

## Course Outline

**Course Code** : MKT1705X  
**Course Title** : Principles of Marketing  
**Semester** : Semester I, AY 2023/2024  
**Lecturer** : Ms Canley Yong Yoon Mei  
**Department** : Marketing  
**Email** : bizyme@nus.edu.sg  
**URL** : <https://bschool.nus.edu.sg/marketing/faculty>

### Overview

Welcome to Principles of Marketing! We are thrilled to have you join this exciting course where we dive into the dynamic world of marketing.

Throughout this journey, we will explore the fundamental concepts of marketing and its role in shaping consumer behaviour, business strategies, and overall organizational success. From understanding market segmentation and targeting to crafting effective marketing messages and strategies, we'll cover a comprehensive range of topics to equip you with the knowledge and skills needed to navigate the ever-changing marketing landscape.

Our course will be interactive and engaging, with a combination of lectures, tutorials, and group discussions on real-world examples. You'll have the opportunity to analyze marketing campaigns, apply strategic frameworks, and develop creative solutions to marketing challenges. This hands-on approach will enable you to grasp the practical aspects of marketing while fostering critical thinking and problem-solving abilities.

We are excited to embark on this learning adventure with you, so let's dive in and unlock the fascinating world of marketing together!

### Course Objectives

This course aims to:

1. Develop a foundational understanding of marketing principles: Familiarize students with the fundamental concepts and frameworks that form the basis of effective marketing strategies.
2. Explore real-world applications of marketing: Expose students to practical examples and the opportunities to analyze and solve marketing challenges faced by real companies, thereby developing their ability to think critically and apply marketing strategies in practical scenarios.
3. Cultivate teamwork and entrepreneurial spirit: Encourage students to work in teams to tackle marketing problems, fostering collaboration as well as leveraging diverse skills and strengths to collectively devise marketing solutions for businesses.

### General Guide & Reading

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

<https://www.lazada.sg/products/ebook-p-kotler-g-armstrong-ang-sh-leong-sm-tan-ct-oliver-hong-my-principles-of-marketing-an-asian-perspective-edition-5-9781292443805-i2435369110-s14408262394.html?clickTrackInfo=undefined&search=1&spm=a2o42.searchlist.list.4>

### **Learning Pedagogy**

The course will be interactive and engaging, with a combination of lectures, tutorials, class discussions and assignment presentations. You will learn by reading, listening, watching, thinking, participating, applying, writing and having some fun along the way.

You are required to:

- Attend a two-hour lecture every week
- Attend a two-hour tutorial every fortnightly, which follows an odd/even week schedule.  
(Note: Odd week tutorials will commence from Week 3 onwards. Even week tutorials will commence from Week 4 onwards)
- Serve as subject pool participants in marketing research projects. Your participation in these projects will allow you to gain exposure to current research interests in the field of marketing

### **Assessment**

Assessment Components	Weightage
Subject Pool Participation	10%
Class Participation	15%
Individual Assignment	20%
Group Project 1	20%
Group Project 2	20%
Individual Presentation for Group Project	15%

### **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’ 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:**

- [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 and Outline

Week	Lecture	Note
1	Course Introduction What is Marketing? Chapters 1 & 2	No Tutorial
2	Marketing Environment Chapter 3	No Tutorial
3	Marketing Intelligence & Market Research Chapter 4	<p><b>Tutorial 1A</b> Tutorials for Odd Week groups (TW01, TW03, TW05, TW07, TW09)</p> <ul style="list-style-type: none"> <li>▪ Course Admin</li> <li>▪ Tutors will assign group members</li> </ul> <p><b>Tutorial Discussion</b> Tutorial discussion for class participation. No hardcopy submission required.</p>
4	Consumer Behaviour 1 Chapter 5	<p><b>Tutorial 1B</b> Tutorials for Even Week groups (TW02, TW04, TW06, TW08, TW10)</p> <ul style="list-style-type: none"> <li>▪ Course Admin</li> <li>▪ Tutors will assign group members</li> </ul> <p><b>Tutorial Discussion</b> Tutorial discussion for class participation. No hardcopy submission required.</p>
5	Consumer Behaviour 2 Chapter 5	<p><b>Tutorial 2A</b> Tutorials for Odd Week groups (TW01, TW03, TW05, TW07, TW09)</p> <p><b>Tutorial Discussion</b> Tutorial discussion for class participation. No hardcopy submission required.</p>

Week	Topic	Note
6	Market Segmentation & Targeting Chapter 7	<b>Tutorial 2B</b> Tutorials for Even Week groups (TW02, TW04, TW06, TW08, TW10)  <b>Tutorial Discussion</b> Tutorial discussion for class participation. No hardcopy submission required.
<b>Recess Week</b>		
7	Market Positioning & Competitors' Analysis Growth Strategies Chapter 7	<b>Tutorial 3A</b> Tutorials for Odd Week groups (TW01, TW03, TW05, TW07, TW09)  <b>Tutorial Discussion</b> Tutorial discussion for class participation. No hardcopy submission required.
8	Product & Branding 1 Chapter 8 & 9	<b>Tutorial 3B</b> Tutorials for Even Week groups (TW02, TW04, TW06, TW08, TW10)  <b>Tutorial Discussion</b> Tutorial discussion for class participation. No hardcopy submission required.
9	Product & Branding 2 Chapter 8 & 9	<b>Tutorial 4A</b> Tutorials for Odd Week groups (TW01, TW03, TW05, TW07, TW09)  <b>Group Project Presentation</b>
10	Pricing Strategies Chapters 10 & 11	<b>Tutorial 4B</b> <b>Tutorials for Even Week groups</b> <b>(TW02, TW04, TW06, TW08, TW10)</b>  <b>Group Project Presentation</b>

Week	Topic	Note
11	Promotions 1 (Integrated Marketing Communications) Chapters 14-17	<b>Tutorial 5A</b> Tutorials for Odd Week groups (TW01, TW03, TW05, TW07, TW09)  <b>Group Project Presentation</b>
12	Promotions 2 (Integrated Marketing Communication) Chapters 14-17	<b>Tutorial 5B</b> Tutorials for Even Week groups (TW02, TW04, TW06, TW08, TW10)  <b>Group Project Presentation</b>
13	Distribution (Placement Strategies) Chapter 12 & 13	<b>Tutorial 6A</b> Tutorials for Odd Week Groups (TW01, TW03, TW05, TW07, TW09)  <b>Tutorial Discussion</b> Tutorial discussion for class participation. No hardcopy submission required.
14	No Lecture	<b>Tutorial 6B</b> Tutorials for Even Week Groups (TW02, TW04, TW06, TW08, TW10)  <b>Tutorial Discussion</b> Tutorial discussion for class participation. No hardcopy submission required.