

**NATIONAL UNIVERSITY OF SINGAPORE  
NUS Business School  
Department of Marketing**

**MKT1705 Principles of Marketing**

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**Session:** Semester I, 2017/2018

**Course Objectives**

This is an introductory course in marketing. It seeks to acquaint participants with an understanding of the principles, concepts, theories and techniques in marketing. This is done mainly through reading of texts materials and articles, brief lectures in class and a lot of classroom discussion.

It also attempts to provide participants with opportunities to make simple applications of these marketing principles, concepts, theories and techniques and examine related issues through exercises, case studies and projects represented in the class assignments, individual assignment and group assignment.

**Main Text**

Roger A Kerin, Geok theng Lau, Steven W Hartley, and William Rudelius, *Marketing in Asia*, 3rd Edition, McGraw-Hill Irwin, 2015.

**Course Assessment**

Subject Pool - 10%

Class Participation - 30%

Individual Assignment - 15%

Group Assignment - 20%

Exam (Closed Book) - 25%

## Topics

Lesson	Topics
<p style="text-align: center;">1</p> <p>Introduction to Marketing</p>	<ul style="list-style-type: none"> <li>• Definition of Marketing</li> <li>• What is exchange?</li> <li>• Conditions for exchange</li> <li>• Needs, wants and demand</li> <li>• Utility – form, time, place and possession</li> <li>• Marketing offerings – product, service, place, people, activities and ideas</li> <li>• Business philosophies – production, product, selling, marketing, societal marketing</li> </ul>
<p style="text-align: center;">2</p> <p>Planning</p>	<ul style="list-style-type: none"> <li>• What is planning?</li> <li>• Levels of planning in business organizations</li> <li>• Strategic planning – vision and mission, strategic business unit and portfolio model</li> <li>• Business planning – SWOT, Ansoff and functional strategies</li> <li>• Marketing planning – situational analysis, marketing objectives, marketing strategy, marketing mix (4Ps) and marketing implementation</li> </ul>
<p style="text-align: center;">3</p> <p>Marketing Environment</p>	<ul style="list-style-type: none"> <li>• Characteristics of macro-environment</li> <li>• Political environment – government, regulations, self-regulation</li> <li>• Economic environment – consumer sentiments, economic performance, consumer income</li> <li>• Social and cultural environment – changing roles of women, concept and structure of family, concern for health and safety, time perspectives, concern for the environment</li> <li>• Technological environment – speed, complexity, internet</li> <li>• Characteristics of micro-environment – use the Porter’s five forces to cover micro-environmental actors of suppliers, distributors, competitors and customers (buyers)</li> </ul>
<p style="text-align: center;">4</p> <p>Consumer Behaviour</p>	<ul style="list-style-type: none"> <li>• Personal and psychological factors – motivation, perception, personality, learning, beliefs, attitude, lifestyle</li> <li>• Social and cultural factors – culture, sub-culture, reference groups, social class</li> <li>• Buying process – need recognition, information search, alternative evaluation, buying intention and purchase, post purchase behaviour</li> <li>• Consumer involvement</li> </ul>
<p style="text-align: center;">5</p> <p>Marketing Research</p>	<ul style="list-style-type: none"> <li>• Marketing research process</li> <li>• Research design – exploratory, descriptive, causal</li> </ul>

	<ul style="list-style-type: none"> <li>• Sampling plan – probability, non-probability</li> <li>• Data collection – secondary, primary</li> <li>• Data collection methods – depth interview, focus groups, observations, surveys, unobtrusive methods, projective techniques</li> <li>• Data analysis – descriptive data, sub-group analysis</li> <li>• Forecasting – build up method, trend extrapolation, demand factors, judgment method</li> </ul>
6 Segmentation Targeting Differentiation Positioning	<ul style="list-style-type: none"> <li>• Assumption of consumer behaviour for segmentation</li> <li>• Benefits of segmentation</li> <li>• Segmentation identification variables – geographic, demographics and psychographics</li> <li>• Segmentation response variables – benefits, readiness state &amp; user status, usage level, loyalty status, urgency and importance</li> <li>• Criteria for effective segmentation</li> <li>• Factors for targeting</li> <li>• Basis for differentiation and USPs</li> <li>• Approaches of market positioning</li> </ul>
7 Product and Service	<ul style="list-style-type: none"> <li>• Definition of product</li> <li>• Product levels – core, tangible, augmented</li> <li>• Product classification – durable, non-durable, services</li> <li>• Product classification – convenience, shopping and specialty</li> <li>• Product mix – width, length, depth</li> <li>• Brand identity – name, logo, tagline</li> <li>• Good brand identities – unique (legal defence), easy to remember, difficult to distort</li> <li>• Brand owners – manufacturers, distributors (private labels)</li> <li>• Branding strategies – individual and umbrella, sub branding, mixed branding, co-branding, local and global branding</li> <li>• Product life cycle</li> <li>• Unique characteristics of services – intangibility, inconsistency and variability, inseparability and perishability</li> <li>• Managing service challenges – communications, service quality and service capacity</li> </ul>
8 Pricing	<ul style="list-style-type: none"> <li>• What is a price</li> <li>• Company factors affecting pricing – costs, strategies</li> <li>• Consumer factors affecting pricing – demand schedule, elasticity and price sensitivity, joint demand and cross elasticity</li> <li>• Competitive factors affecting pricing –</li> </ul>

	<p>competitors' costs and prices, market structure</p> <ul style="list-style-type: none"> <li>• Pricing approaches – market oriented, cost oriented</li> <li>• Pricing strategies – skimming and penetration</li> <li>• Cost-volume-profit analysis – breakeven</li> <li>• Distribution margin – manufacturer, wholesale and retail prices</li> <li>• Psychological and promotional pricing – reference pricing, odd-even, loss leader, prestige</li> <li>• Discriminatory pricing – by brand, by timing, by location, by concession groups</li> <li>• Product mix pricing – product line, core product and captive accessories, core product and optional additions, two part pricing</li> </ul>
9 Distribution and Channels	<ul style="list-style-type: none"> <li>• Functions of distributors – marketing and selling, finance, transaction and risk taking, logistics, transportation, processing and supply chain</li> <li>• Channel design – length, intensity and coverage and types</li> <li>• Factors for channel design - customer number and dispersion, market practices and availability of channels, speed and extent of market coverage, speed and quality of customer services, perishability of goods, company resources and profits</li> <li>• Channel types - exclusive and non-exclusive, general and specialized, conventional and vertical marketing system (VMS)</li> <li>• Wholesalers – merchants, agents, brokers</li> <li>• Retailers -stores and non-stores, ownership patterns, service levels, price levels, assortment of goods</li> <li>• Channel management – agreement on roles, coordinating mechanisms, tying arrangements, exclusive dealings, gray markets</li> <li>• Impact of digital age on marketing distribution - time (24/7), space and location, speed and personalization. (Disintermediation?)</li> <li>• Why do consumers shop online? – 6C's</li> <li>• Online shopping and selling – personalization, collaborative filtering (for product recommendations), choiceboards (for customization)</li> <li>• Cross-channel shoppers and multi-channel marketing - contact points and roles/functions, showrooming, webrooming</li> </ul>
10 Marketing Communications	<ul style="list-style-type: none"> <li>• Marketing communication process - identify target audience, specify communication objectives, set communication budgets (percentage of sales,</li> </ul>

	<p>objectives and tasks, competitive parity), design communication mix, design program of each component, execute the communication program (IMC), evaluate the communication program</p> <ul style="list-style-type: none"> <li>• Advertising program - objectives (inform, persuade, remind), message (appeal, theme and execution style), pretest (jury, portfolio and theatre), media objectives (reach, frequency and impact or GRP), media vehicles, media scheduling, evaluation of advertising, advertising agency</li> <li>• Sales promotion program - nature of sales promotion, trade tools and consumer tools, design of sales promotion program</li> <li>• Public relations program - nature of public relations, key purposes of public relations, PR tools, design of PR program</li> <li>• Nature and classification of social media</li> <li>• Choosing social media - number of visitors and registered users, profile of registered users, focused areas of interest</li> <li>• Measuring results of social media - measures on costs (CMP, CPC and CPA), measures on output (visitors and fans, page views, click throughs, messaged shared or forwarded)</li> </ul>
<p>11 Personal Selling and Marketing Implementation Ethics in Business and Marketing</p>	<ul style="list-style-type: none"> <li>• Nature of personal selling - performance oriented, independence, role conflicts</li> <li>• Roles of salespeople - get orders (hunter), take orders (farmer), service support</li> <li>• Personal selling process – prospecting, pre-approach, approach, presentation (formula, stimulus response and need satisfaction), objection handling, closing, follow up</li> <li>• Fundamentals of marketing success - clear strategy, flawless execution, performance oriented culture, flexible organization culture</li> <li>• Flawless execution – key activities and Gantt chart, resource acquisition (money, people, production, information), monitoring and control</li> <li>• What is ethics and what drives ethics? Personal values, social values and business and corporate values</li> <li>• What determine legality? Parliament enactment, police enforcement and court judgments</li> <li>• Ethics of exchange, caveat emptor, consumer bill of rights</li> <li>• Ethics of competition, espionage, business bully, bribery</li> <li>• Ethics in corporation, code of ethics, top</li> </ul>

	<p>management examples, reward system, whistle blowing process</p> <ul style="list-style-type: none"> <li>• Moral philosophy, moral idealism, utilitarianism</li> <li>• Responsibility of business, to stockholders, to stakeholders, to society, social audit and process</li> </ul>
<p>12 &amp; 13 Group Project Presentations</p>	

## Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>