



Beijing Jiaotong University

2021 Summer Session

MKT 201 Principles of Marketing

Course Outline

Course Code: MKT201

Instructor: Prof. Sanal Mazvancheryl

Home Institution: American University, Washington DC.

Office Hours: By e-mail and by appointment

Email: sanal@american.edu

Credit: 4

Course Description:

Marketing is more than just advertising and selling. Marketing is a critical business function, which guides organizations in identifying, selecting and servicing their markets. The marketing process involves understanding customer needs, and developing marketing strategies and programs that build customer relationships and capture value for the firm. This course provides students with an introduction to the fundamental principles of Marketing.

Marketing involves two distinct but interrelated sets of activities. The first set starts with *identifying consumers and their needs and ends with positioning a product or service to satisfy those needs* and differentiate it from competition. The second set of activities involves *developing the most appropriate “marketing mix” for the product or service*. Marketing mix activities involve 1) product planning, branding, and packaging, 2) setting the right price, 3) selecting the right dealers and retail outlets to place the product, and 4) Promoting the product through displays, advertising, and incentives that motivate consumers to try and/or purchase the product repeatedly.

Course Learning Objectives: The main purpose of this course is to introduce students to the



basic concepts, strategies and tactics that comprise marketing. Students learn about and apply concepts and skills related to marketing analysis, marketing strategy, and execution of the marketing mix. Coverage includes creation, communication, and delivery of value to targeted audiences, selected through the process of segmentation, targeting, and customer analysis, and concludes with the development of an effective marketing plan.

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:

- 1. Role of marketing in organizations**
- 2. Marketing planning and strategy**
- 3. Marketing research**
- 4. Consumer behavior**
- 5. Segmentation, targeting and positioning**
- 6. Marketing mix – product, price, promotion, and distribution (The infamous 4 Ps of marketing)**
- 7. Social Media and Digital Marketing**

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, videos, two exams, a Group marketing plan and individual homeworks.

Required Textbook (Ebook): Principles of Marketing, Kotler & Armstrong, 17th Edition, Pearson Education, NJ. ISBN-13: 978-0133850758, ISBN-10: 0133850757

Grading & Evaluation: Grades will be based on a 2 Exams, 3 individual HWs (out of 4) and a Group Marketing Plan.

	<u>Percent</u>
Exam 1	20%
Exam 2	30%
Marketing Plan (Written Report)	30%
Home works	20%
Total Max. Points:	<u>100%</u>



Grading Scale

The final score will be scaled and the scaled score will be used to assign a Course grade.

Scaled Score	Grade
94.0–100	A+
90.0–93.9	A
87.0–89.9	A-
84.0–86.9	B+
80.0–83.9	B
77.0–79.9	B-
74.0–76.9	C+
70.0–73.9	C
60.0–69.9	D
59.9 and below	F

Exams [50% total]

2 Exams (Exam 1 and Exam 2) 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. Exam 2 not cumulative. I will share study guides and sample questions before each exam. A Review session will be held before each Exam.

The Group Marketing Plan [Written Report = 30%]

Students will form self-selected groups of 3 members. Choose a product/brand for which you would like to develop a marketing plan. One member of each group should send an email addressed to me indicating clearly the product category and the company/brand. See textbook for a Sample Marketing Plan.

The Marketing Plan document (Maximum 2500 words+ References and Exhibits) should flow as follows:

1. **Cover Page: Team Name, Course Name, Date.**
2. **Executive Summary: A brief overview of the entire report**
3. **Situation Analysis: An analysis of the product features, major competitors, current consumers, distribution, and advertising and promotion strategies. Perform a SWOT analysis.**
4. **Segmentation and Targeting: Examine the market structure using multiple segmentation criteria. Explain the rationale for selecting the segments that you**



plan to target.

5. **Positioning Strategy**: Develop a differentiation and positioning strategy that you expect will deliver the right value proposition to your target segments.
6. **Marketing Mix Actions (4Ps)**: Elaborate your chosen strategy by focusing on each of the 4 Ps of marketing. Develop an appropriate advertising approach.
7. **References**: Cite your sources
8. **Exhibits**: Tables, graphs, figures, pictures etc.

It is recommended that you start working together as a team on the Marketing Plan right away.

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 from the internet, is not acceptable.

Home Works [10 X 2 = 20%]

You will have to submit 2 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.

Course Schedule

<u>Class</u>	<u>Date</u>	<u>Topics Covered</u>	<u>Readings</u>	<u>Assignments Due</u>
1.	Mon	Course Introduction Introduction to the Marketing Concept Video: MKT 201_Week 1_01.mp4	Syllabus Chapter 1	
2.	Tue	The Marketing Environment Video: MKT 201_Week 1_02.mp4	Chapter 2	Personal Bio sheet (w/ Photo)
3.	Wed	Marketing Strategy & Planning Video: MKT 201_Week 1_03.mp4	Chapter 3	
4.	Thu	Marketing Research Video: MKT 201_Week 1_04.mp4	Chapter 4	Team names, Project Choice due
5.	Mon	Consumer Behavior Video: MKT 201_Week 2_01.mp4	Chapter 5	HW 1 due
6.	Tue	Market Segmentation, Targeting, Positioning Video: MKT 201_Week 2_02.mp4	Chapter 7	
7.	Wed	Products and Services Strategies Video: MKT 201_Week 2_03.mp4 EXAM I REVIEW Video: MKT 201_Week 2_04.mp4	Chapter 8	



<u>8.</u>	Thu	EXAM 1		
<u>9.</u>	Mon	Branding Strategies New Product Development Video: MKT 201_Week3_02.mp4	Chapter 9	HW 2 DUE
<u>10.</u>	Tue	Managing Distribution Channels Video: MKT 201_Week 3_03.mp4	Chapter 12	
<u>11.</u>	Wed	Retailing and Wholesaling Video: MKT 201_Week 3_04.mp4	Chapter 13	
<u>12.</u>	Thu	Pricing Concepts Video: MKT 201_Week 4_01.mp4	Chapter 10	
<u>13.</u>	Mon	Pricing Strategies & Pricing Tactics Video: MKT 201_Week 4_02.mp4	Chapter 11	
<u>14.</u>	Tue	Integrated Marketing Communications Managing Advertising Video: MKT 201_Week 4_03.mp4	Chapter 14 Chapter 15	
<u>15.</u>	Wed	EXAM 2 REVIEW Video: MKT 201_Week 5_02.mp4		
<u>16.</u>	Thu	EXAM 2		Marketing Plan Report due

About the Professor

Prof. Sanal brings over 20 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)