

Module Outline

Module Code : MKT1705X
Module Title : Principles of Marketing
Semester : Semester 2, AY 2022/2023
Faculty : Ms Violet Lim
Department : Marketing
Email : bizlkpv@nus.edu.sg

Tutors : Please refer to Canvas platform under People-Roles-TA for their email address

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.

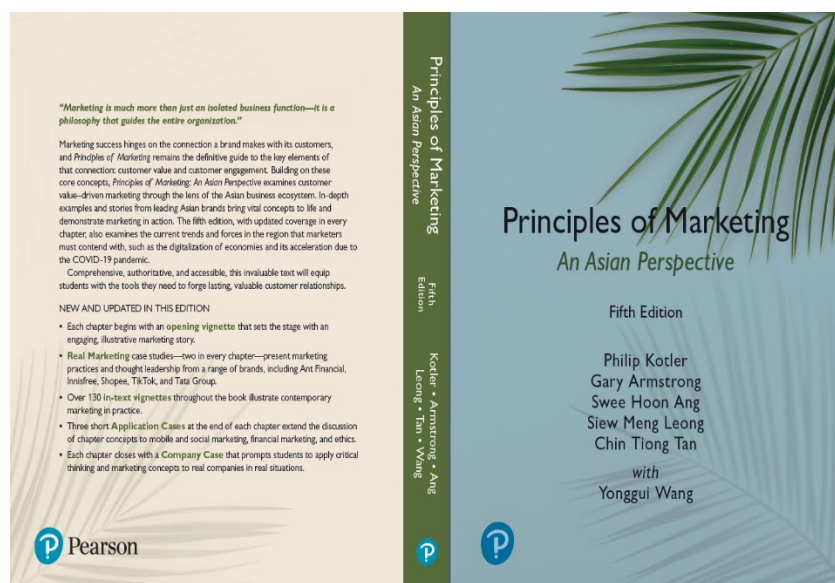
COURSE OBJECTIVES

The course aims to:

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

General Guide & Reading (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.



Please refer to Week 1 Overview in Luminus regarding purchase of the e-book. The group case studies for group projects are in the e-book.

ASSESSMENT

Subject Pool Participation	10%
Individual Class Participation	15%
Individual Presentation in Group Case	10%
Individual Video Assignment	20%
Individual Written Assignment	20%
Group Project	25%
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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 lecture every week (refer to schedule in Canvas)
- Lectures are NOT recorded.
- 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
- Odd Weeks tutorials will start at Week 3. Even Week tutorials starts at Week 4

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

Week	Lecture Topics	Tutorial Activities
1	Introduction & Course Admin Marketing & The Creation of Value Chapters 1 & 2	No Tutorial
2	Marketing Environment Chapter 3	No Tutorial
3	Market Research Chapter 4 Ethics Chapter 20	<p>Tutorial 1A 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 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: Marketing Environment Ethics</p>
4	Consumer Behaviour 1 Chapter 5	<p>Tutorial 1B 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 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: Marketing Environment Ethics</p>

Week	Lecture Topics	Tutorial Activities
5	Consumer Behaviour 2 Chapter 5	Tutorial 2A Tutorials for Odd Week groups Tutorial Discussions 2: Market Research & Consumer Behaviour
6	Segmentation & Targeting Chapter 7	Tutorial 2B Tutorials for Even Week groups Tutorial Discussions 2: Market Research & Consumer Behaviour
Recess Week		
7	Positioning Chapter 7 <i>All students are to submit their Individual Written Assignments in class to your respective tutors. Those in Odd Weeks tutorials will submit this week.</i>	Tutorial 3A Tutorials for Odd Week groups Tutorial Discussions 3: Segmentation & Targeting
8	Product & Services 1 Chapter 8 & 9 <i>All students are to submit their Individual Written Assignments in class to your respective tutors. Those in Even Weeks tutorials will submit this week.</i>	Tutorial 3B Tutorials for Even Week groups Tutorial Discussions 3: Segmentation & Targeting
9	Products & Services 2 Chapters 8 & 9	Tutorial 4A Tutorials for Odd Week groups Group Presentations for Groups 1-3 Submit your Group Reports by end of session
10	Pricing Chapters 10 & 11	Tutorial 4B Tutorials for Even Week groups Group Presentations for Groups 1-3 Submit your group reports by end of session
11	Placement Chapters 12 & 13 <i>All students are to submit their Individual Video Assignment by emailing your link with your Cover Page to your respective tutors by 6pm on 27th Mar 2023. This applies to ALL students.</i>	Tutorial 5A Tutorials for Odd Week groups Group Presentations for Groups 4 & 5 Submit your group reports by end of session

Week	Lecture Topics	Tutorial Activities
12	Promotions 1 (Integrated Marketing Communications) Chapters 14-17	Tutorial 5B Tutorials for Even Week groups Group Presentations for Groups 4 & 5 Submit your group reports by end of session
13	Promotions 2 (Integrated Marketing Communication) Chapters 14-17	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