

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

MKT1705 PRINCIPLES OF MARKETING (FLIPPED CLASSROOM)

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SCHEDULE: Wed 8.30am (C1)
Wed 3.00pm (C3, D1)
Thu 8.30am (A1, B1)
Thu 3.00pm (A2, B2)
Fri 8.30am (C2, D2)
Fri 3.00pm (D3)

SESSION: SEMESTER I, 2020/21

COURSE OBJECTIVES

This foundation course in marketing equips students with the basic understanding and applications of key marketing concepts. With this knowledge, students will be prepared to develop deeper learning and analytical skills required of marketing managers in higher level marketing modules.

This module is designed for students to learn contemporary applications of marketing in today's digital economy across industries. Students get the opportunity to learn how businesses use marketing, data, and related technologies and tools to address market opportunities and challenges. Students will also understand how prevalent and important marketing is to businesses as a strategy to help organizations meet their goals. They will benefit from the experience in problem-solving and business decision-making.

Students should also use this seminar style module as an opportunity to develop communication skills – to present in a clear and concise manner, to participate actively in class discussions not only by volunteering assignment answers, but to learn to critique and build on others' contributions.

A multimedia approach with online learning resources, data analysis and industry-led exercises is used. Instructors will focus on managerially relevant and practical thinking.

EXPECTATIONS

This module is conducted with a flipped classroom approach. This means that students are required to do the readings and assignments before each week's lesson. Class sessions

are used for higher level learning such as applications of concepts in case studies or data analyses exercises. Please refer to the weekly lesson plan in Luminus.

READINGS

ConnectMaster Core Concepts for Marketing, McGraw-Hill Create.

Additional readings and case studies will be assigned during the semester.

ASSESSMENT METHODS

| | |
|--|-------------|
| 1. Class Participation: | 20% |
| 2. Online Assessment Tasks: | 15% |
| 3. Individual Assignment | 10% |
| 4. Group Project*: | 35% |
| 5. Individual Presentation of Group Project: | 10% |
| 6. Subject Pool: | 10% |
| TOTAL: | 100% |

*subject to peer evaluation

1. Class Participation

Students are expected to read and prepare for the lessons and cases before coming to class. Class participation will be assessed by voluntary, active, and informed contribution to lectures, in-class exercises, as well as case discussions. Please note that attendance does not constitute participation and does not carry any weight in this module's assessment. Only class participation does.

2. Online Assessment Tasks

Students are required to complete their readings, adaptive learning tasks, and a mini simulation exercise online on the designated ConnectMaster platform. Online assessment tasks consist of questions focused on concept checks. This online assessment works on an adaptive learning algorithm which customizes the questions to each student's level of proficiency and understanding. Students will be prompted with other question(s) on the concept they had answered wrongly and be directed to relevant readings, to ensure that concepts are correctly understood. Marks are awarded based on punctual completion of the learning tasks, which are required before each class (except for Weeks 1 and 2).

3. Individual Assignment

One individual assignment is due on **25 Aug 11.59PM**. Submissions via LumiNUS.

4. Group Project*

A three-part group project will be assigned. These assignments will develop students' marketing research skills and provide them with information to make recommendations for the final part of the project that involves developing a marketing strategy for an assigned product category. Projects will be presented during Weeks 12 and 13.

5. Individual Presentation of Group Project

Each student is required to present part of the group project. Presentation is evaluated based on clarity, and ability to address questions.

6. Subject Pool Participation

Students taking this course are requested to participate as respondents in research projects conducted by professors, doctoral and honors year students. You will receive full marks for this component with 3 hours of participation during the semester. We will

prorate the marks for students who serve less than the required number of hours. Information about subject pool participation is available in Luminus (Week 1 Learning Flow). Further enquiries about subject pool participation can be directed to Ms Wang Kim Fong at mktwkf@nus.edu.sg. Registration for subject pool begins on 28 Aug (Fri) at 12pm.

Students who do not wish to participate in Subject Pool need to email the coordinator at bizdk@nus.edu.sg by 21 Aug (Fri) 12pm. You will be assigned to do a project that is worth 10% in lieu of subject pool participation.

*Peer Evaluation

There will be peer evaluation for the group project. Members of each group will evaluate the contribution of other group members. An average score will be calculated for each group member. **Your score for the group project will be weighted by this average peer evaluation score.** As such, poor contribution to group work will affect your grade adversely. For example, if your average peer evaluation score for the term project is 50%, and your group scores 90%, your personal score for that component is 45%.

The peer evaluation form can be downloaded from the course website, and is to be **submitted to your instructor via Luminus latest by 14 Nov 11.59PM**. Your evaluations will be treated confidentially. Non-submissions would be assumed as 100% contributions for all group members.

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/>

LESSON PLAN

| No. | Week of: | Topic(s) |
|-------------|--------------|---|
| 1 | Aug 12-14 | Understanding Marketing as a Strategy Marketing in Today's Economy |
| 2 | Aug 19-21 | How Does Marketing Create Value? The Marketing Process |
| 3 | Aug 26-28 | Analyzing the Marketing Environment |
| 4 | Sep 2-4 | Marketing Research and Analytics |
| 5 | Sep 9-11 | Project Consultations (by appointments) |
| 6 | Sep 16-18 | Segmentation, Targeting, & Positioning Introduction to Branding |
| RECESS WEEK | | |
| 7 | Sep 30-Oct 2 | Marketing Metrics |
| 8 | Oct 7-9 | Understanding Consumers and Managing Consumer Journeys |
| 9 | Oct 14-16 | Product and New Product Development Strategy |
| 10 | Oct 21-23 | Pricing and Place Strategy |
| 11 | Oct 28-30 | Promotion Strategy |
| 12 | Nov 4-6 | Project Presentations |
| 13 | Nov 11-13 | Project Presentations |

Note: Lessons for Weeks 1, 3, 6, 7, 12 and 13 will be held in school. Please refer to your timetable for venue information. Other weeks will be online lessons.