

Course Outline

Course Code : MKT1705X
Course Title : Principles of Marketing
Semester : Semester 2, AY 2023/2024
Faculty : Ms Violet Lim
Department : Marketing
Email : bizlcpv@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.

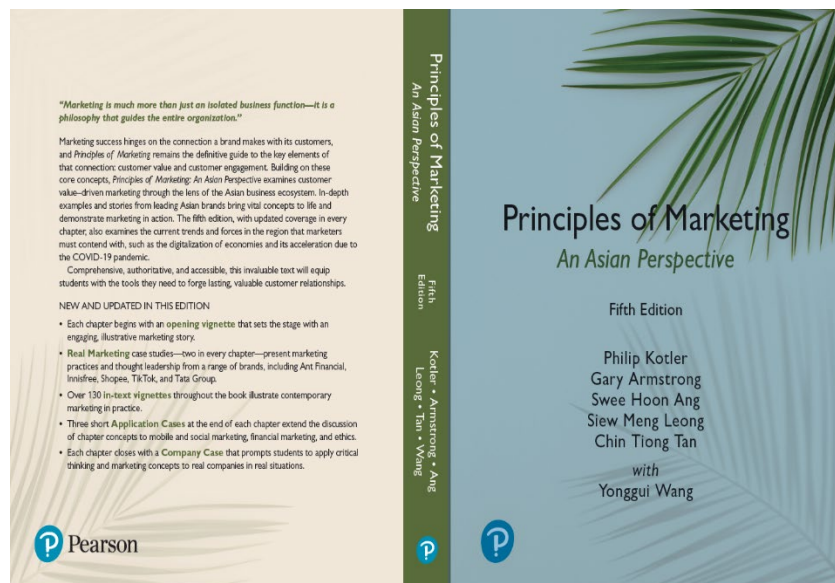
COURSE OBJECTIVES

The course aims to:

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

General Guide & Reading

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

Subject Pool Participation	10%
Individual Class Participation	20%
Individual Written & Video Assignment	30%
Group Project	30%
Group Project Presentation	10%
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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 @LT17 Thursdays from 10am-12pm* **please check in Canvas for any changes in venue & timing**
- 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
- There are 2 folders in Canvas- Admin Folder is for all documents related to the course and Lecture Handouts
- Be attentive in your tutorials as the tutors may make announcements etc for their own class management.

CLARIFICATIONS AND QUERIES

Please email your tutors if you have questions regarding the tutorial cases/assignments. I will not be replying to any email pertaining to the grading of your 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 15-19 Jan	Introduction & Course Admin Marketing & The Creation of Value Chapters 1 & 2	No Tutorial
2 22-26 Jan	Marketing Environment Chapter 3	No Tutorial
3 29 Jan-2 Feb	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 5-9 Feb	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 12-16 Feb	Consumer Behaviour 2 Chapter 5	Tutorial 2A Tutorials for Odd Week groups Tutorial Discussions 2: Market Research & Consumer Behaviour
6 19-23 Feb	Segmentation & Targeting Chapter 7	Tutorial 2B Tutorials for Even Week groups Tutorial Discussions 2: Market Research & Consumer Behaviour
24 Feb-3 Mar	Recess Week	
7 4 -9 Mar	Positioning Chapter 7	Tutorial 3A Tutorials for Odd Week groups Tutorial Discussions 3: Segmentation & Targeting
8 11-15 Mar	Products, Branding & Product Life Cycle Chapter 8 & 9	Tutorial 3B Tutorials for Even Week groups Tutorial Discussions 3: Segmentation & Targeting
9 18-22 Mar	New Product Development & Service Marketing 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 25-29 Mar	No Lecture NUS Well-Being Day & Good Friday	Tutorial 4B Tutorials for Even Week groups Group Presentations for Groups 1-3 Submit your group reports by end of session. Please check with your tutors for makeup if your tutorial sessions fall on 28-29 Mar.

Week	Lecture Topics	Tutorial Activities
11 1-5 Apr	Promotions 1 & 2 Chapters 12 & 13	Tutorial 5A Tutorials for Odd Week groups Group Presentations for Groups 4 & 5 Submit your group reports by end of session
12 8-12 Apr	Placement Chapter 12 & 13	Tutorial 5B Tutorials for Even Week groups Group Presentations for Groups 4 & 5 Submit your group reports by end of session.
13 15-19 Apr	Pricing Chapters 10-11	Tutorial 6A Tutorials for Odd Week Groups <ul style="list-style-type: none"> • Last tutorial • Tutors return all assignments & group cases. • Review & wrap
14 20-26 Apr	No Lecture	Tutorial 6B Tutorials for Even Week Groups <ul style="list-style-type: none"> • Last tutorial • Tutors return all assignments & group cases. • Review & wrap

- ❖ CNY holidays from 10-12 Feb. On eve of CNY, all lessons must cease by 2pm. Please check with your tutors for changes in tutorial dates
- ❖ Hari Raya Puasa falls on 10th April. Please check with your tutors for changes in tutorial dates
- ❖ 28 Mar is NUS Well Being Day and 29 Mar is Good Fri PH .There is no lesson on these 2 days. Please refer to your tutors for the makeup class schedule.