

Course Outline

Course Code : MKT1705
Course Title : Principles of Marketing
Semester : Semester I, AY 2025/2026
Faculty : Assoc Prof Ang Swee Hoon, Ms Janet Liao, Ms Canley Yong, Ms Regina Yeo
Department : Marketing
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URL : <https://discovery.nus.edu.sg/192-swee-hoon-ang>
: <https://bizfaculty.nus.edu.sg/faculty-details/?profid=4>
Consulting Hours: Anytime (this is a virtual world!)

Overview

Welcome to the fascinating world of Marketing! Marketing is exciting and alive. Have you ever wondered why Charles & Keith and Pedro shops are usually located close to each other? Or that BreadTalk and ToastBox are usually next to each other? Or how livestreaming and virtual influencers have transformed the way we shop and marketing operates?

Come and join us to discover the answers to these questions and more. Regardless of whether you will major in marketing, this introductory course serves to equip you with the basic concepts and tools in marketing and learn to apply them in the business world. At the end of the course, you will be able to understand the what, why, who, how, and where of marketing.

Objectives

This first course in Marketing aims to accomplish the following:

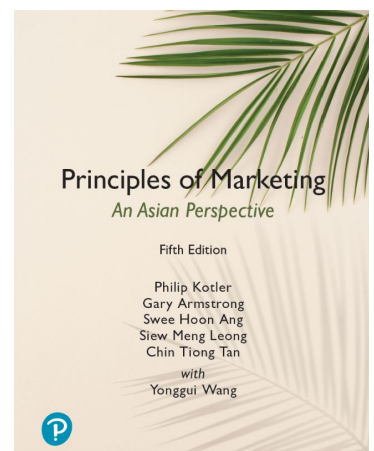
1. Acquaint students with basic marketing principles
2. Expose students to applications of marketing principles in the real world
3. Give students the opportunity to solve marketing problems faced by real companies

Pedagogy

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 (flipped, online, and face-to-face), videos, exercises, case discussions, and company projects.

Compulsory Textbook (you need to subscribe to the ebook)

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

Final grade for this course will be determined as follows:

Assessment Components	Weightage
Individual Class Participation	20%
Group Video Assignment	20%
Group Case Study	20%
MCQ Test	30%
Subject Pool Participation	10%

Students will be divided into 8 groups with 7-8 students each. Each group will do one group video assignment (midterm) and one group case study (end of term). You may divide the group to do one assignment or you can choose to have everyone do both.

Free-rider issues: Let me know immediately when a team member starts slacking so that the issue can be resolved soonest possible.

Group Video Assignment (20%): Your group has to record a **5-minute video presentation** to be shown to the class on Week 7. This will be an **online lesson week**. The video topic is:

Choose a brand from one of these product categories – singer (individual or group), music app, make-up, coffee café, action movie, athletic wear. Who is their target segment? Who are their closest competitors? How would you explain why the brand is in the market position as it is now?

No written report is needed. You'll be graded on how well you can identify the target market and address the success/failure of the brand vis-à-vis competition. Do not use AI voiceover in your video. The video must not exceed 5 minutes.

Group Case Study (20%): The same group is expected to work together on a case study and submit a report at the beginning of the class on day of presentation. You can choose 1 to all members to present the case. The **case presentation will be 10 minutes** long with another 10 minutes for Questions and Answers.

A soft **WORD** copy of the report titled **Group (number) (name of case)** should be emailed to your instructor before the presentation. The first two pages of the report follows a template as given on CANVAS.

IMPORTANT: The full names as given in the class list and in alphabetical order, and matriculation number of the group members are to be given on the 2nd page.

Your professor will furnish comments on the soft file. **Late submissions of one day will have 50% of the marks deducted; late submissions on the 2nd day onwards will carry zero marks.**

All case reports should have the following format:

- Names of all students in the team in alphabetical order with the matric numbers
- Write the number of words at the beginning of the report. No more than 3000 words; exclusive of figures, tables, appendices, references
- 1 ½ line spacing
- Times Roman 12
- Standard 2.5 cm margin
- Referencing all works (APA style)
- The WORD file should be titled Group (number) (name of case) and emailed to your instructor

The rubrics is given on CANVAS but essentially are:

- Analytical reasoning
- Feasibility of recommendations
- Articulation and conviction of ideas
- Organization of ideas/thought processes

Class Participation (20%): You are responsible for the individual assignment questions given for all assignments. The questions will be randomly covered in class for discussion. When you are called, you should be prepared to answer the questions. No written report needs to be handed in.

This component also measures your participation in class, beyond that of the individual assignment, e.g, asking constructive questions to case presenting teams or as and when the professor calls on you.

Regular attendance during tutorials or asking clarification questions does not constitute as participation. Educated participation that adds value is essential.

Participation in Subject Pool (10%): Students taking this course are requested to participate by giving their responses to various research projects. This is optional. If you take this up, you will contribute 3 hours during the semester to fulfil the requirement. You will receive full marks for this component upon fulfilling the requirement. We will prorate the marks for students who serve less than the required number of hours. Each study is conducted in blocks of 30 minutes (e.g., half-hour study, one-hour study). Some studies are conducted in instalments. These studies will require that you attend several sessions that are conducted over a span of a few weeks. You will be given credit for the study only if you attend all the sessions.

For subject pool enquiries, please email Ms Wang Kim Fong at mktwkf@nus.edu.sg.

Details on the subject pool facility will be available for download at the following website:

<https://nus-bizmkt.sona-systems.com>

You can start registering for subject pool slots from **Monday afternoon of Week 4**. If you decide not to participate in the subject pool, you will need to email me of this by Friday of Week 3. You will be then given a project to do at the end of the semester in lieu of participation in the subject pool. The project will commensurate with the 10% marks allotted for subject pool participation.

MCQ Test (30%): There will be an MCQ Test on Week 12 Saturday. There will be 80 questions covering all the topics from Week 1 to Week 11. This is an open book quiz.

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>

Tentative Schedule and Outline

Week beginning	Lecture Topic	Chapter	Activity
1 Aug 14/15	Course Introduction Introduction to Marketing	1 & 2	Getting to know you Form into groups
2 Aug 21/22	Marketing Environment	3	Individual Participation Assignment 1
3 Aug 27/28	Marketing Environment (cont'd) Marketing Intelligence	3 4	Individual Participation Assignment 2 Please confirm via email to Prof Ang if you do not want to take part in the Subject Pool by 28 Aug 12 noon Friday
4 Sep 4/5	Consumer Behavior	5	Individual Participation Assignment 3 Registration for Subject Pool studies begins on 12 noon Monday Week 4
5 Sep 11/12	Consumer Behavior Segmenting, Targeting, & Positioning	5 2 & 7	Individual Participation Assignment 4
6 Sep 18/19	Segmenting, Targeting, & Positioning (cont'd)	2 & 7	Case Demo: Barbie Doll
Recess Week			

Week	Lecture Topic	Chapter	Activity
7 Oct 2/3	Creating & Managing the Product ONLINE CLASS	8 & 9	Group Mid-term Assignment Video Presentations ONLINE CLASS
8 Oct 9/10	Creating and Managing the Product (cont'd)	8 & 9	Group Case 1 McDonald's in the Philippines (in Chap 1) Group Case 2 7-Eleven: Adapting to the World's Many Cultures (in Chap 19)
9 Oct 16/17	Pricing	10 & 11	Group Case 3 AirBnB (in Chap 8) Group Case 4 Amazon in India (in Chap 14)
10 NUS Wellness Deepavali	Distribution (I) ONLINE CLASS	12 & 13	ONLINE CLASS
11 Oct 30/31	Distribution (II)	14 to 17	Group Case 5 Perfect Diary (in Chap 17) Group Case 6 Grab and Gojek (in Chap 18)
12 Nov 6/7	Integrated Marketing Communications (I)	14 to 17	MCQ Test (tentatively on Nov 8 Sat morning. Please lock in the whole morning for the quiz)
13 Nov 13/14	Integrated Marketing Communications (I)		Group 7 Ping An Insurance (in Chap 16) Group 8 Procter & Gamble (in Chap 6)