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# JINAN UNIVERSITY

## Principles of Marketing

**Lecturer:** TBA

**Time:** Monday through Friday (June 17, 2019-July 19, 2019)

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

**Contact Hours:** 60 (50mins each)

**Credits:** 4

**Location:** MBA Center

**Office:** MBA Center 107

**E-mail:** TBA

### Course Description

This course provides an opportunity for students 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 integrative 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

Tests/Exams (2)	40%
Final Case Study Project (1)	20%
Project Presentation – group	10%
Quizzes	20%
Exercises/Assignments	10%
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Total	100%

### Structure

The class will meet daily at the assigned time and location. Class meetings will involve lectures, videos, and discussion of management issues, case studies, exercises, and two tests. Students will be assigned a learning team. These teams are formed to complete various course requirements & exercises. Teams will not be modified once they are assigned.

Come to class prepared—that is, read the assigned readings and complete the course exercises, discussion questions and quizzes before you come to class. This course will be as action-packed as you should expect your professional life to be so come prepared to work and engage professionally.

### Tests

400 points (~40% of total grade) 2 multiple choice exams will be given. The first exam will be 40 questions and will be worth 200 points. The second exam will be comprehensive and will contain 40 questions worth 200 points. There is no preview of the exam and the exams are comprehensive to the first day of class.

### **Case Studies/Project Proposal**

200 points (~20% of total grade) One marketing product development project will be assigned. Projects WILL require significant out of class work and will be done as a team. Student MUST consult and work closely with their team members. All students within the team will be required to be fully active and participating. Product project must be typed and must use terminology found in the text or used in the course. The final professional project proposal is due the LAST day of class. Late work will not be accepted.

### **Project presentation**

100 points (~10% of total grade) There will be a team Power point presentation of the final product project presentation. Each student is expected to participate in the presentation. Details will be provided during week 3

### **Quizzes**

200 points (~20% of total grade) There will be in class quizzes randomly given in the course

### **Exercises**

100 points (~10% of total grade) random exercises will be completed. These exercises are to be completed individually and as teams. They are due at the beginning of class on the due date.

### **Attendance**

The requirements of consistent attendance, punctuality and active participation are essential to your success. Daily attendance will be taken. **DO NOT COME LATE!**

Technology: CELL PHONES, IPADS, etc. are allowed but can only be used for class activities. **DO NOT** use cell phones, ipads, computers, etc. to text, chat, email, or any other activity unless it is related to coursework and you have the permission of the instructor.

**WRITTEN ASSIGNMENTS:** Good writing skills are essential for employment in today's competitive job market. To project a professional image, make sure all your written assignments are presented in well-developed sentences and paragraphs. All writing assignments should be typewritten, double-spaced; grammatically correct; and free of mechanical, spelling and punctuation errors. Before you submit any written assignment, edit your paper thoroughly and carefully.

### **Extra Credit**

Extra credit is normally not available. However if opportunities come available, all students will have the same access to the extra credit if so desired.

**Missing or Late Assignments:** Late assignments will NOT be accepted. There is NO makeup work allowed for missed assignments.

### **Grading Scale**

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

<b>Definition</b>	<b>Letter Grade</b>	<b>Score</b>
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 teams

Chapter 1 – Overview of Marketing: Creating value and engagement

Chapter 2 - Customer relationships

Chapter 3 – Analyzing the Environment

Chapter 4 – Gaining Customers Insights

## **Week 2**

Chapter 5 – Consumer Buyer Behavior

Chapter 6 – Business Buyer Behavior

Chapter 7 - Creating Value for Target Markets

Chapter 8 - Building Customer Value

## **Week 3**

TEST #1

Chapter 9 – New Products and Product life cycles

Chapter 10 – Setting Prices & Chapter 11- Pricing Strategies

Chapter 12 – Marketing Channels

Chapter 13 – Retailing and Wholesaling

## **Week 4**

Chapter 14 – Communication Strategies

Chapter 15 – Advertising & Public Relations & Chapter 16 – Personal Selling

Chapter 17 – Direct Customer relationships: online, social media, mobile marketing

Chapter 18 – Competitive Advantage

## **Week 5**

Chapter 19 The Global Marketplace & Social Responsibility and Ethics

PRODUCT PRESENTATIONS

PRODUCT PRESENTATIONS

## FINAL PRODUCT PROPOSAL DUE

### **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.

### **Marketing Plan Proposal Final Project**

This project requires a development of a marketing plan AND a presentation of it. You will work with two other classmates to finish the task. Your group can select a company based on your own interest or use a company assigned by the instructor. In your presentation, you will follow the instructions below and receive points accordingly.

#### **OPENING (10 points)**

Please list your project title, table of contents, date, team members on the front page Your opening of presentation must include an introduction of the company selected, purpose of the marketing plan, products type and related regulations.

#### **SITUATION ANALYSIS (35 points)**

##### **Industry and Market**

Conduct an environmental scan for the market of your company and identify

EACH of the five environmental forces (social, economic, technological, competitive, and regulatory) faced by the company. Analyze how the trend of each of the forces could influence your company in the near future. You will need to separate your analysis based on the forces.

### **Market Segmentation**

You will segment the market by following the next steps

Step 1: group potential buyers into segments

Step 2: group products into categories

Step 3: develop a market-product grid and estimate the size of each market segment

### **Select Target Market**

Focus on a strategic business unit (SBU) of the company, which targets on a segment of the market. If there is no such SBU, you can choose a company brand that interests you and focus on the market of that brand.

You must (a) describe the customer behaviors, needs, wants, and decisions in the market segment, (b) analyze the trends and drivers of the target market (c) conduct a SWOT analysis for the company in the target market.

### **OPPORTUNITY (20 points)**

Explore the area (s) of opportunity. You will need to address the need of the target market, the rationale in this market, the growth and potential of market.

Locate the unmet customer needs in the target market. In particular, define those needs in details, explore the consequences if the needs are satisfied, and demonstrate business growth potentials.

### **RESEARCH PLAN (25 points)**

Define the knowledge gap based on the limitation of information.

Design a research plan to investigate the unknown areas or factors in the target market.

You should

- a. clearly set a research objective (e.g., consumers' attitude toward a newly designed product)
- b. determine the data you need (e.g., secondary data? / primary data?)
- c. design sample questions for a survey on potential customers
- d. Decide which type of survey (e.g., mail, online, telephone, individual interview, mall intercept survey) will you use and why?



**STRATEGIC IMPLICATIONS AND RECOMMENDATIONS (5 points)**

An Overview/Executive Summary must follow the previous analyses.

Make the ultimate recommendation of whether the company should invest in the target market

**PRESENTATION SKILLS (5 points)**

Your presentation will also be graded based on the clarity of your speech, your professional image, your mastery in the knowledge, etc.