



Beijing Jiaotong University

2020 Summer Program

MKT 201 Principles of Marketing

Course Outline

Term: June 01-July 03,2020

Course Code: MKT 201

Instructor: Sanal Mazhavancheryl

Home Institution: American University, Washington DC.

Office Hours: by appointment

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Credit: 4

Course Description:

Marketing is a critical business function, which guides organizations in identifying, selecting and servicing their markets. This course provides students an introduction to the fundamentals Principles of Marketing. Students learn about and apply concepts and skills related to market analysis and strategy, situation analysis, and execution of the marketing mix. Coverage includes creation, communication, and delivery of value to targeted audiences, selected though the process of segmentation, targeting, and customer analysis, and concludes with the development of an effective marketing plan.

Course Objectives:

1. The main purpose of this course is to introduce students to the basic concepts, strategies and tactics

that comprise marketing. Additionally, this course will help you develop skills in marketing analysis and decision making by providing you with practice in assessing and solving marketing problems. The objectives of this course include understanding the following topics:

2. Role of marketing in organizations
3. Marketing planning and strategy
4. Marketing research
5. Consumer behavior
6. Segmentation, targeting and positioning
7. Marketing mix – product, price, promotion, and distribution (The infamous 4 Ps of marketing)
8. Social Media and Digital Marketing
9. In order to develop and learn how to apply the knowledge and analytical skills useful for marketing decision making, the course includes a combination of lectures, class discussions, videos, exams, a Group marketing plan and individual homework

Required Textbooks:

Principles of Marketing, Kotler & Armstrong, 16th Edition, Pearson Education, NJ. ISBN-13: 978-0133850758, ISBN-10: 0133850757

Grading & Evaluation:

Grades will be based on a 2 Midterm Exams, a Final Exam, 3 individual HWs (out of 4) and a Group Marketing Plan in 2 parts.

	<u>Percent</u>
Midterm Exams (2 * 15)	30%
Final Exam	20%
Marketing Plan Part 1	10%
Marketing Plan Part 2	15%
Home works	15%
Class Participation	10%
Total Max. Points:	<u>100%</u>
Scaled Score	Grade
94.0–100	<u>A+</u>
90.0–93.9	<u>A</u>
87.0–89.9	<u>A-</u>
84.0–86.9	<u>B+</u>

80.0–83.9	<u>B</u>
77.0–79.9	<u>B-</u>
74.0–76.9	<u>C+</u>
70.0–73.9	<u>C</u>
60.0–69.9	<u>D</u>
59.9 and below	<u>F</u>

Exams [50% total]

3 Exams (2 Mid Terms and a Final Exam) will be held on the dates indicated in this syllabus. The exams will cover chapters from the textbook, lecture notes, videos shown in class, discussion material and any other material that I might assign. Exam questions will be based on both a Multiple-choice as well as a short answer i.e. essay question format. The exams are not cumulative. I will handout study guides and sample questions before each exam. *A Review session will be held before each Exam.*

Group Marketing Plan [25%]

Students will form self-selected groups of 3 to 4 members. If you have trouble forming a group, please get in touch with me ASAP. Your group will choose a company/product/service to research and develop a marketing plan. You are free to choose any product/ service that you wish.

You can choose: (1) a local business, (2) an existing or a new product or service developed by any employer / prospective employers/ well known or (3) a new product or service developed by your group (for e.g., an online e-business venture, mobile app. or a consultancy service).

Each group should submit the group members' names and a brief (1 or 2 line) description of their topic (Product / service / new product). You must submit the names of your group members & the project topic to me. During the entire semester you are going to work with your group members and prepare a

Marketing Plan in 2 parts

The Marketing Plan has to be an original piece of work that reflects the efforts of the members of the group. While accessing external sources including books, magazines the Internet is allowed, submitting plans (or parts of a plan) that already exist in other formats, whether in print or in cyberspace, is not acceptable. A Sample Marketing Plan will be given. This is to be seen as an indicative example for reference only.

Home Works [5 X 3 = 15%]

You will have to submit ONLY 3 out of 4 (NOT best) individual HWs in this course. You can consult external sources freely, but this assignment is supposed to reflect individual effort. They will give you direct experience in using the concepts we cover in class. The assignment reports are not to exceed 2 typewritten pages (excluding attachments and exhibits). They should be handed in at start of the class on the day

indicated on the syllabus. Please note that the submission date for each assignment is different and I will not accept any assignment after the submission date for that assignment.

Class Participation [10%]

In-class participation is a part of your grade, and more importantly, a crucial part of your learning experience. Marketing research is a hands-on, learn-by-doing activity. To master the material in this course you will need to: a) attend class regularly, b) do the assigned reading before the class when it is discussed, c) come to class with written assignments completed, and d) participate in class by asking and responding to questions and by getting involved in class discussions.

As a lot of the learning for this course will happen in the classroom, *attendance is required*. If you miss a class for some unavoidable reason (like health or other emergencies or for a religious observance), it is your responsibility to find out about any announcements regarding the course made that day and to get notes for the missed class from another student and learn the material.

In addition to attendance, you will also be graded on class participation which involves not mere attendance but an active listening and especially contributing to the class lectures. Class Participation score is based on participation and contribution (attend class regularly, be on time, and show initiative in the discussion).

Discussions with other students should be balanced, respectful, thorough and constructive. Note that students who only “show up” but do not contribute should not expect even an average participation score.

A few things I wish to emphasize about in-class participation:

- A good comment is one that is relevant to the discussion and increases everyone’s understanding of the issues involved.
- The best contributions reflect good listening. They take into consideration ideas offered earlier on in the class rather than being isolated and disjointed.
- Good class participation shows evidence of thorough reading and understanding of the material.
- Be willing to interact with other class members and the instructor by asking questions or challenging conclusions that we may have reached. But remember to always do so in a professional manner.
- Quality of the comments counts more than the just quantity.

Course Schedule:

<u>Class</u>	<u>Topics Covered</u>	<u>Readings</u>	<u>Assignments Due</u>
1.	Course Introduction Introduction to the Marketing Concept	Syllabus Chapter 1	
2.	The Marketing Environment Marketing Strategy & Planning	Chapter 2 Chapter 3	Personal Bio sheet (w/ Photo)
3.	Marketing Research	Chapter 4	Project Choice due
4.	Consumer Behavior	Chapter 5	HW 1
5.	Market Segmentation, Targeting, Positioning	Chapter 7	
6.	Products and Services Strategies	Chapter 8	
7.	Branding Strategies		
8.	New Product Development	Chapter 9	HW 2

9. **MID TERM EXAM 1**

10.	Managing Distribution Channels	Chapter 12	Marketing Plan Part 1
11.	Retailing and Wholesaling	Chapter 13	
12.	Pricing Concepts	Chapter 10	HW 3

MID TERM EXAM 2

14.	Pricing Strategies Pricing Tactics	Chapter 11	
15.	Integrated Marketing Communications	Chapter 14	
16.	Advertising and Public Relations	Chapter 15	
17.	Promotions Strategies and Tactics	Chapter 16	HW 4
18.	Digital and Social Media Marketing	Chapter 17	
19.	Course Wrap Up; Exam Review		
20.	FINAL EXAM		

About the Professor

Prof. Sanal brings over 15 years of experience teaching, consulting, practicing, and researching in the critical area of Marketing management and Strategy. He has taught marketing courses in leading Universities in the US (Georgetown University, Wharton School of Business, American University) France (INSEAD), Korea (Seoul National University) and Vietnam. He has taught courses in Strategic Brand

management, Marketing Management, Marketing Strategy, Marketing Research, and Marketing Analytics at the undergraduate, MBA, and Executive MBA level. He has several years of work experience in advertising and brand management at global firms.

Sanal's primary research interest is in evaluating the impact of marketing activities and managerial actions on financial performance. His research has been presented and published in top journals and at many national and international conferences including the Journal of Marketing, International Journal of Research in Marketing, Advances in Consumer Research, Marketing Science Conference, and INFORMS.

Degrees: B. Tech. (Indian Institute of Technology), MBA (Indian Institute of Management), PhD Marketing (University of Michigan)

APPENDIX

Appendix A: Guide to Case Analysis

Cases require careful preparation before class. The following is a list of steps to guide your case preparation.

- a. Rapidly read the assigned case and other materials to gain a general understanding of the industry, the firm, and the general competitive situation and issues.
- b. Carefully review the discussion questions provided for the session for clues as to what issues require special attention.
- c. Carefully re-read the case, taking notes that sort information, facts, and observations under a number of relevant headings. Use the discussion questions to guide your own thinking about the issues.
- d. Formulate theories or hypotheses about what is going on as you read ("the company loses money on small orders"), modifying or rejecting them as new information surfaces ("Table 2 shows that shipping costs per unit are higher for small orders, but only for long-distance shipments").
- e. Perform quantitative analyses, "crunching" whatever numbers are available. It is also very important to provide quantitative support wherever possible, particularly when exploring various hypotheses as to the nature and importance of certain phenomena. (If the requisite data are not available in the case, precise descriptions of what data are missing often triggers ideas for making creative use of the information that is available.) It is usually worthwhile to identify trends in the firm or industry, preferably with a quantitative measurement. Some of these trends, often very important ones, will not be flagged in the text of the case.
- f. Prepare definitive conclusions before you come to class concerning the issues raised in the discussion questions.
- g. Bring your detailed notes with you to class to help guide your interventions in class discussions.