

Course Outline

Course Code : MKT1705
Course Title : Principles of Marketing
Semester : Semester 1, AY 2023/2024
Faculty : Assoc Prof Lee Yih Hwai, Ms Regina Yeo, Ms Janet Liao and Dr Jasper Teow
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: <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, readings, videos and industry-led exercises are used. Instructors will focus on managerial 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

Class Participation	20%
Subject Pool Participation	10%
Individual Online Learning	10%
Individual Assignment	20%
Individual Presentation	10%
Group Project	30%
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	100%

RECOMMENDED LEARNING RESOURCES AND READINGS

Students must purchase and subscribe to McGraw-Hill CONNECT (online learning resources) for this course. 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.

Subscribing to CONNECT will give you access to course materials, videos and other online content. You will be advised of CONNECT fees during the first lecture. (Budget about \$30-\$40 (inclusive of GST) 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. You will also need to complete online simulation tasks as part of your learning and understanding of the course.

Your participation and completion of these weekly individual online learning tasks on CONNECT contribute towards your overall assessment.

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 doubts, you should consult your instructor.**

Additional guidance is available at:

- [Administrative Policies](#)
- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Course Schedule

(Tentative. The schedule will be confirmed when the semester commences)

Week	Lecture Topics	Individual Online Activities on McGraw-Hill CONNECT & Submissions
1	Course Introduction Introduction to Marketing	Complete Reinforced Learning – Practice Run (The reinforced learning activities refer to the weekly individual online learning tasks to be completed by students)
2	Marketing Environment Sustainable Marketing	Complete Reinforced Learning 1
3	Market Research & Analytics	Complete Reinforced Learning 2
4	Consumer Buying Behaviour	Complete Reinforced Learning 3
5	Segmenting, Targeting, & Positioning	Complete Reinforced Learning 4
6	Group Project - Check Point 1	
	Recess Week	
7	Product, New Product Development & Branding	Complete Reinforced Learning 5
8	Group Project - Check Point 2	Complete Reinforced Learning 6
9	Pricing Place & Omni-channel Retailing	Complete Reinforced Learning 7
10	Promotions & Integrated Marketing Communications	Complete Reinforced Learning 8
11	Final Group Project Presentations	
12	No lesson due to NUS Wellbeing Day	Complete an Online Simulation activity to consolidate learning
13	Final Group Project Presentations	