



## MKT 101 - Principles of Marketing

### **Basic Information:**

<b>Instructor Name</b>	Dr. Frances Chang
<b>Home Institution</b>	Macquarie University
<b>Instructor Title</b>	Lecturer
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<b>Office</b>	TBA
<b>Office Hours</b>	TBA, and by appointment

### **Course Description:**

This unit explores the proposition that marketing is based on an understanding of consumer value. The unit looks at the evolution of marketing thought from a production orientation to its current state. The unit covers gathering information on consumer needs and the marketing environment. It then looks at the building blocks and tools that the marketer uses to satisfy those needs – the marketing mix. The unit includes the latest developments in marketing theory, illustrated with examples of best practice from Australia and major economies overseas.

### **Required Course Materials:**

<b>Textbook</b>	<b>Edition</b>	<b>Author</b>	<b>Publisher</b>	<b>ISBN-10</b>
Marketing Management	15th Edition	P.Kotler and K.L. Keller	Pearson Education, Australia	1292092629

Link to e-book purchase address:

<http://www.pearson.com.au/products/K-L-Kotler-Keller/Marketing-Management-Global-Edition/9781292092621?R=9781292092621>

### **Course Hours:**

This course consists of 18 class sessions, 1 field trip and 4 discussion sessions. Each class session is 150 minutes in length; each discussion session is 150 minutes in length; the field trip is 300 minutes in length. Classes normally meet from Monday to Friday. This course has 72 contact hours in total. Final exam will be on 26th Jan, 2019.

### **Year Level:**

The 1st year.

### **Prerequisite:**

(List if there is any; List "None" if the course has no prerequisite)

None

### **Course Schedule:**

<b>Week</b>	<b>Session</b>	<b>Day</b>	<b>Topic (s)</b>	<b>Chapter(s)</b>	<b>Homework</b>
Week 1	2 Jan, 2019	W	Orientation		
	3 Jan, 2019	TH	Defining Marketing for the 21 <sup>st</sup> Century	1&2	



## Shanghai International Studies University

	4 Jan, 2019	F	Conducting Marketing Research	3&4	Class activity
	5 Jan, 2019	SAT	Analyzing consumer and business markets	5,6&7	Class activity
Week 2	7 Jan, 2019	M	Identifying Market Segments and Targets	9	<b>Class Test</b>
	8 Jan, 2019	T	Brand Equity and Brand Positioning	10&11	Class activity
	9 Jan, 2019	W	Setting Products and Managing Services Discussion on group project	13&14	In-class prep on homework.
	10 Jan, 2019	TH	Developing Pricing Strategies and Programs	16	Class activity
	11 Jan, 2019	F	Designing and Managing Integrated Marketing Channels and Logistics	17&18	In-class prep on homework
Week 3	14 Jan, 2019	M	Designing and Managing Integrated Marketing Communications	19,20,21&22	Homework Due 29 Jan by 9am
	15 Jan, 2019	T	Tapping into Global Markets	8	Class activity. In-class prep on group work.
	16 Jan, 2019	W	Revisions of Topics and Exam Preparation		In-class prep on group work.
	17 Jan, 2019	TH	Group presentation		Group report submission on 1 Feb by 9am.
	18 Jan, 2019	F	<b>Field Trip (5 hours)</b>		
Week4	21 Jan, 2019	M	Group presentation		
	22 Jan, 2019	T	Group Report submission		
	23 Jan, 2019	W	Revision		Exam Preparation
	24 Jan, 2019	TH	Revision		Exam Preparation
	25 Jan, 2019	F	<b>Reading Day</b>		Exam Preparation
	26 Jan, 2019	SAT	<b>FINAL EXAM</b>		

### **Evaluation:**

Class Participation and Discussion

Class Test (multiple choice questions)

Homework

Group Project: Critical Case analysis

Written Examination: Answer 5 short-essay questions

**Assessment guidelines will be provided separately.**

### **Grading Policies:**

<b>Part</b>	<b>Percentage</b>	<b>Points</b>
Attendance	10%	10
Homework	20%	20
Class Test	10%	10
Group Project	25%	25
Exams	35%	35
<b>Course Total</b>	<b>100%</b>	<b>100 Points</b>



## **Grade Distribution:**

<b>Letter Grade</b>	<b>Grade Points</b>
High Distinction	85-100
Distinction	75-84
Credit	65-74
Pass	50-64
Fail	0-49

## **Academic Integrity**

SISU expects honesty from students in presenting all of their academic work. Students are responsible for knowing and observing accepted principles of scholarly research and writing in all academic work.

Academic dishonesty or cheating includes acts of plagiarism, forgery, fabrication or misrepresentation, such as the following:

- claiming the work or thoughts of others as your own
- copying the writing of others into your written work without appropriate attribution
- writing papers for other students or allowing them to submit your work as their own
- buying papers and turning them in as your own
- having someone else write or create all or part of the content of your assignments
- submitting the same paper for more than one study or class without explicit permission from the faculty members

## **General Principles**

SISU is committed to principles of trust, accountability, clear expectations and consequences. It is also committed to redemptive efforts, which are meaningful only in light of these principles. Students will be granted due process and the opportunity for an appeal.

Academic dishonesty offenses generally are subject to incremental disciplinary actions. Some first offenses, however, receive severe penalties, including dismissal from the program.

## **General Disciplinary**

The following is a non-comprehensive list of possible actions apart from dismissal from the program: warning from a professor, program director; a lower or failing grade on an assignment, test or course; suspension or dismissal from the course; suspension or dismissal from the program.

## **Disciplinary Actions for Specific Offenses**

Some academic dishonesty offenses call for specific disciplinary actions. The following have been identified:

### **Falsification of documents:**

Students who falsify or present falsified documents may be dismissed. Prospective students who are discovered to have presented falsified admission documents prior to admission shall be denied admission to the program. Should it be discovered after admission that a student had presented falsified documents for admission, such admission may be annulled and the record of academic achievement removed from the academic record, with appropriate notations. Such annulments or denials may be reviewed after one year.



**Dishonesty in course requirements:**

Course work (a quiz, assignment, report, mid-term examination, research paper, etc.) in which a student has been dishonest generally will receive zero points towards the grade in fulfillment of a course requirement, and/or the student may receive a failing grade for the course. The professor of the course determines the appropriate consequence.

**Final assignment:**

When a student cheats in a major or final assignment such as a comprehensive examination or presents plagiarized material in a major or final assignment, that student shall receive an F in that particular subject. Student cheats on more than two exams shall be dismissed from SISU.