



**University of International Business and Economics
International Summer School**

MKT 206 Introduction to Marketing

Term: May 29 – June 29, 2017

Instructor: Prof. Shali Wu

Home Institution: Kyunghee University (韩国庆熙大学)

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Class Hours: Monday through Thursday, 120 minutes each day (2,400 minutes in total)

Office Hours: TBD

Teaching Assistant: TBD

Email: TBD

Discussion session: 2 hours each week

Total Contact Hours: 64 contact hours (45 minutes each, 48 hours in total)

Credit: 4 units

Course Description

The course is designed to convey a profound understanding of marketing's role in firms, its interactions with other disciplines and its main recent trends. Particular attention is given to emerging marketing concepts and the role of marketing in the cross cultural context.

Course Goals

After taking the lecture, students should have knowledge on

- ✧ The definition and role of marketing (marketing basics)
- ✧ Creating marketing insights - understanding customer behavior
 - Theoretical concepts in customer behavior (customer behavior)
 - Analytical means to extend knowledge on customer behavior (marketing research)
 - Strategic tools to quantify customer behavior (CLV)
- ✧ Strategic marketing - translating marketing insights into actionable marketing strategies
 - Segmentation, Targeting, and Positioning (STP)
 - Attracting customers (marketing mix, 4Ps)
 - Maintaining profitable customer relations (CRM)

Required Text

Kotler, P./Armstrong, G.: Principles of Marketing, 15th edition, Pearson 2012.

Required course materials

Business Cases distributed in class

Attendance

Summer school is very intense and to be successful, students need to attend every class. Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. UIBE policy requires a medical certificate to be excused. Any unexcused absence may affect the student's grade. Moreover, UIBE policy is that a student who has more than 1/3 of the class in unexcused absences will fail the course.

Grading Policy

Exams (2 total)	20% *2
Participation (Class+Case)	30%
Final Project	30%

Course Hours

The course has 20 class sessions in total. Each class session is 120 minutes in length for a total of 2,400 minutes of class time. The course meets from Monday to Thursday.

Grading Policy

Assignments and examinations will be graded according to the following grade scale:

- A 90-100
- A- 85-89
- B+ 82-84
- B 78-81
- B- 75-77
- C+ 72-74
- C 68-71
- C- 64-67
- D 60-63
- F below 60

Class Rules

Exiting and Entering: You are expected to remain in the classroom for the duration of the class session unless an urgent need arises or prior arrangements have been made with the professor.

Laptop, PDA, and Other Electronic Device Usage: You are expected to use laptops, PDAs, and other electronic devices only with the professor's consent and for activities directly related to the class session. Accessing e-mail or the Internet during class is not permitted as they can be distracting for peers and faculty.

Cellular Phone and Pager Usage: You are expected to keep your mobile phones and pagers turned off or have them set on silent/vibrate during class. Answering phones or pagers while class is in session is not permitted.

*Other distractions-*specifically identified by individual instructors such as eating in the classroom. You will learn the most from this class if you and your classmates participate fully. You all have different experiences and insights, and a great deal of what you learn in class is from each other. Thus, each one of you is expected to contribute to class discussions, which will account for 30% of your final grade.

Course Schedule

Important Note: This schedule is tentative and may change as the term proceeds. It is your responsibility to keep up with any changes which may be made.

Week	Day	Session	Date	Topic
1	MON	1	2017-05-29	Lecture 1: Introduction: Recent Marketing Trends
	TUE	2	2017-05-30	Lecture 2: Understanding Marketing
	WED	3	2017-05-31	Case Discussion 1 (sample): <i>Microfridge: The Concept</i>
	THU	4	2017-06-01	Lecture 3: Marketing Strategy I: Planning and Research
2	MON	5	2017-06-05	Case Discussion 2: <i>Walmart Stores: "Every Day Low Prices" In China</i>
	TUE	6	2017-06-06	Lecture 4: Marketing Strategy II: STP
	WED	7	2017-06-07	Case Discussion 3: <i>Starbucks: Delivering Customer Service</i>
	THU	8	2017-06-08	Lecture 5: Consumer Behavior & Psychology
3	MON	9	2017-06-12	Case Discussion 4: <i>Helping Chinese Consumers making informed choices: the Challenge of Trust</i>
	TUE	10	2017-06-13	Exam I
	WED	11	2017-06-14	Case Discussion 5: <i>(Product) Red (A)</i>
	THU	12	2017-06-15	Lecture 6: 4Ps: Product
4	MON	13	2017-06-19	Case Discussion 6: <i>Samsung China: The introduction of Color TV</i>
	TUE	14	2017-06-20	Lecture 7: 4Ps: Place
	WED	15	2017-06-21	Case Discussion 7: <i>Future of Avon China</i> Case Discussion 8 <i>Coca-Cola's New Vending Machine (A): Pricing To Capture Value, or Not?</i>
	THU	16	2017-06-22	Lecture 8: 4Ps: Price
5	MON	17	2017-06-26	Exam II
	TUE	18	2017-06-27	Lecture 9: 4Ps: Promotion
	WED	19	2017-06-28	Summary of the course
	THU	20	2017-06-29	Final Presentation