

**NATIONAL UNIVERSITY OF SINGAPORE
NUS BUSINESS SCHOOL
DEPARTMENT OF MARKETING**

**MKT1003X/MKT1705X PRINCIPLES OF MARKETING (for non-Business students)
Semester 2, AY 2017/18 (January 2018)**

Lecturer : Regina Yeo

COURSE DESCRIPTION

This course aims to introduce students to the principles of marketing. You will learn about basic concepts and tools in marketing, and how to apply them in the working world. You will understand the role of marketing and its importance to how it relates to the overall organisational functioning.

Students are encouraged to engage in active and constructive class participation so as to enrich the learning experience.

COURSE OBJECTIVES

The course aims to :

- ✓ Introduce students to basic marketing principles
- ✓ Develop students' understanding and application of marketing principles in the real world
- ✓ Give students the opportunity to reflect on marketing problems faced by real companies
- ✓ Develop students' critical thinking and analytical skills in the assignments and class discussions

REQUIRED TEXT

Philip Kotler, Gary Armstrong, Swee Hoon Ang, and Chin Tiong Tan (2017), *Principles of Marketing: An Asian Perspective*, 4th edition, Pearson Education.

EVALUATION METHODS (TENTATIVE)

Your course grade will be based on the following:

Subject Pool Participation	10%
Individual Class Participation	10%
Individual Assignment	10%
Group Case Assignment	20%
Final Examination	50%
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	100%
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LEARNING METHODS

You will learn by reading, listening, watching, thinking, applying, talking, writing and having some fun along the way. You will be exposed to a combination of lectures, videos, hands-on exercises, and case discussions.

You will attend a two-hour lecture every week and a two-hour tutorial every fortnight. In addition, you will be requested to serve as participants in marketing research projects. Your participation in these projects will expose you to current research interests in the field of marketing.

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/>

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Lesson Plan (*tentative schedule*)

Week	Week Commencing	Lecture Topics	Tutorial Activities
1	15 Jan 2018	Course Introduction Introduction to Marketing	No Tutorial
2	22 Jan	The Marketing Environment	No Tutorial
3	29 Jan	Marketing Intelligence	Tutorials for Odd Week groups only
4	5 Feb	Consumer Buying Behavior	Tutorials for Even Week groups only
5	12 Feb	Segmenting, Targeting, & Positioning	Tutorials for Odd Week groups only
6	19 Feb	Segmenting, Targeting, & Positioning (cont'd)	Tutorials for Even Week groups only
		<i>Recess Week : 26 Feb – 4 Mar 2018</i>	
7	5 Mar	Creating & Managing the Product	Tutorials for Odd Week groups only
8	12 Mar	New-Product Development & Product Life Cycle Strategies	Tutorials for Even Week groups only
9	19 Mar	Pricing the Product	Tutorials for Odd Week groups only
10	26 Mar	Distribution	Tutorials for Even Week groups only
11	2 Apr	Integrated Marketing Communications	Tutorials for Odd Week groups only
12	9 Apr	Integrated Marketing Communications Direct Marketing & Online Marketing	Tutorials for Even Week groups only
13	16 Apr	Last Lecture – Review	Tutorials for Odd Week Groups only
14	23 Apr		Tutorials for Even Week Groups only

