



Shanghai University of Finance & Economics

2021 Summer Program

MKT 201 Principle of Marketing

Course Outline

Term: July 12 - August 6, 2021

Class Hours: 8:00-9:50 (Monday through Friday)

Course Code: MKT 201

Instructor: Dr. Vasudevan Ramanujam

Home Institution: The Weatherhead School of Management, Case Western Reserve University, Cleveland, OH, USA

Office Hours: TBA and by appointment

Email: vasudevan.ramanujam@case.edu

Credit: 4

Class Hours: This course will have 52 class hours, including 32 lecture hours, professor 8 office hours, 8-hour TA discussion sessions, 4-hour review sessions.

Course Description:

This is a foundational course that provides you with the concepts, theories, and analytical tools necessary for understanding the functional area of marketing in a modern contemporary business or not-for-profit organization.

Course Objectives:

At the end of the course, it is expected that you would be able to:

- 1、 Gain a clear understanding of the function of marketing and its relationship with other functions within a firm and to the business strategy of the organization as a whole
- 2、 Develop your ability to recognize and address marketing issues in real world situations

Create a coherent marketing plan for a selected product or service and use marketing mix concepts to implement that marketing plan.

Required Textbooks: MKTG11 (2018) by Lamb, Hair and McDaniel, Cengage Learning



Grading & Evaluation: The following is the grading scheme (tentative)

Attendance and class participation	15%
Case analysis write-ups (2)	20%
Independent (group) project	35%
Class quizzes (2)	15%
Final examination	15%

Final grades will be determined based on the following score intervals:

90 – 100 marks: A
80 – 89 marks: B
70 – 79 marks: C
60 – 69 marks: D
Below 59 marks: F

Course Schedule:

Session		Date	Topic of the Session ¹	Assigned Reading ²	Evaluation Component/ Deadlines
1	M	12 - Jul	Introduction to Class An Overview of Marketing Strategic Planning for Competitive Advantage	1, 2	
2	Tu	13 - Jul	Ethics and Social Responsibility; Marketing Environment	3, 4	
3	W	14 - Jul	Consumer Decision Making	6	
4	Th	15 - Jul	Segmenting and Targeting Markets	8	Last day to submit Groups
5	M	19 - Jul	Quick Review and Quiz		Case presentations assigned to groups
6	Tu	20 - Jul	Marketing Research	9	Quiz 1
7	W	21 - Jul	Product Concepts; Services and Nonprofit Organization Marketing	10, 12	Project Proposal Due
8	Th	22 - Jul	Case 1 – To be Decided		Case Write up / Presentation
9	M	26 - Jul	Developing and Managing Products	11	
10	Tu	27 - Jul	Marketing Channels and Retailing	14	
11	W	28 - Jul			
12	Th	29 - Jul	Case 2 – To be decided		Case Write up / Presentation
13	M	2 - Aug	Marketing Communications	15	
14	Tu	3 - Aug	Advertising, Public Relations and Sales Promotion	16	Quiz 2
15	W	4 - Aug	Social Media and Marketing	17	
16	Th	5 - Aug	Personal Selling and Sales Management, Pricing Concepts	18, 19	
17	F	6 - Aug	Final Exam		



上海财经大学

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1. The schedule dates for sessions are tentative and could be modified if warranted by certain circumstances arising during the teaching period. The changes, if any, will be announced in the class. The evaluation component dates are not subject to any changes.
2. The number refers to the chapter number from Lamb, Hair, and McDaniel textbook MKTG¹¹ and the cases are from the Course Reader.
3. Case materials are indicated for illustrative purposes only. Some or all of them may be substituted by other cases.