



Beijing Jiaotong University

2021 Summer Session

MKT 201 Principle of Marketing

Course Outline

Term: June 14- July 09, 2021

Class Hours: 14:00-15:50 (Monday through Friday)

Code: MKT 201

Instructor: JAY RICHMAN

Home Institution: Johns Hopkins University, Baltimore, MD

Office Hours: By Appointment

Email: jrichma2@jhu.edu

Credit: 4

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

Course Description: This is a fundamental course that provides you with the concepts and theories necessary for understanding the functional area of marketing in any organization. The goal of this course is to help you understand the marketing decision making in organizations and equip you with the tools necessary for analyzing marketing problems.

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. Understand the discipline of marketing and its relationship with other functions within a firm
2. Develop abilities to untangle marketing issues in real world situations
3. Create marketing plans for a selected product or service
4. Understand the idea of marketing mix and implementation of a marketing plan.

Required Textbooks: MKTG12 by Lamb, Hair and McDaniel, Cengage Learning

Grading & Evaluation:

The following is the grading scheme:

Attendance and class participation	15%
Case presentation (group)	15%
Class quizzes (2)	20%
Marketing Plan project (group)	30%
Final examination	20%
Total	100%

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 | |

Class Quizzes

There will be three class quizzes interspersed throughout the semester. None of these will be cumulative. Each quiz will consist of 30 multiple-choice questions (3 points each) and 1 or 2 short essay question – possibly with parts (10 points). Each quiz will be for 90-minute duration during the class on the specified date. Quizzes will emphasize important material covered in the lecture sessions and their applications, and students are recommended to use the textbook and notes from class or case analyses during preparation.

Graded quiz papers will be returned to you within two days of the quiz date, often sooner.

Case Write-up

Please note that the case write-up is an INDIVIDUAL activity, and the case write-up must be submitted before the start of the discussion of the case.



Group Marketing Project

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.

The objective of the group project is to develop a marketing plan for one or more products /services/ideas assuming you were a marketing manager of the firm. You can choose the product (could be a proposed product not existing yet) you want. The focus of the project will be on the development of a comprehensive marketing strategy and an appropriate marketing mix to implement the strategy. You are expected to apply the concepts and techniques learnt in the class in the project. Providing recommendations without any rationale will not fetch any points, however novel the suggestions might seem. The goal of the project is to see if you can utilize the concepts and theories learnt thorough the course.

The group project will be evaluated in two phases: The first phase of the project will consist of identifying a firm and a product and addressing the core problem that your marketing plan is going to aim to solve. Please submit a two-page overview of what you plan to do for the project by June 22. Conducting and reporting some secondary research is required during this phase. The first phase of the group project will be due by June 30.

The second phase of the project will involve creating a detailed marketing plan for a specific product (could be imaginary or non-existent product). You will be evaluated on your presentation of your marketing plan and on a written report. The presentations are scheduled for July 7 and the written reports (in hard copy) are due by July 5. More details and guidelines for the project will be provided later in the class. Your peer-evaluation of your group members for quantity and quality of contributions by all group members is also due on this date. The peer evaluation form will be provided in advance. The project is entirely group effort. Its grading will be a function of the quality of the deliverables and the estimated effort to put together the deliverable. However, adjustments to individual points (down or up) may be made based on peer-assessment and other evidence of below-par or superlative contribution to a team's effort.

Class participation

Learning in the class is as much a function of what I do there as what each of you does. You are encouraged to show your commitment and learning by enthusiastically participating in class discussions. The quantity and quality of the contributions made during the class periods affects the overall participation grade. The evaluation is based on (but not limited to) the following: preparation, quality of analysis and arguments, relevance to the discussion and effectiveness in communication of the message. There will be several occasions throughout the semester when you will be asked to break out into groups to discuss an issue and present your ideas to the class. The participation component requires



BOTH attendance and active participation. Merely regular attendance will probably fetch you no more than half the points for class participation. You will be given a feedback on your participation performance midway through the semester. You are strongly encouraged to express your views accompanied with an explanation for the same in class. Though voluntary participation is appreciated, there is cold calling in the class so students might be randomly picked during the discussions, to take the lead in various aspects of the discussion.

TA sessions will be conducted every Friday for 2 hours: June 18, June 25, July 2, and July 9, if needed.

Lecturer Office Hours every Monday 12 to 2 PM. A review session will be conducted on July 7 in preparation of the final exam.

Course Schedule:

Session	Topic of the Session	Assigned Reading	Evaluation/Component Deadlines
Week 1 1	Introduction to Class An Overview of Marketing Strategic Planning for Competitive Advantage	Chap 1, 2	
2	Ethics and Social Responsibility	Chap 3	
3	The Marketing Environment	Chap 4	
4	Consumer Decision Making	Chap 6	Last day to submit groups
5	TA Session 2 Hour Review Session		Case presentations assigned to groups; submit your marketing plan proposal
Week 2 6	Segmenting and Targeting Markets	Chap 8	Quiz 1 (Chapters 1, 2, 3, 4, 6)
7	Marketing Research	Chap 9	Project Proposal Due
8	Product Concepts	Chap 10	



9	Services and Nonprofit Organization Marketing	Chap 12	
10	TA Session 2 Hour Review Session		
Week 3 11	Case 1 - Snapple		Case Write-up/Presentation
12	Developing and Managing Products	Chap 11	
13	Retailing	Chap 14	Submit first part of your marketing plan
14	Advertising, Public Relations, and Sales Promotion	Chap 16	Quiz 2 (Chapters 8, 9, 10, 11, 12)
15	TA Session 2 Hour Review Session		
Week 4 16	Personal Selling and Sales Management	Chap 17	Submit second part of your marketing plan
17	Social Media and Marketing	Chap 18	
18	Pricing Concepts	Chap 19	Submit your final presentation
19	Final Exam		Quiz 3 (Chapters 14, 16, 17, 18, 19)
20	Course Completion		

The number in the assigned reading refers to the chapter number from Hair, Lamb and McDaniel

textbook MKTG12 and the case is from Harvard Business School Press.

About the Professor



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Mr. Richman has spent over 42 years in marketing in the business community. He was employed as a Manager Proposal Management for CenturyLink Government Services Division. He had been with this

company for over 13 years. He was employed by Verizon/Bell Atlantic/C&P Telephone for over 28 years. He has held several marketing positions with Verizon/Bell Atlantic, including, Sales Manager, Staff Manager, Program Manager, Project Manager, and National Account Executive. Mr. Richman also spent one year with Bell Atlantic International as Marketing Consultant to the Puerto Rico Telephone Company.

Mr. Richman has been affiliated with Johns Hopkins Carey School of Business for over twenty-four years. He has taught several Graduate marketing courses including Marketing Management, Marketing Strategy, Consumer Marketing, Consumer Behavior, Sales Force and Channels of Distribution, etc. In the fall of 2018 he developed and taught an online Consumer Behavior course, and also taught this course in 2019 and 2020. He also developed and taught an online New Product Development course that was launched in August 2020. He has also taught Voice Telecommunications Architecture in the IT department at JHU, as well as Business Communication. He has taught Project Management at George Washington University. In addition, he has been affiliated with the University of Maryland Global Campus since 2007. Courses taught include Principles of Marketing and Strategic Marketing Management. He completed teaching a Principle of Marketing class at the Beijing Jiaotong University in Beijing, China in August 2019. He also taught an online Introduction to Human Resource Management course for the 2020 winter semester at the Beijing Jiatong University.

Mr. Richman has a Bachelor of Science in Business Administration degree from the University of Maryland. He also has two Masters degrees from Johns Hopkins University – MAS in Applied Behavioral Science Organization Development, and an MS in Management. He also has a Masters Certificate in Commercial Project Management from George Washington University.