



University of International Business and Economics International Summer School

MKT 206 Introduction to Marketing

Term: May27 – June27, 2019

Instructor: Naixiang Feng

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

Office Hours: 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 course is an introductory overview of marketing, including the strategic marketing process, seeking marketing opportunities through environmental analysis, consumer and organizational buying behavior, market segmentation and target market selection, and marketing mix development including introductions to product, pricing, integrated marketing communications and marketing channels. The ethics and social responsibility of marketing will also be covered. The course is designed to help students learn about and apply the basic concepts and practices of modern marketing as they are used in a variety of business settings. The course makes extensive use of “real world” examples and skill developing activities to explore the major decisions that marketing managers face in their efforts to balance the organization’s objectives and resources against needs and opportunities in the marketplace. Regardless of your academic background or career interest, Marketing Management should help you by providing valuable knowledge and insight about a business function that profoundly affects both organizations and society as whole.

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 analysis
- ◇ To emphasize the importance of ethical and socially responsible behavior in marketing.

Course Structure:

This course is organized to flow from the general to the specific. We begin with a general overview of marketing, the strategic marketing process and the marketing environment. We move to a review of consumer behavior and the consumer decision-making process, and then examine how organizations identify and select target markets. We next begin to focus on specific components of marketing strategy such as product and brand management, pricing techniques and strategies, retailing and wholesaling, advertising and public relations. We conclude with an exploration of global marketplace and sustainable marketing social responsibility and ethics.

Required Textbook:

1. P. Kotler and G.Armstrong, *Principles of Marketing*, 15th Edition, Pearson Prentice Hall, 2014,ISBN-10 0-273-78699-7 ISBN-13 978-0-273-78699-3
2. Supplementary readings distributed in class, including journal articles and case studies.

Course Evaluation:

A. Class participations	10%
B. Tests	45%
C. Groups Projects	
1. Case Analysis	15%
2. Marketing Plan	
Plan Part I – Consumer and Market Profile	10%
Plan Part II – Marketing Strategy	10%
Plan Part III – Marketing Plan Presentation	10%

Description of Course Evaluation:

A. Class participation

Excellent classroom discussion on the Marketing Spotlights or on any other component of the course, supported by adequate preparation, is an important component of the class participation grade. Class participation will be 10% of the final grades.

B. Tests

The 3 tests are inclusive from chapters of the textbook material, each test accounts for 15%, 45% in total.

C. Group Projects

Groups of 4-6 students will be formed at the beginning of the semester. The group based projects will make up for 45% of students' final grades. The following two tasks will be assigned to the students and they will be graded as a group:

1. Case Analysis

Performance on Case Analysis will be 15% of the course grade. Each group can choose one case to present. All the group members are asked to present the analysis of the case. Requirements for Case Analysis will be given before the presentation.

2. Marketing Plan

Each group will be assigned a specific industry from which they will choose a product to build a Marketing Plan. Groups will submit their product idea on July 5 for approval.

A short, one page (typed) description is required at this date. In case students want to change the product idea after the submission deadline, they need approval from the instructor.

There are 3 parts to the Marketing Plan

Part I: The Consumer and Market Profile

For this part of the assignment, each group is required to provide an in-depth analysis of the consumer and the market within which the product will be sold.

Part II: The Marketing Strategy

This part of the Marketing Plan will use the 4 P marketing mix strategy, including each group's financial calculations, export considerations, and implementation of the product plan. This strategy is specifically constructed for the target market the group describes in the Consumer and Market Profile part of the assignment.

Part III: The Marketing Plan Presentation

During the last 2 classes, each group will be assigned a time to present both parts of their Marketing Plan. Each group will have a maximum of 20 minutes to present, with 5 minutes for questions from the instructor and the class. Please note that all group members are asked to present the Marketing Plan.

In addition, all groups should submit the final PPT slides of their marketing plan presentation on the first day of presentation (June 26)

Grading Scale:

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

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

General Expectations:

- ✧ 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.

Academic Integrity:

Students are responsible for knowing policy regarding academic honesty. The University of International Business and Economics expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. In particular, students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

Tentative Course Schedule:

Note: The following are approximate topics and dates. I reserve the right to make changes as necessary.

Date	Topic	Readings/Assignment
May 27	Kick-off session: Introduction to course An Overview of Marketing	Chapter 1 Final Groups Set Up
May 28	Marketing: Creating And Capturing Customer Value Case Analysis: Alibaba VS Jingdong	Chapter 2
May 29	Company And Marketing Strategy: Video: MacDonalld	Chapter 3

May 30	Analyzing the Marketing Environment PPT Presentation: China's Marketing Entry	Chapter 4
June 3	Managing Marketing Information to Gain Customer Insights	Chapter 5
June 4	Test 1 (Chapters 1-4)	
June 5	Consumer Markets and Consumer Buyer Behavior PPT Presentation: Consumer behaviors between the Chinese and Western consumers	Chapter 6 Hand in Marketing Plan Idea
June 6	Business Markets and Business Buying Behavior	Chapter 8
June 10	Product, Services, and Brands: Building Customer Value PPT Presentation: Branding in China	Chapter 10
June 11	Pricing: Understanding and Capturing Customer Value PPT Presentation: Prices under Planned Economy and Market Economy	
June 12	Test 2 (Chapters 5,6,8,10)	Chapter 11
June 13	Pricing Strategies Case Analysis: Ikea	
June 17	Midterm exam	Chapter 13 Part I of Marketing Plan Due
June 18	Retailing and Wholesaling Case Analysis: E-commerce in China	Chapter 15
June 19	Advertising and Public Relations PPT Presentation: Advertising in China	Chapter 19
June 20	The Global Marketplace Case Analysis: Why some global companies fail in China?	Chapter 20
June 24	Sustainable Marketing Social Responsibility and Ethics Case Analysis: Songhua River Pollution	Part I of Marketing Plan Due
June 25	Test 3 (Chapters 13,14,19,20)	
June 26	Marketing Plan presentations	
June 27	Marketing Plan presentations	