



University of International Business and Economics International Summer School

MKT 206 Introduction to Marketing

Term: May 28 – June 28, 2018

Instructor: Feng Naixiang

Home Institution: University of International Business and Economics

Office hours: TBD

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Class Hours: Monday through Thursday, 120 minutes each day

Office Hours: TBD

Discussion Session: 2 hours each week

Total Contact Hours: 66 contact hours (45 minutes each)

Credit: 4 units

Course Description:

This is an introductory course in marketing which aims to establish a basic understanding and appreciation of the theories and practices of marketing, and how marketing interacts with the entire business process. Fundamental marketing concepts, principles, and issues are analyzed within present economic, social, and legal environments. The ethics and social responsibility of marketing will also be covered. The case studies we examine here are largely from the textbook, and the implications for marketing strategies will be explored.

Course Goals:

- ✧ To provide students with an understanding of the role of marketing in business organizations, as well as in an increasingly multicultural and technological society.
- ✧ To expose students to the fundamental marketing theories.
- ✧ To enhance the understanding of the marketing theories through “real world” business case analyses.
- ✧ To emphasize the importance of ethical and socially responsible behavior in marketing.

Required Textbook:

R. A. Kerin, S.W. Hartley, and W. Rudelius, *Marketing* (11th ed., McGraw Hill/Irwin, 2013).

ISBN: 978-07-802889-2. <http://www.coursesmart.com/marketing-11th-edition/kerin-roger-hartley-steven-rudelius-william/dp/0077441818>

Teaching methods:

This course is taught using a combination of the lecture and student participation methods. The class will participate in several in-class exercises intended to reinforce the concepts discussed in the lectures and in the text. It is imperative that you actively participate in these discussions. We will cover

approximately 1 chapter each class, plus supplementary readings as listed and augmented as the course progresses.

Grading Policy:

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

◇ Tests + Midterm	40
◇ Attendance + class participation	20
◇ Final paper	40
TOTAL	100

* Final paper must be at least 2,000 words in length, which can be topics in relevant to marketing practices. Topics should be agreed by the professor. Journal articles and specialist books on the topic, in Chinese or English, are both suitable sorts of reference. The essay must consult at least six sources, and they must be listed.

Grading Scale:

Assignments and examinations will be graded according to the following grade scale:

A	90-100	C+	72-74
A-	85-89	C	68-71
B+	82-84	C-	64-67
B	78-81	D	60-63
B-	75-77	F	below 60

General expectations:

- ◇ Class starts on time. It is in your best interest to be punctual. Late arrivals to class will not be admitted. Nor are you allowed to leave the class early.
- ◇ Class attendance is required. Students may miss no more than 3 classes for the entire course. Only valid medical or family emergencies qualify as an absence, and documentation of the same must be presented to the professor no later than the next class meeting. Any missed class without authorized reason (such as a documented health problem) beyond the allowed 3 sessions will lead to the exclusion of the student from the class, and a failing grade.

Course Schedule:

Date	Chapters	Topic	Special Event
28-May		Contemporary Marketing Environment -Introduction -syllabus, rules, format, Cases -Marketing role in an enterprise -Career opportunities -Course overview/ Learning Objectives	
29-May	1	Creating Customer Relationships & Value -Definitions and the marketing concept -Background -Creating value through relationships	3MPost-ItVideo

		-Ethics / marketing in the organization -Marketing, the driving force of modern economy	
30-May	2	Developing Marketing & Corporate Strategies -Mission, culture and goals -Strategic Marketing Process -Marketing Mix, SWOT -Marketing Plan Structure	Case: IBM
31-May	3&4	The Marketing Environment -Analyzing-planning-implementing-controlling -Strategic planning tools -Social, Economic, Technology, Competitive & Regulatory -Ethics & Social Responsibility in Mktg -Project Discussions -Business Communication, Writing & Interview Skills	Case: Geek Squad
4-Jun	5	Consumer Behavior -Stages in purchasing decision process -Sociocultural Influences -Culture and Subculture	Case: Groupon
5-Jun		First Test (Chapters 1-5)	
6-Jun	6&7	Organizational Markets & Buyer Behavior -Industrial, Reseller & Government Markets -Organizational Buying -Supply Partnerships - Online Buying -Reaching Global Markets -Dynamics of World Trade -Economic Protectionism -Global Competition -Global Mktg Environment -Global Mkt Entry Strategies	Case: Trek Buying bill board Case: CNS
7-Jun	8&9	Marketing Research -Five Steps of Research Approach -Secondary & Primary Data -Questionnaire Data -Sales Forecasting Techniques Market Segmentation -Why Market Segmentation -Five Segmentation Steps -Positioning -Perceptual Map	Case: Carmex Prince Sports Video
11-Jun	10&11	Developing New Products -Variations of Products -Consumer & Business Goods - Innovation vs. Invention -New Product Development Process	Case: 3M Greptile (ch14)

		Product & Brand Management -Product Life Cycle Concept -Role of the Product manager -Branding & Brand Management	Case: Mary Kay
12-Jun	12	Services Marketing -Four I's of Services -Purchase Services -Marketing of Services	Phillies Video Only
13-Jun		Midterm Evaluations	
14-Jun	13&14	The Pricing Foundation -Importance of the Price -Pricing Objectives -Estimate Demand & Revenue -Break-Even analysis Pricing Decisions -Four Pricing Strategies -Legal Aspects of Pricing -Beak-Even analysis	Case: Washburn Guitars Case: Activelon (ch10)
18-Jun	15&16	Marketing Channels & Supply Chain -Types of Channels - Supply Chain - Distribution Strategies Retailing & Wholesaling -Classification -Non-store Retailing -Selling Online & e-Commerce -Logistics, Inventory Mgt	Wal-Mart Video Case: Amazon Mall Of America Video
19-Jun		Second Test (Chapters 10 – 15)	Topics for final papers done
20-Jun	17	Tests Returned -Marketing Communications -Integrated Marketing Communication -Tactics over PLC -Direct Marketing -Execution of Plans	Mountain Dew Video PPS Video
21-Jun	18	Advertising, Sales Promotion & Public Rel. -Develop Advertising Programs -Media Alternatives & Tactics -Sales Promotions	Class Challenge: TV ads Google
25-Jun	19&20	Social Media -Understanding Social Media -Comparisons -Sales Promotions -Face Book, Twitter, LinkedIn, YouTube -Future Professional Selling & Sales Mgt -Sales Management	Bitter girls video Xerox sales video

		-Personal Selling Process -Sales Organization	
26-Jun		Third Test (Chapters 16-20)	
27-Jun	21&22	On Line/Interactive Multichannel Marketing Strategic Marketing Process -Marketing Resource Allocation -Planning Phase -Implementation of the Strategic Process -Control Phase	Case: Pizza Hut Final paper due General Mills Video
28-Jun		Final paper presentations and wrapping up	

*While this syllabus should provide you with an outline of the course, grading criteria and a tentative schedule, please note that the instructor reserves the right to modify this syllabus and schedule as deemed necessary.