

Marketing Fundamentals

Global Program on Economics and Finance (2021 Fall)

Course Title	Marketing Fundamentals		
Credit	3	Credit Hours	48 credit hours
Course Objectives	<p>The objectives of the course are to help students understand the role of marketing and how to apply marketing concepts to a wide range of management situations; help students familiarize with the issues, methods and findings in the area; and enhance students' understanding the role of marketing manager.</p>		
Course Description	<p>This course examines classic and current topics in marketing. It will explore the conceptual and applied dimensions of marketing management and provide the students a foundation to understand a broad range of issues in the area.</p> <p>The first part of the course will deal with the theory and practice in marketing strategy including marketing orientation, competitive advantage and target marketing. Next, we deal with the theories of consumer behavior. The 4Ps, product strategy, price strategy, place strategy, and promotion strategy, will then be covered. Furthermore, we review current studies in customer relationship management and the impact of internet on marketing. During this course, students will have the opportunity to learn the basics and trends in marketing, discuss marketing cases, as well as develop marketing plans.</p>		
Course Requirements:			
<p>Prerequisites: With Management as prerequisites, the students are expected to get prepared for lectures, finish and submit assignments as required.</p>			
Teaching Methods:			
<p>Lectures, Discussions of assigned readings, Case Analysis, Group Projects, Student Oral presentation, Peer Evaluation etc.</p>			
Course Schedule			
<p>Unit 1(4 credit hours): Introduction to marketing, including the case of Coca-Cola and Pepsi, Concept of Marketing, and the Evolution of Marketing Mix;</p> <p>Unit 2(4 credit hours): Marketing Environment, including Analysis of Micro and Macro Marketing Environment, Analysis Model of SWOT Matrix and the case discussion;</p> <p>Unit 3(4 credit hours): Competition, including Michael Porter's Five Forces Model, Market Leader and his strategy, Other competitor's strategy;</p> <p>Unit 4(4 credit hours): STP Strategy, including Market Segmentation, Targeting and Positioning;</p> <p>Unit 5(4 credit hours): Case Analysis and group presentation, the case of Lining;</p> <p>Unit 6(4 credit hours): Product strategy, including Product Attributes, Product Life Cycle,</p>			

Brand Equity Services;

Unit 7(4 credit hours): Price Strategy, Place strategy and Promotion Strategy

Unit 8(4 credit hours): Case Analysis and group presentation, the case of Snapple;

Unit 9-11(12 credit hours): Marketing Simulation, students can use marketing theory and method to compete in the virtual situation;

Unit 12(4 credit hours): Marketing Development (2 hours)

The Final Exam (2 hours)

The design of class discussion or exercise, practice, experience and so on:

1. Group discussion on NanGuan's case which is arranged in Unit 2;
2. Group discussion on Lining's case which is arranged in Unit 5;
3. Group discussion on Snapple's case which is arranged in Unit 8;
4. Marketing Simulation in Unit 9-11.

Grading & Evaluation:

Your final grade for the course will be calculated in the following way:

- 20% Class contribution
- 30% Group discussion and presentation
- 50% Final Exam (90 minutes)

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

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

Teaching Materials & References:

Philip Kotler & Kevin Lane Keller. Marketing Management (15th Edition). Pearson, 2015.

Xiong Guoyue, Yuan Mingshun and Wu Sizong. Marketing, 5th Edition. Tshinghua University Press, 2017.

Al Ries, Jack Trout. Positioning: The Battle for Your Mind. McGraw-Hill, 2000.

Michael Porter. Competitive Advantage: Creating and Sustaining Superior Performance. Free Press, 1998.

Kevin Keller. Strategic Brand Management. Prentice Hall, 2007.