



MKT 101 - Principles of Marketing

Basic Information:

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| Instructor Name | Dr. Frances Chang |
| Home Institution | Macquarie University, Sydney Australia |
| Instructor Title | Professor |
| E- Mail | Frances.chang@mq.edu.au |
| Home Office Phone Number | TBA |
| Office | TBA |
| Office Hours | 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:

| Textbook | Edition | Author | Publisher | ISBN-10 |
|----------------------|----------------|--------------------------|------------------------------|----------------|
| 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 160 minutes in length; each discussion session is 160 minutes in length; the field trip is 300 minutes in length. Classes normally meet from Monday to Friday. This course has 76 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:

| Week | Session | Day | Topic (s) | Chapt er(s) | Homework |
|-------------|----------------|------------|------------------|------------------------|-----------------|
| Week 1 | 2 Jan, 2019 | W | Orientation | | |



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|--------|--------------|-----|---|-------------|---|
| | 3 Jan, 2019 | TH | Defining Marketing for the 21 st Century | 1&2 | Class activity |
| | 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 | Class Test |
| | 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 14 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 | | |
| | 18 Jan, 2019 | F | Field Trip (5 Hours) | | |
| Week4 | 21 Jan, 2019 | M | Group presentation | | |
| | 22 Jan, 2019 | T | Revision and Group Report submission | | Group Report submission by 9am 22 Jan. Exam Preparation |
| | 23 Jan, 2019 | W | Revision and consultation | | Exam Preparation |
| | 24 Jan, 2019 | TH | Home Revision | | Exam Preparation |
| | 25 Jan, 2019 | F | Reading Day | | Exam Preparation |
| | 26 Jan, 2019 | SAT | FINAL EXAM | | |

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:

| Part | Percentage | Points |
|---------------|-------------------|---------------|
| Attendance | 10% | 10 |
| Homework | 20% | 20 |
| Class Test | 10% | 10 |
| Group Project | 30% | 30 |
| Exams | 30% | 30 |



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|---------------------|-------------|-------------------|
| Course Total | 100% | 100 Points |
|---------------------|-------------|-------------------|

Grade Distribution:

| Letter Grade | Grade Points |
|---------------------|---------------------|
| 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.