



**East China Normal University
International Summer Session**

MKT 21 - Principles of Marketing

Term: July 5th –August 8th, 2018

Instructor: Mike CHAO, Ph.D.

Home Institution: William Paterson University of New Jersey, U.S.A.

Office hours: 12:35-1:35pm, Monday to Friday

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Teaching Assistant: TBD

Course Description

This course focuses on the marketing system, its foundations and institutions. Topics include the marketing environment, product, planning, promotion, pricing, distribution, consumer decision-making, strategic alliances and relationship marketing. Students will use case studies to develop their problem solving abilities.

Prerequisite: BUS 11 (Introduction to Business) or ECO 11(Microeconomics) recommended.

Course Overview

This course is designed to introduce business students to the fundamental concepts and principles of marketing. The knowledge you gain in this course should help you understand how well thought out and carefully implemented marketing strategies can help businesses succeed in a competitive environment. This understanding and two skills you will have to practice in this course (i.e., analytical and communicational) will make you a more valuable employee whether you choose a career in marketing or in other fields.

For students majoring in marketing, this course will provide the foundations for more advanced courses and work experience. For students majoring in other disciplines, this course will help you understand how marketing impacts your functional area and will familiarize you with the mindsets of marketers with whom you will interact professionally.

At a more personal level, this course will help you become a “better” and more “responsible” consumer. Understanding basic marketing theories and practices, you will be able to make more informed purchasing decisions. You will be able to identify unethical marketing practices and know how to discourage such acts in the market place.

Course Goals:

A student who satisfactorily completes this course should attain the following outcomes:

Content-related Outcomes:

- Appreciate the role of marketing in business



- Know that marketing puts customers at the center of its thinking in its quest for profitability
- Recognize the importance of research in the marketing process
- Know basic marketing principles and understand their underlying rationale

Cognitive- and Application-related Outcomes:

- Identify and analyze marketing problems; develop creative solutions to address them; articulate reasons for choosing various solutions
- Understand that there are rarely clear-cut situations in marketing. Develop skills to make sound assumptions in dealing with uncertainties
- Make effective oral presentations to persuade a target audience
- Develop a coherent marketing plan for a product and provide sound rationale for chosen strategies
- Using simple marketing concepts, observation, and reasoning, construct basic marketing principles
- Develop skills to be a participating and effective member of a team

Required Text

Marketing, Dhruv Grewal and Michael Levy, McGraw-Hill, 6th edition.
(ISBN#: 978-1259709074)

Course Hours

The course has 25 class sessions in total. Each class session is 110 minutes in length, for a total of 2750 minutes of in-class time. The course meets from Monday to Friday from July 5th to August 8th. ECNU awards 4 credits for this course. Different universities may count course credits differently. Consult officials at your own home institution.

Attendance

Summer school is very intense and to be successful, students need to attend every class. Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. ECNU policy requires a medical certificate to be excused. Any absence may affect the student's grade. Moreover, **ECNU policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.**

Grading Policy

ECNU awards grades of A, A-, B+, B, B-, C+, C, D, and F. Most colleges and universities do not award transfer credit for grades of D or F.

In this course, grading will be based on the following:



Attendance and Participation: 100 points (50 points each)

Case Analyses and Presentations: 200 points

Midterm Exam: 200 points

Final Exam: 300 points

Marketing Plan Presentation (Group): 200 points

General Expectations:

Students are expected to:

- Attend all classes and be responsible for all material covered in class and otherwise assigned. Any unexcused absence may impact a student's grade. Moreover, ECNU policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.
- Complete the day's required reading and assignments before class.
- Review the previous day's notes before class; make notes about questions you have about the previous class or the day's reading.
- Participate in class discussions and complete required written work on time.
- Refrain from texting, phoning or engaging in computer activities unrelated to class during class. Students who do not do this will be asked to leave the class.
- While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.

Course Schedules

The planned schedule sketched out below may be modified to suit the interests or abilities of the enrolled students or to take advantage of special opportunities or events that may arise during the term.

	Topic(s)	Ch.	Notes
07/05	Overview of Marketing	Ch. 1	
07/06	Developing Marketing Strategies and a Marketing Plan	Ch. 2	
07/09		Ch. 2	
07/10	Marketing Ethics	Ch. 3	
07/11	Analyzing the Market Environment	Ch. 4	
07/12	Consumer Behavior	Ch. 4 &5	



07/13		Ch. 5	
07/16	Segmentation, Targeting, and Positioning	Ch. 8	
07/17		Ch. 8	
07/18			MID-TERM EXAM (Ch. 1,2,3,4,5 & 8)
07/19			First Team Meeting
07/20	1 st P-Product (Ch. 10, 11 &12)		
07/23	1 st P-Product and brief team meeting		
07/24	2 nd P-Price (Ch. 13 & 14)		
07/25	2 nd P-Price and brief team meeting		
07/26	3 rd P-Place and brief team meeting (Ch. 15 & 16)		
07/27	4 th P-Promotion (Ch. 17 & 18)		
07/30	4 th P-Promotion and brief team meeting		
07/31	“Outsourced”		Movie
08/01	“Outsourced”		Movie
08/02			Final Team Meeting
08/03			Marketing Plan Presentations
08/06			Marketing Plan Presentations
08/08 (08/09 and 10 are e-mail “questions and answers” days			Marketing Plan Presentations FINAL EXAM

Academic Honesty

Students are expected to maintain high standards of academic honesty. Specifically, unless otherwise directed by the professor, students may not consult other students, books, notes,



electronic devices or any other source, on examinations. Failure to abide by this may result in a zero on the examination, or even failure in the course.

Students are also expected to adhere to appropriate scholarly conventions in essays and research papers. This class includes paper assignment(s) in which students must give credit to all outside sources used by means of citations and a bibliography. Failure to do so may result in a zero on the paper assignment, or even failure in the course.

Detailed Discussion of Course Requirements

Final Exam:

Final exam is a cumulative exam. Anything covered in class and in any assigned reading can be on the test.

Marketing Plan Presentation (Group)

This semester you will work in groups to develop a marketing plan for a product. You and your group will work on this assignment throughout the course.

Your marketing plan should include the following:

- 1) Company and new/existing Product Description
- 2) SWOT and other analyses and Objectives of the plan
- 3) Segmentation, Targeting and Positioning
- 4) Marketing Mix Strategy (Product, Price, Place, and Promotion) and your justification for the chosen strategies

Everyone in the group needs to participate in the presentation. Each group will have around 15 minutes for presentation.

Group Presentation Evaluation Criteria and Feedback

1) Organization: (12.5%)

Excellent Very Good Good Needs Improvement Poor

(Excellent: presentation is clear, logical, and organized. Time is appropriately allocated among topics; **Poor:** presentation is difficult to follow, arguments are confusing, organization haphazard, improper allocation of time among topics)

2) Use of Visuals: (12.5%)

Excellent Very Good Good Needs Improvement Poor

(Excellent: visuals are professional, attention getting, organized, details are minimized; **Poor:** visuals are uninteresting, unprofessional, cluttered, contains too many unimportant details)

3) Use of Language (12.5%)

Excellent Very Good Good Needs Improvement Poor



(**Excellent:** proper language, technical language appropriate for the audience, sentences are grammatical, correct enunciation; **Poor:** frequent grammatical errors, incomplete sentences, vocabulary limited, improper language)

4) *Style* (12.5%):

Excellent Very Good Good Needs Improvement Poor

(**Excellent:** presentation is well paced for audience understanding, body language reflects comfort interacting with the audience, smooth transitions among group members, the speakers are enthusiastic and confident, speaking volume is comfortable for the audience to follow, presentation maintains audience interest, reading from notes is minimized, personal appearances are completely appropriate for the occasion; **Poor:** presentation is either too slow or too fast, speakers look nervous and uneasy, the transitions are rough, speakers are uninterested and unconfident, presentation is dull and boring, volume is too low or too high, there is too much reading from notes, personal appearances are not appropriate for a business setting)

5) *Depth of Content* (50%)

- Company and Product: Excellent V. Good G. N. I. Poor
- SWOT and other Analyses; Objectives: Excellent V. Good G. N. I. Poor
- Segmentation, Target Market, and Positioning: Excellent V. Good G. N. I. Poor
- Product Strategy: Excellent V. Good G. N. I. Poor
- Price Strategy: Excellent V. Good G. N. I. Poor
- Place Strategy: Excellent V. Good G. N. I. Poor
- Promotion Strategy: Excellent V. Good G. N. I. Poor

(**Excellent:** In-depth and accurate analysis, strategies are realistic and appropriate, full justification is provided for chosen strategies, justification consistent with material learned in class, assumptions are clearly spelled out; **Poor:** Analysis is shallow, strategies are unrealistic, assumptions are not explicitly spelled out, justification for decisions are not provided, weak reasoning underlying the choice of strategies)