

## Module Outline

**Module Code** : MKT1705  
**Module Title** : Principles of Marketing  
**Semester** : Semester II, AY2122  
**Faculty** : Assoc Prof Ang Swee Hoon  
**Department** : Marketing  
**Email** : bizangsh@nus.edu.sg  
**URL** : <https://bizfaculty.nus.edu.sg/faculty-details/?profid=4>  
**Consulting Hours**: Anytime (this is a virtual world!)

### Overview

Welcome to the fascinating world of Marketing! Marketing is exciting and alive. Have you ever wondered why Charles & Keith and Pedro shops are usually located close to each other? Or why BTS is so popular? Or how has livestreaming and virtual influencers transformed the way we shop and marketing operates?

Come and join us to discover the answers to these questions and more. Regardless of whether you will major in marketing, this introductory course serves to equip you with the basic concepts and tools in marketing and learn to apply them in the business world. At the end of the course, you will be able to understand the what, why, who, how, and where of marketing.

### Objectives

This first course in Marketing aims to accomplish the following:

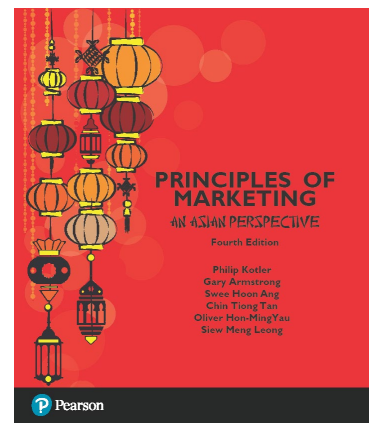
1. Acquaint students with basic marketing principles
2. Expose students to applications of marketing principles in the real world
3. Give students the opportunity to solve marketing problems faced by real companies

### Pedagogy

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 (flipped, online, and face-to-face), videos, exercises, case discussions, and company projects.

### General Guide & Reading

Philip Kotler, Gary Armstrong, Swee Hoon Ang, Chin Tiong Tan, and Siew Meng Leong (2017), *Principles of Marketing: An Asian Perspective*, 4<sup>th</sup> Edition, Pearson Education.



## Assessment

Final grade for this course will be determined as follows:

Assessment Components	Weightage
Individual Class Participation	20%
Group Midterm Assignment	20%
Group Case Study	30%
Individual Written Assignment	20%
Subject Pool Participation	10%

Students will be divided into 10 teams with 4 to 5 students each. Each team will do one group midterm assignment and one group case study.

**Free-rider issues:** Let me know immediately when a team member starts slacking so that the issue can be resolved soonest possible. I have no tolerance for slackers and they will be dealt with.

**Group Mid-term Assignment (20%):** Your group has to record a **5-minute video presentation** to be shown to the class on Week 7. This will be an **online lesson week**. The video topic is:

Choose a brand from one of the following industries: airline, beverage, car, casual wear, cosmetics & skincare, fast-food restaurant, leather accessories, mobile phone, online shopping platform, non-fast food restaurant, shampoo.

Who is the target group?

What is the brand's positioning?

How well/poorly is this brand doing? Why is it a consumer favorite or why is it not doing well?

No written report is needed. You'll be graded on how well you can identify a substantive need, spot-on in the target market and competition, and creativity in coming up with a solution.

**Group Case Study (30%):** The same group is expected to work together on a case study and submit a report at the beginning of the class on day of presentation. You can choose 1 to all members to present the case. The **case presentation will be 10 minutes** long with another 10 minutes for Questions and Answers.

A soft **WORD** copy of the report titled **Group (number) (name of case)** should be emailed to your instructor before the presentation. The first two pages of the report follows a template as given on LumiNUS.

**IMPORTANT:** The full names as given in the class list and in alphabetical order, and matriculation number of the group members are to be in given on the 2<sup>nd</sup> page.

Your professor will furnish comments on the soft file. **Late submissions of one day will have 50% of the marks deducted; late submissions on the 2<sup>nd</sup> day onwards will carry zero marks.**

All case reports should have the following format:

- Names of all students in the team in alphabetical order with the matric numbers
- Write the number of words at the beginning of the report. No more than 3000 words; exclusive of figures, tables, appendices, references
- 1 ½ line spacing
- Times Roman 12
- Standard 2.5 cm margin
- Referencing all works (APA style)
- The WORD file should be titled Group (number) (name of case) and emailed to your instructor

The rubrics is given on LumiNUS but essentially are:

- Analytical reasoning
- Feasibility of recommendations
- Articulation and conviction of ideas
- Organization of ideas/thought processes

**Class Participation (20%):** You are responsible for the individual assignment questions given for all assignments. The questions will be randomly covered in class for discussion. When you are called, you should be prepared to answer the questions. No written report needs to be handed in.

This component also measures your participation in class, beyond that of the individual assignment, e.g, asking constructive questions to case presenting teams or as and when the professor calls on you.

**Regular attendance during tutorials or asking clarification questions does not constitute as participation.** Educated participation that adds value is essential.

**Individual Written Essay (20%):** You will be writing an essay on a specified topic. The assignment should follow this format:

- Your name, matric number, and class number on the top left corner
- 1 ½ line spacing
- Calibri (Body) 12
- Standard 2.5 cm margin
- You may include any form of graphics/images
- Maximum 800 words (State number of words at the end of the assignment, not inclusive of APA-styled references and citations in main text)

You will have to submit a soft WORD copy by **April 1 at 6 pm** on LumiNUS via the folder bearing your class name. Your soft file should be labelled by your class number, then your matriculated name followed by your matric number. For example, **A1 Ang Swee Hoon A12345678Z**.

Turnitin will be used to check on plagiarism. Please do not exceed 20%. Late entries will not be accepted under Turnitin. Your instructor has the discretion to penalize for late submissions that were sent via email and essays that exceed the word limit.

**Topic:** Steve Jobs once said, “You can’t just ask customers what they want and then try to give that to them. By the time you get it built, they’ll want something new.”

Do you agree or disagree? Choose one stand. You may substantiate your essay with real-life examples. You may also include relevant pictures/ads.

**Note:** I do not want essays that take both stands. You have to choose one way or the other.

**Participation in Subject Pool (10%):** Students taking this course are requested to participate by giving their responses to various research projects. This is optional. If you take this up, you will contribute 3 hours during the semester to fulfil the requirement. You will receive full marks for this component upon fulfilling the requirement. We will prorate the marks for students who serve less than the required number of hours. Each study is conducted in blocks of 30 minutes (e.g., half-hour study, one-hour study). Some studies are conducted in instalments. These studies will require that you attend several sessions that are conducted over a span of a few weeks. You will be given credit for the study only if you attend all the sessions.

**For subject pool enquiries, please email Ms Wang Kim Fong at [mktwkf@nus.edu.sg](mailto:mktwkf@nus.edu.sg).**

Details on the subject pool facility will be available for download at the following website:

<https://nus-bizmkt.sona-systems.com>

You can start registering for subject pool slots from **3 Feb**. If you decide not to participate in the subject pool, you will need to email me of this by **28 Jan**. You will be then given a project to do at the end of the semester in lieu of participation in the subject pool. The project will commensurate with the 10% marks allotted for subject pool participation.

### **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>

### Tentative Schedule and Outline

Week beginning	Lecture Topic	Chapter	Activity
1	Course Introduction Introduction to Marketing	1 & 2	Getting to know you Form into groups
2	Marketing Environment	3	Individual Participation Assignment 1
3	Marketing Environment (cont'd) Marketing Intelligence	3	Individual Participation Assignment 2 <b>Please confirm via email to Prof Ang if you DO NOT want to take part in the Subject Pool by 28 Jan</b>
4	Consumer Behavior	5 4	Individual Participation Assignment 3 <b>Registration for Subject Pool studies begins on 3 Feb</b>
5	Consumer Behavior Segmenting, Targeting, & Positioning	5 5 2 & 7	<b>Subject Pool studies begin on 7 Feb</b> Individual Participation Assignment 4
6	Segmenting, Targeting, & Positioning (cont'd)	2 & 7	Case Demo: Barbie Doll
Recess Week			

<b>Week</b>	<b>Lecture Topic</b>	<b>Chapter</b>	<b>Activity</b>
7	Creating & Managing the Product <b>ONLINE CLASS</b>	8 & 9	<b>Group Mid-term Assignment Video Presentations</b> <b>ONLINE CLASS</b>
8	Creating and Managing the Product (cont'd)	8 & 9	
9	Pricing	10 & 11	<b>Group Case 1 UNIQLO</b> <b>Group Case 2 Jollibee</b>
10	Distribution	12 & 13	<b>Group Case 3 TikTok</b> <b>Group Case 4 AmorePacific</b> <b>Subject Pool studies end on 25 Mar</b>
11	Integrated Marketing Communications (I)	14 to 17	<b>Group 5 Seven-Eleven in Indonesia</b> <b>Group 6 TWG</b> <b>Submit Individual Written Assignment by 1 April , 6 pm</b>
12	Integrated Marketing Communications (II)	14 to 17	<b>Group Case 7 OWNDAYS</b> <b>Group Case 8 Shanghai Disneyland</b>
13	Ethics and Marketing		<b>Group Case 9 Nike China</b> <b>Group Case 10 Grab &amp; Gojek</b>