

## Module Outline

**Module Code** : MKT1705  
**Module Title** : Principles of Marketing  
**Semester** : Semester I, AY2021/2022  
**Faculty** : Assoc Prof Lee Yih Hwai, Ms Regina Yeo, Ms Janet Liau, Ms Violet Lim,  
Mr Jasper Teow and Ms Elizabeth Xie  
**Department** : Marketing  
**Email** : Assoc Prof Lee Yih Hwai (bizleeyh@nus.edu.sg)  
Ms Regina Yeo (bizyblr@nus.edu.sg)  
Ms Janet Liau (bizjlss@nus.edu.sg)  
Ms Violet Lim (bizlkpv@nus.edu.sg)  
Mr Jasper Teow (bizv876@nus.edu.sg)  
Ms Elizabeth Xie (bizxliz@nus.edu.sg)  
**URL** : <https://bschool.nus.edu.sg/marketing/faculty>

### 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.

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

To benefit from the course, you are required to do the readings before each week's lesson. Students are encouraged to engage in active and constructive class participation 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

### ASSESSMENT

Subject Pool Participation	10%
Class Participation	20%
Individual Online Activity Tasks	20%
Individual Assignment	15%
Individual Presentation	5%
Group Project	30%
	<hr/>
	100%

## READINGS

McGraw-Hill CONNECT (online learning resources)

### **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’ 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	Online Activities & Submission Details
1	Course Welcome Introduction to Marketing	Complete online Reinforce Learning 1 & 2 by Wed 25 Aug 2021, 2359 hours
2	How does Marketing Create Value? Environmental Scanning	(Online Reinforce Learning activities' deadlines are extended only for weeks 1 & 2.)
3	Market Research & Analytics	Complete online Reinforce Learning 3 by Wed 25 Aug 2021, 2359 hours
4	Consumer Buying Behaviour	Complete online Reinforce Learning 4 by Wed 1 Sept 2021, 2359 hours  Registration for Subject Pool studies begins Mon 30 Aug 2021
5	Segmenting, Targeting, & Positioning	Complete online Reinforce Learning 5 by Wed 8 Sept 2021, 2359 hours
6	Group Project Presentation – Phase 1 (report + ppt slides)  Complete: Mini Online Simulation Activity I - Market Research	Submit Phase 1 Report + Slidedeck (upload to LumiNUS) by Week 6 - Wed 15 Sept 2021, 5pm.  Complete online mini simulation activity (McGraw-Hill Connect) by Fri 24 Sept 2021, 2359 hours
	<b>Recess Week</b>	
7	Product, New Product Development & Branding	Complete online Reinforce Learning 6 & 7 by Wed 29 Sept 2021, 2359 hours
8	Pricing + Place	Complete online Reinforce Learning 8 by Wed 6 Oct 2021, 2359 hours
9	Promotions	Complete online Reinforce Learning 9 & 10 by Wed 13 Oct 2021, 2359 hours
10	Group Project Consultations	(IA details will be released on LumiNUS on Wed 6 Oct 2021)  Submit Individual Assignment (upload to LumiNUS) by Wed 20 Oct 2021, 2359 hours  Subject Pool studies end Fri 22 Oct 2021

11	<p>Sustainable Marketing</p> <p>Guest Speaker Ms Jennifer Widjaja Co-founder, Just Dabao Reducing Food Waste in Singapore</p> <p>Complete: <a href="#">Mini Online Simulation Activity II - Planning and the Marketing Mix</a></p>	<p><a href="#">Complete online mini simulation activity (McGraw-Hill Connect) by Fri 29 Oct 2021, 2359 hours</a></p>
12	<p><a href="#">Group Project Presentation – Phase 2 (final report + ppt slides)</a></p>	<p>Whether your group is presenting in Week 12 or 13, ALL groups to submit your Final Report + Slidedeck (upload to LumiNUS) by Week 12 - Wed 3 Nov 2021, 5pm.</p>
13		