



University of International Business and Economics International Summer School

MKT 206 Introduction to Marketing

Term: July 10 – August 4, 2017

Instructor: Feng Naixiang

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Class Hours: Monday through Friday, 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

This is an introductory course in marketing which aims to establish a basic understanding and appreciation of the theories and practices of marketing, and how marketing interacts with the entire business process. Fundamental marketing concepts, principles, and issues are analyzed within present economic, social, and legal environments. The ethics and social responsibility of marketing will also be covered. The case studies we examine here are largely from the textbook, and the implications for marketing strategies will be explored.

Course Goals

- ✧ To provide students with an understanding of the role of marketing in business organizations, as well as in an increasingly multicultural and technological society.
- ✧ To expose students to the fundamental marketing theories.
- ✧ To enhance the understanding of the marketing theories through “real world” business case analyses.
- ✧ To emphasize the importance of ethical and socially responsible behavior in marketing.

Required Text

R. A. Kerin, S.W. Hartley, and W. Rudelius, *Marketing* (11th ed., McGraw Hill/Irwin, 2013).

ISBN: 978-07-802889-2.

<http://www.coursesmart.com/marketing-11th-edition/kerin-roger-hartley-stein-rudelius-william/dp/0077441818>

Teaching methods

This course is taught using a combination of the lecture and student participation methods. The class will participate in several in-class exercises intended to reinforce the concepts discussed in the lectures and in



the text. It is imperative that you actively participate in these discussions. We will cover approximately 1 chapter each class, plus supplementary readings as listed and augmented as the course progresses.

Attendance

Summer school is very intense and students need to attend every class to be successful. 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.

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 Friday.

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

In this course, grading will be based on the following:

Tests + Midterm	40
Attendance + class participation	20
Final paper	40
TOTAL	100

* Final paper must be at least 2,000 words in length, which can be topics in relevant to marketing practices. Topics should be agreed by the professor. Journal articles and specialist books on the topic, in Chinese or English, are both suitable sorts of reference. The essay must consult at least six sources, and they must be listed.

Class Rules

- ❖ Class starts on time. It is in your best interest to be punctual. Late arrivals to class will not be admitted. Nor are you allowed to leave the class early.
- ❖ Class attendance is required. Students may miss no more than 3 classes for the entire course. Only valid medical or family emergencies qualify as an absence, and documentation of the same must be presented to the professor no later than the next class meeting. Any missed class without authorized reason (such as a documented health problem) beyond the allowed 3 sessions will lead to the exclusion of the student from the class, and a failing grade.

Course Schedule

Date	Chapters	Topic	Special Event
July 10		The Contemporary Marketing Environment - Introduction - Syllabus, rules, format, Cases - Marketing role in an enterprise - Career opportunities - Course overview/ Learning Objectives	
July 11	1	Creating Customer Relationships & Value - Definitions and the marketing concept - Background - Creating value through relationships - Ethics / marketing in the organization - Marketing, the driving force of modern economy	3MPost-ItVideo
July 12	2	Developing Marketing & Corporate Strategies - Mission, culture and goals - Strategic Marketing Process - Marketing Mix, SWOT - Marketing Plan Structure	Case: IBM
July 13	3&4	The Marketing Environment - Analyzing-planning-implementing-controlling - Strategic planning tools - Social, Economic, Technology, Competitive & Regulatory - Ethics & Social Responsibility in Mktg - Project Discussions - Business Communication, Writing & Interview Skills	Case: Geek Squad
July 14	5	Consumer Behavior - Stages in purchasing decision process - Sociocultural Influences - Culture and Subculture	Case: Groupon
July 17		First Test (Chapters 1-5)	
July 18	6&7	Organizational Markets & Buyer Behavi -Industrial, Reseller & Government Markets - Organizational Buying - Supply Partnerships - Online Buying -Reaching Global Markets -Dynamics of World Trade -Economic Protectionism -Global Competition -Global Mktg Environment -Global Mkt Entry Strategies	Case: Trek Buying bill board Case: CNS



July 19	8&9	Marketing Research <ul style="list-style-type: none">- Five Steps of Research Approach- Secondary & Primary Data- Questionnaire Data- Information Technology & Data Mining- Sales Forecasting Techniques Market Segmentation <ul style="list-style-type: none">- Why Market Segmentation- Five Segmentation Steps- Positioning- Perceptual Map	Case: Carmex Prince Sports Video
July 20	10&11	Developing New Products <ul style="list-style-type: none">- Variations of Products- Consumer & Business Goods- Innovation vs. Invention- New Product Development Process Product & Brand Management <ul style="list-style-type: none">- Product Life Cycle Concept- Role of the Product manager- Branding & Brand Management	Case: 3M Greptile (ch14) Case: Mary Kay
July 21	12	Services Marketing <ul style="list-style-type: none">- Four I's of Services- Purchase Services- Marketing of Services	Phillies Video Only
July 24		Midterm Evaluations	
July 25	13&14	The Pricing Foundation <ul style="list-style-type: none">- Importance of the Price- Pricing Objectives- Estimate Demand & Revenue- Break-Even analysis Pricing Decisions <ul style="list-style-type: none">- Four Pricing Strategies- Legal Aspects of Pricing- Break-Even analysis	Case: Washburn Guitars Case: ActiveIon (ch10)
July 26	15&16	Marketing Channels & Supply Chain <ul style="list-style-type: none">- Types of Channels- Supply Chain- Distribution Strategies Retailing & Wholesaling <ul style="list-style-type: none">- Classification- Non-store Retailing- Selling Online & e-Commerce- Logistics, Inventory Mgt	Wal-Mart Video Case: Amazon Mall Of America Video
July 27		Second Test (Chapters 10 – 15)	Topics for final papers done



July 28	17	Tests Returned	
		-Marketing Communications	Mountain Dew Video
		- Integrated Marketing Communication	
		- Tactics over PLC	
		- Direct Marketing	PPS Video
		- Execution of Plans	
July 31	18	Advertising, Sales Promotion & Public Rel. Class Challenge: TV ads	
		- Develop Advertising Programs	
		- Media Alternatives & Tactics	Google
		- Sales Promotions	
Aug.1	19&20	Social Media	
		- Understanding Social Media	Bitter girls video
		- Comparisons	
		- Sales Promotions	
		-Face Book, Twitter, LinkedIn, YouTube	
		- Future	
		Professional Selling & Sales Mgt	
		- Sales Management	
		- Personal Selling Process	Xerox sales video
		- Sales Organization	
Aug.2		Third Test (Chapters 16-20)	
Aug.3	21&22	On Line/Interactive Multichannel Marketing	Case: Pizza Hut
		Strategic Marketing Process	General Mills Video
		- Marketing Resource Allocation	Final paper due
		- Planning Phase	
		- Implementation of the Strategic Process	
		- Control Phase	
Aug. 4		Final paper presentations and wrapping up	

*While this syllabus should provide you with an outline of the course, grading criteria and a tentative schedule, please note that the instructor reserves the right to modify this syllabus and schedule as