

Course Outline

Course Code : MKT1705X
Course Title : Principles of Marketing
Semester : Semester 2, AY 2024/2025
Faculty : Ms Violet Lim
Department : Marketing
Email : bizlkp@nus.edu.sg
URL : <https://bschool.nus.edu.sg/marketing/faculty/>

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.

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

Assessment

Assessment Components	Weightage %
1. Subject Pool	10
2. Individual Class Participation	20
3. Group Presentation in Group Case	10
4. Individual Written Assignment	30
5. Group Project	30
TOTAL	<u>100</u>

General Guide

You are required to:

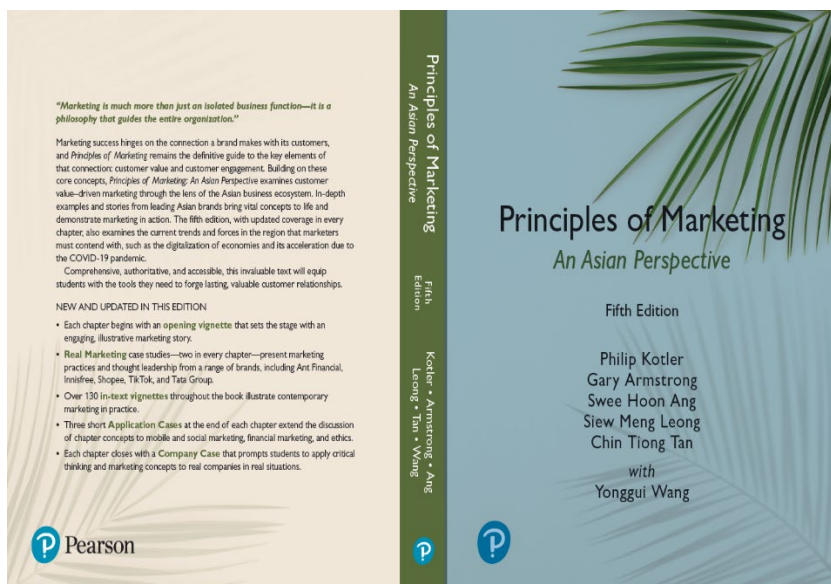
- Attend two-hour lecture every week @LT(Venue to be confirmed later) Thursdays from 10am-12pm
- Lectures are NOT recorded.
- Attend two-hour tutorials every fortnight, which follow an odd/even week schedule & participate in group projects which will be assigned to you, engage in class discussions and 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 interest in the field of marketing
- Odd Weeks tutorials will start at Week 3. Even Week tutorials start at Week 4
- There are 2 folders in Canvas- Admin Folder is for all documents related to the course and Lecture Handouts where all your lecture slides are found
- Be attentive during your tutorials as the tutors may make announcements etc for their own class managements

CLARIFICATIONS AND QUERIES

Please email your tutors if you have questions regarding the content in the course materials, lectures, or tutorial cases/assignments.

Reading (e-book)

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



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:

- <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	Lecture Topics	Tutorial Activities
1	Introduction & Course Admin Chapters 1 & 2	No Tutorial
2	Marketing Environment Chapter 3	No Tutorial
3	No Lecture CNY Holidays	<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>
Week	Lecture Topics	Tutorial Activities
4	Market Research Chapter 4 Ethics Chapter 20	<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</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: Marketing Environment Ethics</p>
5	Consumer Behaviour 1 Chapter 5	<p>Tutorial 2A Tutorials for Odd Week groups</p> <p>Tutorial Discussions 2: Market Research & Consumer Behaviour</p>
6	Consumer Behaviour 2 Chapter 5	<p>Tutorial 2B Tutorials for Even Week groups</p> <p>Tutorial Discussions 2: Market Research & Consumer Behaviour</p>
Recess Week	No Lecture	No Tutorials
7	Segmentation & Targeting Positioning Chapter 7	<p>Tutorial 3A Tutorials for Odd Week groups</p> <p>Tutorial Discussions 3: Segmentation, Targeting & Positioning</p>
Week	Lecture Topics	Tutorial Activities
8	Product, Branding & PLC Chapter 8 & 9	<p>Tutorial 3B Tutorials for Even Week groups</p> <p>Tutorial Discussions 3: Segmentation, Targeting & Positioning</p>
9	New Products & Service Marketing Chapters 8 & 9	<p>Tutorial 4A Tutorials for Odd Week groups</p>

		Group Presentations for Groups 1-3 Submit your group reports by end of session
10	Promotions 1 Chapters 14-17	Tutorial 4B Tutorials for Even Week groups Group Presentations for Groups 1-3 Submit your group reports by end of session
11	Promotions 2 Chapters 14-17	Tutorial 5A Tutorials for Odd Week groups Group Presentations for Groups 4 & 5 Submit your group reports by end of session
12	Placement Chapters 12 & 13	Tutorial 5B Tutorials for Even Week groups Group Presentations for Groups 4 & 5 Submit your group reports by end of session
13	Pricing Chapters 10 & 11	Tutorial 6A Tutorials for Odd Week Groups <ul style="list-style-type: none"> ▪ Last tutorial ▪ Tutors return outstanding assignments & cases ▪ Review & wrap
Week	Lecture Topics	Tutorial Activities
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

❖ 29-30th Jan is CNY, 28th Mar Fri is NUS Well Being Day, 31st Mar is Hari Raya Puasa- these are designated holidays. Please refer to your respective tutors for their makeup class schedule.