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JINAN UNIVERSITY

Principles of Marketing

Lecturer: Yasong Wang

Time: Monday through Friday (June 18, 2018-July 20, 2018)

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

Contact Hours: 60 (50 minutes each)

Credits: 4

Location: Huiquan Building

Office: Huiquan Building 518

E-mail: yswang@iup.edu

Course Description

This course provides an opportunity for student to discover the realities of modern marketing in contemporary situations, emphasizing the functional approaches; understanding the competitive environment: Knowledge required in evaluating markets effectively and adjusting to the rapid changes in the global managerial world.

Course Learning Objectives

1. **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.

2. **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.

3. **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.

4. **Teamwork** - Students should have the opportunity to work in teams and gain experience in teamwork and cooperation. Most businesses now manage their work using teams and this course will set students on the right track to learning about teamwork. When students search for a job, most employers will ask about teamwork experiences. This course will provide in-class team exposure.

5. **Writing & Analysis** - Students will complete some case analysis and write reports for case analyses. These cases are designed to improve writing skills by learning to write a concise analysis of management cases. This also involves an analytical component. Both writing and analysis should prepare students for higher level classes.

6. **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

Principles of Marketing, 15th Edition, Kotler & Armstrong, ISBN = 0133084043
©2011.

Course Hours

The course has 25 sessions in total. Each class session is 120 minutes in length. The course meets from Monday to Friday.

Grading Policy

| | |
|---------------------------------|------------|
| Assignments | 10% |
| Quizzes | 10% |
| Exam I | 20% |
| Exam II | 20% |
| Final Exam | 20% |
| Final Project | 10% |
| <u>Attendance Participation</u> | <u>10%</u> |
| Total | 100% |

Grading Scale

The instructor will use the grading system as applied by JNU:

| Definition | Letter Grade | Score |
|--------------|--------------|----------|
| Excellent | A | 90-100 |
| Good | B | 80-89 |
| Satisfactory | C | 70-79 |
| Poor | D | 60-69 |
| Failed | E | Below 60 |

Course Schedule

Week 1

Introductions and explanations of class

Formation of groups

Chapter 1 – Marketing: Creating and Capturing Customer Value

Chapter 2 – Company and Marketing Strategy

Chapter 3 – Analyzing the Marketing Environment

Week 2

Chapter 4 – Managing Marketing Information to Gain Customer Insights

Chapter 5 – Consumer Markets and Consumer Buyer Behavior

Exam I

Week 3

Chapter 6 – Business Markets and Business Buyer Behavior

Chapter 7 – Consumer-Driven Marketing Strategy

Chapter 8 – Products, Services, and Brands

Chapter 9 – New Product Development and Product Life-Cycle Strategies

Week 4

Exam II

Chapter 10 – Pricing

Chapter 11- Pricing Strategies

Chapter 12 – Marketing Channels

Week 5

Chapter 13 – Retailing and Wholesaling

Chapter 14 – Communicating Customer Value

Final Project Due

Final Exam

Academic Honesty

Jinan University defines academic misconduct as any act by a student that misrepresents the students' 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 substantially similar papers, to meet the requirements of more than one course without the approval and consent of the instructors concerned; sabotaging another's work within these general definitions, however, Instructors 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 ranging from lowering of their course grade to awarding a grade of E for the entire course.