

Module Outline

Module Code : MKT1705X
Module Title : Principles of Marketing
Semester : Semester 1, AY 2022/2023
Faculty : Ms Violet Lim
Department : Marketing
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Overview

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.

Module Objectives

The course aims to:

- ✓ Introduce students to basic marketing principles
- ✓ Develop students' understanding and application of marketing principles in businesses
- ✓ Allow students the opportunity to practice marketing concepts in a realistic and practical manner

General Guide & Reading (this is an e-book)

Philip Kotler, Gary Armstrong, Swee Hoon Ang, Chin Tiong Tan, and Siew Meng Leong (2022), *Principles of Marketing: An Asian Perspective*, 5th Edition, Pearson Education.

Assessment

Assessment Components	Weightage
Subject Pool Participation	10%
Individual Class Participation	15%
Individual Presentation in Group Case	10%
Individual Mid-Term Video Assignment	20%
Individual Written Assignment	20%
Group Project	25%
Total	100%

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 (Thursday 10am-12nn)
- Attend two-hour tutorials every fortnight, which follows an odd/even week schedule & participate in group projects which will be assigned to you, engage in class discussions and complete your individual assignments by due date
- 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
- Refer to the Weekly Overview in Luminus for any updates pertaining to the course

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>

Schedule and Outline

Week	Topic	Chapter	Activity
1	Introduction & Course Admin Marketing & The Creation of Value	1 & 2	No Tutorial
2	Marketing Environment	3	No Tutorial
3	Market Research	4	<p>Tutorial 1A</p> <p>Tutorials for Odd Week groups (those tutorial groups starting with odd numbers)</p> <ul style="list-style-type: none"> • Getting to know your team members • Course Admin • Tutors will assign your group, individual assignments, and group project <p>Tutorial Discussion</p> <p>All the tutorial questions are in the document titled Marketing 1705X Assignments. Please prepare for class participation. There is no hardcopy submission.</p> <p>Tutorial Discussions 1 & 2:</p> <p>Value Creation</p> <p>Marketing Environment</p>
4	Consumer Behaviour	5	<p>Tutorial 1B</p> <p>Tutorials for Even Week groups (those tutorial groups starting with even numbers)</p> <ul style="list-style-type: none"> • Getting to know you • Course Admin • Tutors will assign your group, individual assignments, and group project <p>Tutorial Discussion Questions</p> <p>All the tutorial questions are in the document titled Marketing 1705X Assignments. Please prepare for class participation. There is no hardcopy submission.</p> <p>Tutorial Discussions 1 & 2:</p> <p>Value Creation</p> <p>Marketing Environment</p>

5	Segmentation & Targeting	7	Tutorial 2A Tutorials for Odd Week groups Tutorial Discussions 3 & 4: Market Research & Consumer Behaviour
6	Positioning	7	Tutorial 2B Tutorials for Even Week groups Tutorial Discussions 3 & 4: Market Research & Consumer Behaviour
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7	Products & Branding	8 & 9	Tutorial 3A Tutorials for Odd Week groups Tutorial Discussions 5 & 6: Segmentation & Targeting Positioning
8	Service Marketing	8	Tutorial 3B Tutorials for Even Week groups Tutorial Discussions 5 & 6: Segmentation & Targeting Positioning
9	Pricing	10 & 11	Tutorial 4A Tutorials for Odd Week groups Group Presentations for Groups 1-3 Submit your Group Reports by end of session
10	Placement (Distribution)	12 & 13	Tutorial 4B Tutorials for Even Week groups Group Presentations for Groups 1-3 Submit your group reports by end of session
11	Promotions 1 (Integrated Marketing Communications)	14-17	Tutorial 5A Tutorials for Odd Week groups Group Presentations for Groups 4 & 5 Submit your group reports by end of session
12	Promotions 2 (Integrated Marketing Communications)	14-17	Tutorial 5B Tutorials for Even Week groups Group Presentations for Groups 4 & 5 Submit your group reports by end of session

13	Marketing Ethics	20	Tutorial 6A Tutorials for Odd Week Groups <ul style="list-style-type: none">▪ Last tutorial▪ Tutors return outstanding assignments & cases▪ Review & wrap
14	No Lecture		Tutorial 6B Tutorials for Even Week Groups <ul style="list-style-type: none">▪ Last tutorial▪ Tutors return outstanding assignments & cases▪ Review & wrap