



National Taiwan University of Science and Technology

2021 Summer Program

MKT 400 Principle of Marketing

Course Outline

Course Code: MKT 400

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Credit: 4

Course Description

This course aims to provide learners with understanding and skills relating to the fundamental concepts and principles that underpin the marketing process. Throughout the semester the 4 P's and 5 C's of marketing will be introduced to focus on delivering benefits profitably to our customers. We have seen how product design is based on customer needs, how advertising communicates those needs in a manner consistent with the customers' search process, and how the channel of distribution is both a means to satisfy the end customer and is a customer itself. Many methods are taught to gather customer information including focus groups, one-on-one interviews, and conjoint analysis. Course delivered in online asynchronous format.

Learning Outcome

By the end of the course students will be able to:

1. Better utilize the concepts and process of marketing
2. Apply effective market segmentation, targeting and positioning
3. Profitably utilize the individual elements of the extended marketing mix
4. Operating globally in diverse markets
5. Effectively utilize services marketing concepts.

Textbook

Principles of Marketing, 16th Edition, by Philip Kotler / Gary Armstrong,
Prentice-Hall 2016, ISBN 13: 978-1-292-09248-5 (Print)

Class Format

This will be an asynchronous online course. Students will have access to recorded videos and ppt



slides for the course and each video will cover assigned readings. On Friday, tutor session will be held for students.

Class

Schedule

Week 1

- 1) Introduction to Marketing: marketing mix, definitions, segmentation, targeting (textbook Chapter 1)
- 2) Marketing concepts: customer focus, benefits vs. products (textbook Chapter 2)
- 3) The marketing process: marketing audit, SWOT analysis, marketing planning, target marketing(textbook Chapter 3)
- 4) Identifying costs and benefits: quality and service, relationship marketing (textbook Chapter 4)
exam 1 (textbook chapters 1-4)

Tutor session (According to professors' teaching plan):

How corporations applying basic marketing concepts with video examples and discussion.

Week 2

- 1) The marketing environment: macro environment, micro environment, competitive forces(textbook Chapter 5)
- 2) Consumer buyer behavior: consumer decision making, psychological and sociological factors(textbook Chapter 6)
- 3) Segmentation, targeting and positioning: segmentation bases, size and value estimates, consumervs. business markets (textbook Chapter 7)
- 4) Marketing mix: 4p's – product, price, place, promotion (textbook Chapter 8)
exam 2 (textbook Chapters 5-8)

Tutor session (According to professors' teaching plan):

Effective market segmentation and targeting at Proctor & Gamble with video examples and discussion

Week 3

- 1) From the 4p's to the 7p's: adding people, processes, physical evidence in services (textbook Chapter 9)
- 2) Consumer markets: Integrated Marketing Communications, lifestyle marketing (textbook Chapter 10)
- 3) B2B marketing: differences from B2C, industrial markets, government markets, non-profit marketing(textbook Chapter 11)
- 4) Services marketing: physical evidence, intangibility, inseparability (textbook Chapter 12)
exam 3 (textbook Chapter 9-11)

Tutor session (According to professors' teaching plan):

B2B marketing and channel management at large brand managers with video examples and discussion

Week 4

- 1) Retailing and wholesaling (textbook Chapter 13)
- 2) Engaging customers and communicating customer value (textbook Chapter 14)
- 3) Advertising and public relations (textbook Chapter 15)
- 4) Personal selling and sales promotion (textbook Chapter 16)
exam 4 (Chapters 13 and 16)

Tutor session (According to professors' teaching plan):

Effect of current trend on strategy in international markets.

Week 5

- 1) Direct, online, social media, and mobile marketing (textbook Chapter 17)



- 2) Creating competitive advantage (textbook Chapter 18)
- 3) Group presentation of case analysis
- 4) Course review, careers in marketing.

Tutor session (According to professors' teaching plan):

Careers in marketing (marketing consultant, brand manager, market research)

Homework and Tests

Homework: There will be one homework assignment for each week of class. Homework will be based on assigned short video presenting that week's marketing concepts. You will need to write between one-half and one page, in total, to answer the instructor's question about the video.

1) Exams: There are 4 exams at the end of each of weeks 1-4 testing that week's course material.

Grading

- 1) Exam # 1: 20 points
 - 2) Exam # 2: 20 points
 - 3) Exam # 3: 20 points
 - 4) Exam # 4: 20 points
 - 5) Group presentation of case analysis: 20 points
- Total: 100 points

Exam Policy

The exams will be made available online. You will be permitted to take the exam anytime within the 24 hours of the day the exam is assigned. Once you begin the exam you will have one hour to complete it. We will use a lockdown browser format with each exam.

A+:4.3——95-100

A :4.0——87-94

A -:3.7——82-86

B+:3.3——78-81

B :3.0——75-77

B -:2.7——71-74

C+:2.3——68-70

C :2.0——65-67

C -:1.7——61-64

D :1.0——55-60

E :0.0——49-54

X :0.0——0

Academic Honesty

Cheating will not be tolerated. Cheating will result in getting an F for the course.