

## Module Outline

**Module Code** : MKT1705X  
**Module Title** : Principles of Marketing  
**Semester** : Semester II, AY2122  
**Faculty** : Ms Regina Yeo  
**Department** : Marketing  
**Email** : [bizyblr@nus.edu.sg](mailto:bizyblr@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 marketing concepts and how to apply them in the working world. You will also 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 LEARNING RESOURCES

Students must purchase and subscribe to McGraw-Hill CONNECT (online learning resources) for this module. This will enable you to access course materials, videos and other online content. You will be advised of CONNECT fees during the first lecture. (Budget about \$30-\$40 to subscribe to CONNECT; a one-time payment.)

At the end of each assigned chapter/topic, students attempt short questions (for example, MCQs) to reinforce learning of concepts and understanding. Your participation and completion of these weekly individual online learning tasks on CONNECT contribute towards your overall assessment.

CONNECT uses adaptive learning, an educational method that uses computer algorithms to optimise students' learning. It helps to custom the learning experience of students based on their understanding and competency to address the unique needs of each student.

## ASSESSMENT

Subject Pool Participation	10%
Class Participation	15%
Mid-Term Test*	15%
Individual Assignment	20%
Individual Online Learning	10%
Group Project	30%
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\*Mid-Term Test is held on Mon 7 March 2022 (during lecture time slot)

## 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 lecture every week (Monday 10am – 12nn)
- Attend two-hour tutorials 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
- Complete weekly individual online tasks on the McGraw-Hill CONNECT online learning platform. This reinforces your understanding of concepts covered and will better prepare you for your individual assignment and group project.

## CLARIFICATIONS AND QUERIES

Please email your tutors if you have questions regarding the content in the course materials, lectures, 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**

<b>Week</b>	<b>Lecture Topics</b>	<b>Tutorial Activities</b>	<b>Individual Online Activities on McGraw-Hill CONNECT</b>
1	Course Introduction How does Marketing Create Value?	No Tutorial	Complete Reinforced Learning 1 & 2  (The reinforced learning activities refer to the weekly individual online learning tasks to be completed by students)
2	Environmental Scanning	No Tutorial	
3	Market Research & Analytics	<p><b>Tutorial 1A</b> Tutorials for Odd Week groups (those tutorial groups starting with odd numbers)</p> <ul style="list-style-type: none"> <li>• Getting to know you</li> <li>• Tutors will assign your group, individual assignments and group project</li> </ul> <p><b>Tutorial Discussion - All</b> (all to participate as part of class discussion; no hardcopy needed for submission)</p>	Complete Reinforced Learning 3
4	Consumer Behaviour	<p><b>Tutorial 1B</b> Tutorials for Even Week groups (those tutorial groups starting with even numbers)</p> <ul style="list-style-type: none"> <li>• Getting to know you</li> <li>• Tutors will assign your group, individual assignments and group project</li> </ul> <p><b>Tutorial Discussion - All</b> (all to participate as part of class discussion; no hardcopy needed for submission)</p>	Complete Reinforced Learning 4
5	Segmenting, Targeting, & Positioning	<p><b>Tutorial 2A</b> Tutorials for Odd Week groups</p> <p><b>Individual Assignment 1:</b> Marketing &amp; Value Creation</p> <p><b>Individual Assignment 2:</b> Market Environment &amp; Insights</p>	Complete Reinforced Learning 5

6	Product, Services, Branding & New Product Development	<b>Tutorial 2B</b> Tutorials for Even Week groups  <b>Individual Assignment 1:</b> Marketing & Value Creation  <b>Individual Assignment 2:</b> Market Environment & Insights	Complete Reinforced Learning 6
<b>Recess Week</b>			
7	Pricing  Place & Omni-channel Retailing	<b>Tutorial 3A</b> Tutorials for Odd Week groups  <b>Individual Assignment 3:</b> Consumer Behaviour & STP  <b>Individual Assignment 4:</b> Product, Services & Branding  <b>Individual Assignment 5:</b> Pricing & Place	Complete Reinforced Learning 7
8	<b>Mid-Term Test</b>  Date: Mon 7 Mar 2022 Time: 10.20 – 11am (duration 40 mins)  Mode: digital assessment (Exemplify) with Zoom proctoring	<b>Tutorial 3B</b> Tutorials for Even Week groups  <b>Individual Assignment 3:</b> Consumer Behaviour & STP  <b>Individual Assignment 4:</b> Product, Services & Branding  <b>Individual Assignment 5:</b> Pricing & Place	Complete Reinforced Learning 8
9	Integrated Marketing Communications	<b>Tutorial 4A</b> Tutorials for Odd Week groups  Group Presentations I	Complete Reinforced Learning 9
10	Advertising & Public Relations Personal Selling & Sales Promotions	<b>Tutorial 4B</b> Tutorials for Even Week groups  Group Presentations I	Complete Reinforced Learning 10
11	Digital Marketing	<b>Tutorial 5A</b> Tutorials for Odd Week groups  Group Presentations II	Mini simulation activity I
12	Sustainable Marketing	<b>Tutorial 5B</b> Tutorials for Even Week groups  Group Presentations II	

13	Online Simulation Activity	<b>Tutorial 6A</b> Tutorials for Odd Week Groups <ul style="list-style-type: none"> <li>▪ Last tutorial</li> <li>▪ Tutors return outstanding assignments &amp; cases</li> <li>▪ Review &amp; wrap</li> </ul>	Mini simulation activity II
14	--	<b>Tutorial 6B</b> Tutorials for Even Week Groups <ul style="list-style-type: none"> <li>▪ Last tutorial</li> <li>▪ Tutors return outstanding assignments &amp; cases</li> <li>▪ Review &amp; wrap</li> </ul>	