

Module Outline

Module Code : MKT1705X
Module Title : Principles of Marketing
Semester : Semester I, AY2021/2022
Faculty : Ms Regina Yeo
Department : Marketing
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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 businesses in Asia and the rest of the world
- ✓ Consider ethical and corporate social responsibility in business practices
- ✓ Give students the opportunity to reflect on marketing problems faced by real companies in Asia and the rest of the world
- ✓ Develop students' critical thinking and analytical skills in the assignments and class discussions

REQUIRED TEXTBOOK

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

(You are recommended to purchase the physical or e-book version of the 4th edition.)

ASSESSMENT

Subject Pool Participation	10%
Class Participation	10%
Individual Assignment	20%
Group Project	25%
Mid-Term Quiz	10%
Final Test	25%
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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 are required to:

- Attend two-hour online lecture every week (Monday 10am – 12nn)
- Attend two-hour online tutorial every fortnight, which follows an odd/even week schedule.
- Serve as subject pool participants in marketing research projects. Your participation in these projects will expose you to current research interests in the field of marketing.

CLARIFICATIONS AND QUERIES

Please email your tutors if you have questions regarding the content in the textbook, lecture materials, or tutorial cases/assignments.

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 doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Course Schedule

Week	Lecture Topics	Tutorial Activities
1	Course Introduction Introduction to Marketing Read: Chapters 1 & 2	No Tutorial
2	Marketing Environment Market Insights Read: Chapters 3 & 4	No Tutorial
3	Consumer Buying Behaviour Read: Chapter 5	<p>Tutorial 1A Tutorials for Odd Week groups only (those tutorial groups starting with odd numbers)</p> <ul style="list-style-type: none"> Getting to know you Tutors will assign your group, individual assignments and group case <p>Tutorial Discussion - All (all to participate as part of class discussion; no hardcopy needed for submission)</p>
4	Segmenting, Targeting, & Positioning Read: Chapter 7	<p>Tutorial 1B Tutorials for Even Week groups only (those tutorial groups starting with even numbers)</p> <ul style="list-style-type: none"> Getting to know you Tutors will assign your group, individual assignments and group case <p>Tutorial Discussion - All (all to participate as part of class discussion; no hardcopy needed for submission)</p>
5	Product & Branding Read: Chapters 8 & 9	<p>Tutorial 2A Tutorials for Odd Week groups only</p> <p>Individual Assignment 1 : Market Environment</p> <p>Individual Assignment 2 : Market Information</p>
6	New-Product Development Product Life Cycle Strategies Services Read: Chapters 8 & 9 Mid-term Quiz	<p>Tutorial 2B Tutorials for Even Week groups only</p> <p>Individual Assignment 1: Marketing Environment</p> <p>Individual Assignment 2: Market Information</p>

Recess Week		
7	Pricing the Product Read: Chapters 10 & 11	Tutorial 3A Tutorials for Odd Week groups only Individual Assignment 3 : CB & STP Individual Assignment 4 : Product, Services & Branding Individual Assignment 5 : Pricing & Place
8	Distribution Read: Chapters 12	Tutorial 3B Tutorials for Even Week groups only Individual Assignment 3 : CB & STP Individual Assignment 4 : Product, Services & Branding Individual Assignment 5 : Pricing & Place
9	Integrated Marketing Communications & Advertising Read: Chapter 14	Tutorial 4A Tutorials for Odd Week groups only Group Presentations I
10	PR, Personal Selling, Sales Promotion and Direct & Online Marketing Read: Chapters 15, 16 & 17	Tutorial 4B Tutorials for Even Week groups only Group Presentations I
11	Sustainable Marketing	Tutorial 5A Tutorials for Odd Week groups only Group Presentations II
12	Putting it all together	Tutorial 5B Tutorials for Even Week groups only Group Presentations II

13	Final Test	Tutorial 6A Tutorials for Odd Week Groups only <ul style="list-style-type: none">▪ Last tutorial▪ Tutors return outstanding assignments & cases▪ Review & wrap
14		Tutorial 6B Tutorials for Even Week Groups only <ul style="list-style-type: none">▪ Last tutorial▪ Tutors return outstanding assignments & cases▪ Review & wrap