



上海财经大学

Shanghai University of Finance & Economics

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Shanghai University of Finance & Economics

2021 Summer Program

MKT 201 Principles of Marketing

Course Outline

Term: June 14 – July 09, 2021

Class Hours: 12:00-13:50 (Monday through Friday)

Course Code: MKT 201

Instructor: Dr. Vasudevan Ramanujam

Home Institution: Case Western Reserve University

Office Hours: TBA

Email: vasudevan.ramanujam@case.edu

Credit: 4

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.

Marketing is more than selling, although many people speak of those concepts as if they were synonymous. Marketing as it is understood by marketing professionals in today's world includes a whole range of decisions that are usually captured in the rubric of a marketing mix. The marketing mix includes decisions about the PRODUCT and its positioning against competitive offering; its PRICING posture, e.g., as a low end, every day, or a luxury offering; the methods of PROMOTION used to present it to the target consumers and motivating their purchase of it; and the PLACES or distribution channels through which it is presented to them. In the age of the internet, an additional dimension of virtual versus physical methods of distribution is added to the equation. In addition, the marketing function needs to work closely with the strategic management process of the company as a whole for both to be effective. The student completing this class will come away with a broad



and nuanced understanding of the marketing function in modern society.

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
3. 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 presentation (group)	15%
Class quizzes (2)	20%
Marketing Plan project (group)	30%
Final examination	20%

The marketing plan project is a key hands-on activity to be completed by student groups. It will require the development of a full-fledged marketing plan for a product or a service. More information will be provided on the deliverables for this project on the first day of classes. A fully developed marketing plan requires the clear identification of the benefits of the focal product or service, the customer groups to whom it will be targeted, clarification of the competitive positioning considerations, and the clear enunciation of all the marketing mix elements that will be deployed as part of the plan. Metrics for assessing actual performance against the plan will also need to be developed as part of the plan creation process.

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

A : 94 - 100 A- : 90 - 93

B : 83 - 89 B- : 80 - 82

C : 73 - 79 C- : 70 - 72

D : 63 - 69 D- : 60 - 62

F : Fail



Course Schedule: Prior to each class session, students will review a pre-recorded video lecture on the day's topic. In addition, on certain days, they will be expected to prepare case materials for discussion during the online synchronous sessions. Class sessions will be used for application exercises and for having doubts clarified through in class discussions conducted in the question and answer format. Breakout group activities will also be utilized to provide opportunities for application of the course concepts.

Session		Topic of the Session ¹	Assigned Reading ²	Evaluation Component/ Deadlines
1	M	Introduction to Class An Overview of Marketing Strategic Planning for Competitive Advantage	1, 2	
2	Tu	Ethics and Social Responsibility	3	
3	W	Marketing Environment	4	
4	Th	Consumer Decision Making	6	Last day to submit Groups
5	F	Segmenting and Targeting Markets	8	Case presentations assigned to groups; submit your marketing plan proposal
6	M	Marketing Research	9	Quiz 1
7	Tu	Product Concepts	10	Project Proposal Due
8	W	Services and Nonprofit Organization Marketing	12	
9	Th	Case 1 – To be Decided		Case Write up / Presentation
10	F	Developing and Managing Products	11	
11	M	Marketing Channels and Retailing	14	Submit first part of your marketing plan!
12	Tu	Case 2 – To be decided		Case Write up /



				Presentation
13	W	Advertising, Public Relations and Sales Promotion	16	
14	Th	Work on your marketing plan		
15	F	Personal Selling and Sales Management	17	Submit second part of your marketing plan!
16	M	Social Media and Marketing	18	Quiz 2
17	Tu	Pricing Concepts	19	
	W	Work on your marketing plan		
	Th	Course completion		
	F	Final Exam		Submit your completed marketing plan!

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.