearly stating the problem within two weeks in which grades for that exam are posted.

GROUP MARKETING PROJECT

The presentation will consist of analyzing a company (or a brand) with respect to their marketing strategy related to your group's assigned topic.

Written Case Study Report

1. This is an individual task. The case study gives you the opportunity to apply what you are learning to complex problems taken from actual business situations. You can do analysis with excel as the analysis tool.
2. The word count is around 1500-2000.

Course Assessment:

6 Quizzes	10%
Group Marketing Project	10%
Written Case Study Report	15%
Midterm Exam 1	20%
Midterm Exam 2	20%
Final Exam	25%
Total	100%

Course Schedule:

Week	Topics	Activities
1.	<ul style="list-style-type: none">● Go through syllabus● An Overview of Marketing: Marketing and Basic	



	<p>Concepts, Strategic Planning and Business</p> <ul style="list-style-type: none">● Marketing Strategy <p>Competitive Advantage and Competitive Analysis</p> <p>SWOT Analysis;</p> <ul style="list-style-type: none">● Marketing Environment and Analysis● Managing Marketing Information and Marketing Research	Quiz 1
2.	<ul style="list-style-type: none">● Consumer Markets and Consumer Buying Behavior● Business Markets and Business Buying Behavior● Customer-Driven Marketing Strategy (STP): Market Segmentation, Market Targeting, Positioning	Quiz 2 Midterm 1 Written Case Study Report Instruction Quiz 3
3.	<ul style="list-style-type: none">● Products, Service and Brands Strategies● New Products Development and Product Life-Cycle Strategies● Demand, Pricing and Major Pricing Strategies	Quiz 4
	<ul style="list-style-type: none">● Place (Distribution):	Quiz 5



4.	<p>Marketing Channels</p> <p>Retailing and Wholesaling</p> <ul style="list-style-type: none">● Promotion and Communication Strategies: <p>Integrated Marketing Communications</p> <p>Advertising and Public Relations</p> <ul style="list-style-type: none">● Person Selling and Sales Promotions	<p>Midterm 2</p> <p>Group Project Instruction</p>
5.	<ul style="list-style-type: none">● Direct, Online, Social Media, and Mobile Marketing● Global Market Place● The Ethics and Social Responsibility of a Corporate● Sustainable Marketing● Course Summary and Review for final	<p>Quiz 6</p> <p>Final exam</p> <p>Written Case Study Report Due</p> <p>Group Project Presentation and Presentation Slides Due</p>

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 Shanghai Normal University'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.