



Academic Inquiries: Jinan University

E-mail: [oiss@jnu.edu.cn](mailto:oiss@jnu.edu.cn)

Tel: 86-020-85220399

# JINAN UNIVERSITY

## Principles of Marketing

**Lecturer:** Paul Palmer, Jr. II.

**Time:** Monday through Friday (July 2, 2018-August 3, 2018)

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

**Contact hours:** 60 (50 minutes each)

**Credits:** 4

**Location:** School of Tourism

**Office:** School of Tourism 210

**E-mail:** [ppalmerj@indiana.edu](mailto:ppalmerj@indiana.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 marking 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, as such, this course will provide in-class team project

**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 978-0-13-607941-5, ©2011.

### Course Hours

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

### Evaluation & Grading

Performance in this class will be determined based on your ability to demonstrate knowledge and understanding of the material covered in the textbook and readings, class participation and discussion, written group projects, and an individual final summary exam.

Final grades will be determined by the following components:

Class Preparation and Participation	50 pts
Case Study/Project	100 pts
Exam #1	100 pts
Exam #2	100 pts
Exam #3	100 pts

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Total	450 pts (=100%)
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### 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

**Exams:** There will be three exams over the five week term. Each exam will be worth 100 points (25% of the final grade).

**Case Study/Project Proposal:** 50 points (12.5% 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 group. Student MUST consult and work closely with their group members. All students within the group 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.

**Attendance and Participation:** The remaining 12.5% of the student's grade will be determined by regular attendance and participation in class. You are allowed 3 absences maximum for the course before dropping a letter grade. Full and prepared participation is expected. Attendance is mandatory in the class. Respect towards the instructor and classmates are expected. Unjustified absences, disrespectful behavior in the classroom and lack of participation in class will have a negative impact on the final grade.

#### 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. **There is no final curve in this class**

**Changes:** The professor reserves the right to make changes to, or to improve, the materials and requirements of the course at any time, with sufficient warning concerning assessments, exams, and assignments.

## Course Schedule

### Week 1 July 2-July 6

- Monday : Introduction to the course  
Tuesday: Chapter 1 – Overview of Marketing: Creating value  
Video – Did you know 3.0  
Wednesday: Chapter 2 - Customer relationships  
Thursday: Chapter 3 – Analyzing the Environment  
Friday: Chapter 4 – Gaining Customers Insights  
Video – Crazy People

### Week 2 July 9-July 13

- Monday: Chapter 5 – Consumer Buyer Behavior  
**Tuesday: Exam I**  
Wednesday: Chapter 6 – Business Buyer Behavior  
Thursday: Chapter 7 - Creating Value for Target Markets  
VIDEO – Outsourced  
Friday: Chapter 8 - Building Customer Value

### Week 3 July 16-July 20

- Monday: Chapter 8 - Building Customer Value  
Tuesday: Chapter 9 – New Products and Product life cycles  
Wednesday: Chapter 10 – Setting Prices &  
**Thursday: Exam II**  
Friday: Chapter 11- Pricing Strategies

### Week 4 July 23-July 27

- Monday: Chapter 11- Pricing Strategies  
Tuesday: Chapter 12 – Marketing Channels  
Wednesday: Chapter 13 – Retailing and Wholesaling  
Thursday: Chapter 14 – Communication Strategies  
Friday: Chapter 15 – Advertising & Public Relations

### Week 5 July 30-August 3

- Monday: Chapter 15 – Advertising & Public Relations  
Tuesday: Chapter 16 – Personal Selling  
Wednesday: Chapter 17 – Direct Customer relationships  
**Thursday: Exam III**  
Friday: FINAL CASE/PRODUCT PROPOSAL DUE  
Chapter 19 - The Global Marketplace

**\*\*\*Please note that the course schedule is a temporary schedule and is subject to change.**

## STUDENT EXPECTATIONS

### Class Attendance

Regular class attendance is expected and will be noted. Remember, attendance counts toward your class participation grade and if you are not in class, you cannot participate.

Absences will only be excused for the following reasons:

- (1) Extreme illness
- (2) Deaths or major family misfortunes, and
- (3) *Off-campus* interviews or University sponsored activities.

Documentation is required for all excused absences, for example: note from health center or doctor, obituary notice, interview invitation email, etc). You must provide notice of the absence at least one class period prior to the absence (with the exception of emergencies) and provide the necessary documentation at the beginning of the class period following the absence.

### Class Preparation & Participation

You are expected to have completed the assignments and be prepared to discuss their content. Class participation grades are the instructor's subjective assessment of your demonstrated knowledge of the course content in the classroom. You should be prepared for cold-calling in all class meetings.

**Students are encouraged to ask questions, to challenge each other and explore alternative points of view and to maximize learning. But, we will do so with 100% respect for the instructor and for each student. Each student should be an active learner, seeking to identify opportunities for self and organizational growth.**

## OTHER CLASS EXPECTATIONS

### Classroom Etiquette

Due to the interactive nature of this class, it is important that we are not distracted by unwanted behaviors such as:

- Chronic lateness
- Reading papers or doing homework for another class
- Doing anything on a laptop other than taking notes/looking at slides.

- Side discussions or excessive chatting
  - Sleeping or “resting your eyes”
  - Receiving or sending text messages
- ❖ **Cell Phones: Please turn them off (or place them on vibrate) at the start of class. Talking on the phone and/or texting during class are not acceptable behaviors. Please refrain from such actions out of respect for your classmates and the instructor!**

If you have special circumstances related to any of the above (e.g., preceding class is across campus) notify me after the first class. Otherwise, you get one warning. If there is another offense, you will be asked to leave.

### **Written Assignments**

Each student is required to follow the APA guidelines when submitting written work (e.g. double-spaced, 1” margins, 12-point font, and list of references.) All assignments, including homework, must be written using a word processor and be printed on laser quality printer. Up to 20% of points on each assignment submitted may be taken off because of poor grammar, spelling, or punctuation.

### **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.

### **Plagiarism**

To plagiarize is to present “ideas, opinions, theories, formulas, graphics, or pictures of another person without acknowledgment”; i.e., to steal or pass off, in whole or in part, the work of another person as one’s own. We will discuss this topic more in class.